



October 1, 2021

University of North Texas Health Science Center
3500 Camp Bowie Blvd
Fort Worth, TX 76107

Re: Amendment to the Program Order Form: *Adult Learner Recruitment*

As you know, University of North Texas Health Science Center (“**Organization**”) enrolled in the Adult Learner Recruitment program (the “**Program**”) of EAB Global, Inc. (“**EAB**”) pursuant to the Program Order Form: *Adult Learner Recruitment* dated July 21, 2021 (together with any other applicable agreements or supplements, the “**Agreement**”). This amendment (this “**Amendment**”) amends and supplements the Agreement as set forth below. Capitalized terms not defined herein shall have the meaning attributed to them in the Agreement.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

- Section II (Financial Terms) is replaced in its entirety as follows:

EAB is pleased to provide the Program(s) for the following fees:

FY2022

Program	Quantity	Program Costs	EAB Investments	Net Program Costs	Estimated Postage Costs	Estimated Media Costs	Add'l Program Cost/M	Add'l Postage Cost/M	Estimated List Costs
Student Journey									
<u>Audiences Receiving Multi-channel Campaigns</u>									
Student Journey Target Quantity	25,000						\$1,950	\$201	
Total	25,000								
<u>Programs Included:</u>									
Graduate									
Adult Undergraduate Degree Completion									
<u>Additional Recruitment Services:</u>									
2 Additional Programmatic version(s)									
Certificate Module									
Newsletters									
Paid Search									
Partnership Fees:		\$566,470	\$0	\$566,470					
Multi-Year Partnership Discount:			(\$65,920)	(\$65,920)					
EAB Program Investment for Partial Year			(\$113,630)	(\$113,630)					
Multi Student Journey Discount:			(\$116,070)	(\$116,070)					
Multi Student Journey Version Discount:			(\$32,100)	(\$32,100)					
Total Costs		\$566,470	(\$327,720)	\$238,750		-	-	-	

FY 2023

Program	Quantity	Program Costs	EAB Investments	Net Program Costs	Estimated Postage Costs	Estimated Media Costs	Add'l Program Cost/M	Add'l Postage Cost/M	Estimated List Costs
Student Journey									
<u>Audiences Receiving Multi-channel Campaigns</u>									
Student Journey Target Quantity	25,000						\$2,008	\$201	
Total	25,000								
<u>Programs Included:</u>									
Graduate									
Adult Undergraduate Degree Completion									
<u>Additional Recruitment Services:</u>									
2 Additional Programmatic version(s)									
Certificate Module									
Newsletters									
Paid Search									
Partnership Fees:		\$596,460	\$0	\$596,460					
Multi-Year Partnership Discount:			(\$79,290)	(\$79,290)					
Multi Student Journey Discount:			(\$155,150)	(\$155,150)					
Multi Student Journey Version Discount:			(\$33,060)	(\$33,060)					
Total Costs		\$596,460	(\$267,500)	\$328,960			-	-	-

As Applicable:

Add'l Program Cost/M and Add'l Postage Cost/M will be applied if the actual quantity volumes are higher than those included in the tables above upon prior notice and written approval from Organization.

The postage and media costs estimated to be \$5,027.00 and \$74,416 respectively for FY22 and \$5,177.00 and \$133,872.00 respectively for FY23, will be an addendum to the Program Order which will be invoiced separately upon prior notice and written approval from Organization. The estimated costs are based on then-current available postage or media rates. EAB will notify the Organization in advance of any purchases.

Organization will purchase separately recruitment lists estimated to be \$6,754 and \$6,956 respectively for FY22 and FY23. EAB shall have access to the lists for the purposes of providing the Program hereunder.

Invoicing

Organization shall pay the Program Fees in accordance with the following. The Postage and Media Costs will be invoiced separately from the Program Costs as an addendum to the contract.

FY 2022

Invoice upon execution of this addendum.	100% Program Costs	100% Postage	100% Media	Total Invoice
	\$238,750			\$238,750

FY 2023

Invoice in July 2022	100% Program Costs	100% Postage	100% Media	Total Invoice
	\$328,960			\$328,960

2. The following provision is added to the Scope of Services under section B (Summary of Program Services):

Paid Search

○ Paid Search:

EAB will manage Paid Search Ad Words campaigns, which includes analyzing the campaigns, creating ads, and reviewing the budget ensuring it's utilized efficiently. EAB will also provide regular campaign reporting and analyses.

3. The Early Termination Provision in section III (Special Provisions) is removed in its entirety.

This Amendment may be signed using one or more counterparts. The multiple executed copies together will be considered an original and will be binding on the parties.

EAB GLOBAL, INC.

**UNIVERSITY OF NORTH TEXAS HEALTH
SCIENCE CENTER**



Declaration of Procurement Method

The attached contract document has been issued as a result of either a sole source or proprietary justification approved by the University of North Texas System Procurement Department.

The approved justification form is on file with the UNT System Procurement Department records.