

20757

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

ADOPTED
BOARD OF TRUSTEES OF
COMMUNITY COLLEGE DISTRICT NO. 508
JUL 2 1998

PUBLIC RELATIONS CONSULTANT SERVICES
CENTRAL ADMINISTRATION

COUNTY OF COOK
AND STATE OF ILLINOIS

THE CHANCELLOR

REPORTS

that Board Report #20369 dated 1-8-98 authorized the firm of Rosner and Walsh Public Relations to assist the CCC Office of Public Relations in media representation, the issuance of appropriate news releases and other general public relations work for a period of six months; and

that Rosner and Walsh has submitted a proposal to continue providing these services for a six-month period at the same 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 services; and

that the services provided by Rosner and Walsh have been satisfactory and consistent with the comprehensive needs of the District.

RECOMMENDS

that the Board of Trustees approves 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 from July 1, 1998 to January 1, 1999.

FINANCIAL

\$39,000.00 -- Educational Fund

Respectfully submitted,

Wayne D. Watson
Chancellor

July 2, 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:

External professional 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:

July 2, 1998