

**College Savings Plans of Maryland Board  
FINAL MINUTES**

**April 30, 2015  
3:00 PM – 3:30 PM**

**Held Via Conference Call  
217 E. Redwood Street, Suite 1350  
Baltimore, MD 21202**

**Board Members/Designees Present**

Nancy K. Kopp, State Treasurer and Board Chair  
Andrew Friedson, Comptroller's Designee  
Steven Serra, State Superintendent of Schools' Designee  
John Kenney  
Geoff Newman, Secretary of Higher Education's Designee  
Pam Purcell, Chancellor of University System of Maryland Designee  
Russell Kelley

**Board Members/Designees Absent**

Helene Grady, Board Vice Chair  
Lewis Robinson, Board Secretary

**Staff and Representatives Present**

Joan Marshall  
Carol Kaiser  
Lauren Shipley  
Joshua Fretz  
Lara Hjortsberg, Assistant Attorney General  
Bernadette Benik, Chief Deputy Treasurer

Treasurer Kopp introduced the first item on the agenda.

- Recommendation of Marketing Services RFP Evaluation Committee

Ms. Marshall reviewed the handout that was distributed to the Board with respect to the Marketing Services RFP. She explained that the agency received seven responses to the RFP; all of the firms were considered by the Committee; three of the firms were determined to be not reasonably susceptible to winning the award; and the remaining four firms were interviewed by the Committee. She noted that these four firms were ranked by both their technical and financial proposals and that Weber Shandwick was the top ranked firm in each category. She noted that the Evaluation Committee recommended an award to Weber Shandwick, explaining that the contract would be for a one year period with two

optional one year renewal periods. She also noted that the RFP included a 9% MBE goal and that Weber Shandwick's proposal contained a 10% MBE goal through four MBE subcontractors.

Treasurer Kopp asked for confirmation that the procurement was reviewed by counsel. Ms. Marshall responded that Carl Zacarias, an Assistant Attorney General in the Educational Affairs Division had worked with the agency on the procurement. Ms. Hjortsberg also noted that she had worked with Ms. Shipley on the RFP drafting process and that after proposals were submitted Mr. Zacarias assisted with the evaluation process.

Upon motion duly made and seconded, it was unanimously

**RESOLVED**, that Weber Shandwick is approved to receive CSPM Solicitation number R60R5400001.

Ms. Marshall stated that the agency intended to submit the marketing services contract award to the Department of Budget and Management for inclusion on the June 3 agenda for the Board of Public Works ("BPW") meeting.

- Follow-Up on Recommendation of Network Services RFP Evaluation Committee

Ms. Marshall reviewed the two handouts that were distributed to the Board with respect to the Network Services RFP. She noted that the recommendation of the State's Department of Information Technology ("DoIT") was for CSPM to proceed with building a new network, after which point the new network could be assessed to determine if there are additional services in the RFP that have not been covered. She explained that any additional services could be obtained through another procurement or through the firm that is awarded the network services RFP. She also noted that during Ms. Kaiser's discussions with DoIT regarding the Network Services RFP, for which the Evaluation Committee only considered one proposal, DoIT had emphasized the Governor's reluctance to consider single bid contract awards. Ms. Marshall asked the Board to accept the Evaluation Committee's recommendation to the Procurement Officer.

The Board members discussed their concerns about the procurement, including the concern with the Board voting to approve contract award prior to obtaining a full review of the procurement from DoIT. In addition, the Board members expressed a desire for more time to study the documentation for the procurement. Ms. Marshall noted that the agency had asked the offeror to extend its proposal until May 13<sup>th</sup>, 2015, but that the offeror may not be willing to extend the proposal further if there is not a vote to move forward. A discussion of the anticipated timing of a review by DoIT followed, during which Ms. Kaiser noted that based on her discussion with DoIT, completion of such review would

not be finished in time to allow for inclusion of the request for contract award on the June 3 Board of Public Works agenda.

- Approval of Contract Modification of Actuarial Services Contract for an Experience Study

Ms. Marshall reviewed the handout that was distributed to the Board with respect to a modification to the Contract for Actuarial Services. She noted that the Board had approved the exercise of the option to renew the contract at the March 2015 meeting. She explained that the Department of Budget and Management ("DBM") had initially told the agency that the modification to add the experience study required BPW approval but that DBM had later changed that statement such approval was not required because the increase in contract payments for the experience study was below \$50,000. She noted that the Board can approve the contract modification and submit it to DBM for approval without the need for BPW approval but that the previously-approved renewal of the contract would still require BPW approval, which was anticipated at the June 3<sup>rd</sup> meeting.

Upon motion duly made and seconded, it was unanimously

**RESOLVED**, that the Board approves the modification of the actuarial services contract for an experience study, per the proposal letter from Gabriel, Roeder, Smith, & Company to Carol Kaiser dated March 18, 2015.

Treasurer Kopp asked if there were any further items to be addressed. There being no further business, and upon duly moved and seconded, it was unanimously,

**RESOLVED**, that the meeting is hereby adjourned.

Approved: \_\_\_\_\_



Andrew Friedson  
Interim Executive Director – for Board Secretary

Date: \_\_\_\_\_

8/27/15

#### EXHIBIT LIST

1. Agenda for the April 30, 2015 Board Conference Call

2. Marketing RFP Evaluation Committee Recommendation
3. Network Services Contract Approvals Requested, dated March 20, 2015
4. Network Services Contract Approval Request, dated April 30, 2015
5. Requested Approval of Contract Modification of Actuarial Services Contract for an Experience Study
6. Letter from GRS Regarding an Amendment to the Actuarial Services Agreement