



## Purchase Order

Purchase Order Date	PO/Reference No.	Revision No.
<b>Oct 22, 2025</b>	<b>AB1085057</b>	<b>0</b>

### Sales Tax Exemption

Texas A&M University is exempt from state and municipal sales taxes under Chapter 20 Title 122A, revised Civil Statutes of Texas, for all purchases made for the exclusive use of Texas A&M.

The laws of the State of Texas shall govern this Purchase Order.

Member of the Texas A&M University System.

<b>Contact instructions for questions regarding this Purchase Order:</b>		
If Buyer Contact information is listed below, please contact the Buyer.		
If not, please contact the Customer.		
<b>Buyer Contact:</b>		
<b>Buyer</b>	<b>Buyer Email</b>	<b>Buyer Phone Number</b>
sww - Wolfe, Wes	swolfe3@tamu.edu	979.845.2014
<b>Customer Contact:</b>		
Name:	TAMU ORDERING DEPT 02-CLEN	
Email:	epoaccountspayable@tamu.edu	
Phone:	+1 979-458-5439	

### Order acceptance instructions:

**For Order Acceptance Instructions and other Terms and Conditions applicable to this PO, see the "Notes to Supplier" section below.**

Supplier Information	Delivery Information
Supplier Name: EDUCATIONDYNAMICS LLC EDDY ACQUISITIONS LLC DBA	<b>Delivery Address</b>
Address: 15200 SANTA FE TRAIL DR SUITE 200 LENEXA, Kansas 66219 United States	TAMUS Member: 02-Texas A&M University (02)
FOB / FREIGHT: Destination	Attn: Engineering Program Office
Pre-Pay & Add: No	Zachry Engineering Edu Complex
Payment Terms: 0, Net 30	Suite: 230
Contract Number - Header: C26-02-22553	125 Spence St
Contract Number - Line: <i>no value</i>	3126 TAMU
Quote number:	College Station, TX 77843
	United States
	<b>Delivery Information</b>
	Required Delivery Date:
	Ship Via: Best Carrier-Best Way

### Notes to Supplier

<b>Shipping Instructions</b>	
Note to Supplier	The HUB Subcontracting Plan submitted shall become a provision of this purchase order. Attached are HSP Self-Performing Requirements that apply to this purchase order.
Attachments for supplier	
C26-02-22553 Stat...	
TAMU HSP Self-Per...	

<b>PO Clauses</b>			
Header	001	No Collect Freight Charges Accepted	Neither COD nor "Collect" freight or handling charges will be accepted.
	100	Order Acceptance Instructions - TAMU	Vendor guarantees that the products delivered, or the services performed, as a result of this Purchase Order will meet or exceed all specifications herein. Any exceptions to the pricing or the description contained herein must be approved by Texas A&M's Department of Procurement Services in writing prior to shipping or performance. This Purchase Order is governed by the laws of the State of Texas and Texas A&M's Terms & Conditions (the version that is effective as of the Purchase Order Date or the Revision Date specified above, whichever is later), which are incorporated into and made a material part of any Purchase Order issued by Texas A&M.
	102	Terms & Conditions - TAMU	Terms & Conditions - Texas A&M University -This purchase order is issued on behalf of Texas A&M University and is governed by the Terms & Conditions found online: <a href="https://purchasing.tamu.edu/_media/TAMU.BID.TERMS.WEB.20250321.pdf">https://purchasing.tamu.edu/_media/TAMU.BID.TERMS.WEB.20250321.pdf</a>

Line No.	Product Description	Catalog No.	Size / Packaging	Unit Price	Quantity	Ext. Price
1 of 6	Digital Marketing Media (pass-through costs):	N/A	EA	350,000.00 USD	1 EA	350,000.00 USD

2 of 6	Digital Marketing Management Fee	N/A	EA	38,500.00 USD	1 EA	38,500.00 USD
3 of 6	Technology Fee	N/A	EA	2,625.00 USD	1 EA	2,625.00 USD
4 of 6	Inbound (SEO) Management Fee	N/A	EA	36,000.00 USD	1 EA	36,000.00 USD
5 of 6	Automated Nurturing Fee	N/A	EA	36,000.00 USD	1 EA	36,000.00 USD
6 of 6	Recruitment Services / Enrollment Coaching Fee	N/A	EA	128,333.00 USD	1 EA	128,333.00 USD
Total					<b>591,458.00 USD</b>	

#### Billing Information

To assure timely payment please e-mail invoices to the email provided in the bill to address. If the invoice is sent via email, please do not send a duplicate copy through the mail. Only if email is not an option then submit invoices to the billing address indicated in the "Billing Address" section. To inquire about electronic invoicing via cXML, CSV or PO flip through the supplier portal, e-mail vendorhelp@tamu.edu. Invoice must include the PO/Reference number shown above.

#### Billing Address

Texas A&M University-Accounts  
Payable  
\*\*\*Do Not Mail Invoices\*\*\*  
Email invoices to invoices@tamu.edu  
750 Agronomy Rd Suite 3101  
6000 TAMU  
College Station, TX 77843-6000  
United States

Statement of Work – **College of Engineering** Marketing & Recruiting Services

**Timeframe: 9/1/2025-8/31/2026**

**Primary Client Contact Information**

<b>Advertiser Name</b>	Texas A&M University Zachary Engineering Education Complex
<b>Contact Name</b>	Dr. Arul Jayaraman
<b>Contact Address</b>	3122 TAMU College Station, TX 77842-3013
<b>Phone Number</b>	979-845-3306
<b>Email</b>	<a href="mailto:arulj@tamu.edu">arulj@tamu.edu</a>

**Billing Contact Information**

<b>Contact Name</b>	TAMU Accounts Payable
<b>Contact Address</b>	Email invoices to <a href="mailto:invoices@tamu.edu">invoices@tamu.edu</a>
<b>Phone Number</b>	979-845-2014
<b>Email</b>	<a href="mailto:invoices@tamu.edu">invoices@tamu.edu</a>

Reference is made to the Agreement between EducationDynamics, LLC (“EDDY” or “Company”), and Texas A&M University (the “Client”) dated 12/18/2024 (the “Agreement”).

**1. Scope of Work – Digital Marketing Services**

Pursuant to the terms of the Agreement, EDDY will build and manage direct response digital channel marketing campaigns for Client programs listed below.

- **Online Master of Science in Computer Science**
  - **Graduate Certificate in Artificial Intelligence**
  - **Online Master of Science in Artificial Intelligence**
  - **Online Master of Science in Electrical Engineering**
- Channels utilized will be affiliate and Search Engine Optimization (SEO) partner networks, social media channels, retargeting and display channels, and paid search channels such as Google Ad Words. Additional marketing channels may be utilized as agreed upon with Client.
  - EDDY will execute the marketing campaigns, monitor, and optimize on an ongoing basis during the term of the Agreement providing transparent reporting on results on a regular basis and during Client status meetings. EDDY will build out all advertising and landing page assets for execution for any new programs not listed below including content, creative and technical setup and implementation.

EDDY will manage the marketing media placements covering lead generation, consideration, and awareness marketing, executing paid and organic marketing on behalf of Client.

## ***2.Scope of Work –Recruitment Services***

Pursuant to the terms of the Agreement, EDDY will provide enrollment management with services to include:

- Attempt contact with all new inquiries via phone, text, and/or email (contact attempts and methods according to state and federal guidelines).
- Conduct initial enrollment interview which includes an open discussion of the prospective student's academic background and interests, programmatic features, benefits, and program details, and a detailed overview of the application, deposit, and enrollment process.
- Provide the prospective student with guidance and support in the completion and submission of all necessary documents to progress through the application and admit status.

## ***3.Scope of Work –Search Engine Optimizations (SEO):***

Pursuant to the terms of the Agreement, EDDY will perform SEO services to include:

- Content development & optimization – 1 blog post per month
- Blog topics, based on keyword research, will be presented for approval
- Technical SEO & site health optimization
- Title tag/meta description optimization

## ***4.Scope of Work –Automated Nurturing:***

Pursuant to the terms of the Agreement, EDDY will perform automated nurturing services to include:

- Strategic Planning, execution and monitoring of an automated nurture campaign catering with audiences outlined during the discovery process, deployment out of VENDOR's Active Campaign system, email, SMS and ringless voicemail, message and contact strategy testing, reporting and analytics.

EDDY will provide monthly data after the campaign launches on lead sources, contacted and interview rates, engagement data, recruitment funnel drop off, cost per lead, cost per application and cost per ROI, campaign efficiencies in terms of correlation of lead generation to specific marketing campaigns and channel attribution.

### ***Client Responsibility and Deliverables***

Client will collaborate with EDDY to ensure all inquiries that are delivered to EDDY systems are generated in a compliant manner, in accordance with state and federal regulations including TCPA and relevant consumer opt-in and consent.

Client will collaborate with EDDY in the creation and documentation of content related to the enrollment management workflow from new inquiry to designated hand-off point.

**General Assumptions**

EDDY will work with Client on approvals of enrollment services deliverables and collateral. EDDY will notify Client prior to launching any marketing services. In addition to this, Client agrees to the 48-hour Monday – Friday 8:00-5:00 p.m. turnaround time on review and approvals of the marketing work that EDDY will be completing on Client's behalf.

**Annual Fees**

Campaign will continue under this SOW through 8/31/26.

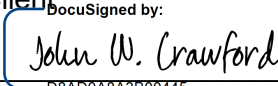
- Digital Marketing Media (pass-through costs): \$350,000
- Digital Marketing Management Fee: \$38,500
- Technology Fee: \$2,625
- Inbound (SEO) Management Fee: \$36,000
- Automated Nurturing Fee: \$36,000
- Recruitment Services / Enrollment Coaching Fee: \$128,333
- Total Fees: \$591,458


**Special Payment Terms**

Client Fees shall be billed monthly pursuant to the payment terms of the Agreement.

All other terms and conditions of the Agreement shall remain in full force and effect.

With my signature below, I acknowledge that I am authorized to enter into this agreement on behalf of

Client	Print	Date
X  <small>Docusigned by:</small>	John W. Crawford Chief Financial Officer	October 21, 2025   12:23:25 PM CD

EducationDynamics, LLC	Print	Date
X 	Greg Clayton, President	9/17/2025