

20369

**ADOPTED
BOARD OF TRUSTEES OF
COMMUNITY COLLEGE DISTRICT NO. 508**

BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508
County of Cook and State of Illinois

JAN 8 1998

**COUNTY OF COOK
AND STATE OF ILLINOIS**

**RESOLUTION: APPOINT PUBLIC RELATIONS CONSULTANT
CENTRAL ADMINISTRATION**

WHEREAS, due to the recent resignation of the Director of Public Relations, it is necessary to obtain external public relations services for general public relations consultation and media representation; and

WHEREAS, the firm of Rosner and Walsh Public Relations has worked with the CCC Office of Public Relations and has shown the necessary experience and skills to provide the needed comprehensive consulting work for the District; and

WHEREAS, Rosner and Walsh has submitted a proposal to provide these services at a monthly rate of \$6,000.00 plus a maximum of \$500.00 per month to cover out-of-pocket expenses such as postage, copying, printing and messenger service.

NOW, THEREFORE, BE IT RESOLVED that the Board of Trustees authorizes the issuance of a purchase order in the total amount of \$39,000.00 to Rosner and Walsh Public Relations, 650 N. Dearborn, Chicago, for the provision of public relations consulting services as outlined above.

January 8, 1998

WAIVER OF COMPETITIVE BIDDING REQUIREMENT

Board Rules state that it is the general policy of the District to use competitive bidding procedures to select professional service consultants. Section 4 of the Board Rules lists situations in which a waiver of competitive procedure is possible. In order to retain a consultant without competitive procedures, this waiver form must be completed and approved by the College President, the appropriate Vice Chancellor, or the Chancellor.

Brief Description:

Due to the recent resignation of the Director of Public Relations, services are required to assist the District with media representation and for general public relations work.

Type of Service:

Because of the nature of the required services, a PR firm with knowledge of CCC operations can best represent the District's interests.

Reason that Competitive Bidding is not appropriate:

Rosner & Walsh is available immediately to provide these services and based on past experience, can fulfill the needs of the District.

Person Initiating Request

Department

APPROVED:

20369

ROSNER
WALSH

January 6, 1998

Ronald Gidwitz
President, Board of Trustees
City Colleges of Chicago
c/o Helene Curtis
325 N. Wells
Chicago, IL 60610

LETTER OF AGREEMENT

This will serve as a letter of agreement between Rosner & Walsh Public Relations and the City Colleges of Chicago for general public relations consultation and media representation beginning January 1, 1998 and continuing through June 30, 1998. In this capacity, Rosner & Walsh will be responsible for advising the Board of Trustees.

For these services, City Colleges of Chicago will be billed \$6,000 per month for a total of \$36,000. Out-of-pocket expenses such as postage, xeroxing, printing and messenger service will be billed separately.

Christene Walsh Sabo

Rosner & Walsh Public Relations

[Signature] JAN 8 - 1998

City Colleges of Chicago
CHAIRMAN OF THE BOARD *[Initials]*

January 15, 1998

Date

Patricia A. Buck

ASSISTANT BOARD SECRETARY

ROSNER & WALSH PUBLIC RELATIONS

650 North Dearborn • Chicago, Illinois 60610 • (312) 664-6100 • FAX: (312) 664-7623