

21149

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

MAR 4 1999

TELECOURSE LICENSE AGREEMENTS WITH THE PUBLIC BROADCASTING SERVICE  
CENTER FOR OPEN LEARNING  
WASHINGTON COLLEGE

COUNTY OF COOK  
AND STATE OF ILLINOIS

THE CHANCELLOR

REPORTS

the Board of Trustees has annually renewed Agreements with Public Broadcasting Service (PBS) for use of telecourses for open air broadcast since 1984; and

that Agreements have been re-negotiated with PBS to license rights to 19 telecourses from September 1, 1998 through August 31, 2001 (unless otherwise noted) at the fees listed plus an enrollment fee of \$20.00 per student:

- > America in Perspective as History 112 for a flat fee of \$2700;
- > American Adventure as History 111 for a flat fee of \$2700;
- > Business and the Law as Business 211/212 for a flat fee of \$2700;
- > By the Numbers as Business 141 for a flat fee of \$2700;
- > College Algebra as Math 140 for a flat fee of \$3500;
- > Destinos I & II as Spanish 101/Spanish 102 for a flat fee of \$3500;
- > Economics USA as Economics 201/202 for a flat fee of \$3500;
- > Literary Visions as Literature 110 for a flat fee of \$3500;
- > Living with Health as Health 250 for a flat fee of \$2700;
- > Nutrition Pathways as Biology 107 for a flat fee of \$2700;
- > Personal Finance & Money Mgt. as Business 244 for a flat fee of \$2700;
- > Portrait of a Family as Sociology 201 for a flat fee of \$2700;
- > Sociological Imagination as Sociology 201 for a flat fee of \$2700;
- > Something Ventured as Business 258 for a flat fee of \$1200 (9-1-1998 to 8-31-1999);
- > Taking the Lead as Business 269 for a flat fee of \$1200 (9-1-1998 to 8-31-1999);
- > The Chinese as History 212 for a flat fee of \$3500;
- > The Sales Connection as Business 237 for a flat fee of \$1200 (9-1-1998 to 8-31-1999);
- > World of Abnormal Psychology as Psychology 213 for a flat fee of \$3500;
- and
- > Writer's Exchange as English 101 for a flat fee of \$2700.

RECOMMENDS

that the Board of Trustees approves the Agreements with PBS stating the terms and conditions whereby the City Colleges of Chicago is granted 19 telecourse licenses totaling \$55,100.00 plus an enrollment fee of \$20.00 per registered student; and authorizes the Chairman and Assistant Secretary to execute the Agreements on behalf of the Board.

Respectfully submitted,

Wayne D. Watson  
Chancellor

March 4, 1999

AMENDMENT FOR FALL-98 SUMMER-99  
TELECOURSE LICENSE TERM:  
SEPTEMBER 01, 1998 -  
AUGUST 31, 1999

EDUCATIONAL INSTITUTION  
LICENSE AGREEMENT

HAROLD WASHINGTON COLLEGE  
(NAME OF INSTITUTION)

EXHIBIT A  
(PAGE 1)

TITLE OF TELECOURSE / FEES

- SALES CONNECTION, THE: PRINCIPLES OF SELLING  
\$1200 + \$20 PER STUDENT
- SOMETHING VENTURED: SMALL BUSINESS MANAGEMENT  
\$1200 + \$20 PER STUDENT
- TAKING THE LEAD: THE MANAGEMENT REVOLUTION  
\$1200 + \$20 PER STUDENT

PAYMENT SCHEDULE: FALL-98 \$1,200

APPROVED AS TO LEGAL FORM

*[Signature]*  
GENERAL COUNSEL

MAR 4 - 1999

(DATE)

*[Signature]*  
(SIGNATURE BY INSTITUTION)  
CHAIRMAN OF THE BOARD

DEC 07 1998

(DATE)

*[Signature]*  
(SIGNATURE BY PBS)

Board of Trustees of Community College  
District No. 508, County of Cook and  
State of Illinois

*[Signature]*  
ASSISTANT BOARD SECRETARY

HAROLD WASHINGTON COLLEGE  
(NAME OF INSTITUTION)

**EXHIBIT B**

TITLE: THE SALES CONNECTION  
PRODUCER: Southern California Consortium

DESCRIPTION: This telecourse is designed to provide aspiring salespeople, and those already involved in sales, with the tools and insights they need to compete in the age of long-term, consultative-style selling. In each program, several of our nation's top sales experts will offer valuable information and advice about identifying sales prospects, as well as developing and maintaining good sales relationships. Students will be able to see theories and processes put to practical use through the first-hand stories of professional salespeople. These real-life sales specialists will be videotaped "in the trenches" as they go through their normal routine of identifying prospects, setting sales appointments, preparing for presentations, meeting with clients, striving for closure, and servicing their sales. Finally, the information presented in the program will be expanded to other sales areas through several brief "up close and personal" looks at successful sales professionals.

TELEVISION PROGRAMS: 26 half-hour television programs.

**PRINT MATERIALS:**

For Students:

TEXTBOOK - SELLING TODAY: A PERSONAL APPROACH by Gerald L. Manning and Barry L. Reece, Fifth Edition, Boston, MA, Allyn and Bacon Publishers, January 1992. (ISBN #0-205-13250-0)

STUDY GUIDE - Telecourse Study guide for THE SALES CONNECTION by the Southern California Consortium, First Edition, Boston, MA, Allyn and Bacon Publishers, May 1992. (ISBN #0-205-13251-0)

MAIL BOOKSTORE ORDERS TO: Allyn and Bacon; Order Department; 200 Old Tappan Road; Old Tappan, NJ 07675.

For Faculty and Administrators:

Faculty Manual for THE SALES CONNECTION, Southern California Consortium, August 1992. This manual provides information regarding the design and development of the course, keys to course promotion and administration, and a complete course outline, including objectives for each lesson. It also contains a comprehensive test bank to evaluate student learning. Available from the Southern California Consortium.

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INSTITUTION LICENSE

HAROLD WASHINGTON COLLEGE  
(NAME OF INSTITUTION)

**EXHIBIT B**

TITLE: SOMETHING VENTURED: SMALL BUSINESS MANAGEMENT  
PRODUCER: Southern California Consortium

DESCRIPTION: SOMETHING VENTURED: ENTREPRENEURIAL APPROACH TO SMALL BUSINESS MANAGEMENT is a business telecourse designed to provide aspiring entrepreneurs, and those already involved in a small business venture, with the tools needed to enhance their potential for success. In this telecourse, students are afforded the unique opportunity to observe a variety of small businesses in operation. The documentary footage is then analyzed and assessed by a council of leading experts in the small business arena. Each of the major modules concludes with a program that profiles a single small business. These more in-depth case studies bring life and dimension to the course of study by allowing students to apply the information they are learning to a real-life situation.

TELEVISION PROGRAMS: 26 half-hour programs

PRINT MATERIALS:

For Students:

TEXTBOOK: Longenecker, Justin G. and Moore, Carlos W. Small Business Management. Eighth Edition. Cincinnati, OH. South-Western Publishing Company, January 1991. (ISBN#: 0-538-80789-X). College bookstore orders should be mailed to: South-Western Publishing Company, 5101 Madison Road, Cincinnati, OH 45227.

STUDY GUIDE: Southern California Consortium. Telecourse Study Guide for SOMETHING VENTURED. First Edition. South-Western Publishing Company, August 1991. (ISBN#: 0-538-81334-2). College bookstore orders should be mailed to: South-Western Publishing Company, 5101 Madison Road, Cincinnati, OH 45227.

For Faculty and Administrators:

SOMETHING VENTURED Faculty Manual. Southern California Consortium, August 1991. The manual provides a history of the course development, keys to course promotion and administration, and a complete course outline, including objectives for each lesson. It also contains a Test Bank to evaluate student learning from the retention level through synthesis and evaluation. One copy of the faculty manual will be provided to each institution paying a television course license fee. Available from the PBS Adult Learning Service, 1320 Braddock Place, Alexandria, VA 22314-1698.

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INSTITUTION LICENSE

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HAROLD WASHINGTON COLLEGE  
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**EXHIBIT B**

TITLE: TAKING THE LEAD  
PRODUCER: Intelcom (Southern California Consortium)

DESCRIPTION: This business management telecourse provides an overview of management in the nineties with an emphasis on the competencies that are essential for success. TAKING THE LEAD: THE MANAGEMENT REVOLUTION features such noted authorities as Warren Bennis, John Kotter, Geore Labovitz, and William Ouchi, and provides students with an inside view of management in a variety of businesses, including General Dynamics, Hybritech, Patagonia, and the Four Seasons Hotel. Course organization is based on the major functions of management -- planning, organizing, staffing, directing, and controlling. Topics of such current importance as the cultural and social diversity of the workforce, Total Quality Management (TQM), social responsiveness and ethics, and multinational markets and competition are woven throughout the course.

TELEVISION PROGRAMS: Twenty-six half-hour programs

PRINT MATERIALS:

For Students:

TEXTBOOK: Introduction to Management by Plunkett and Attner, Fifth Edition, Wadsworth Publishing Company, Belmont, CA, August 1993. (ISBN#0-534-93321-1). Available from: Wadsworth Publishing Company, 7625 Empire Drive, Florence, KY 41042.

STUDY GUIDE: TAKING THE LEAD Telecourse Study Guide by Intelcom, First Edition, Wadsworth Publishing Company, Belmont, CA, May 1993. (ISBN#0-534-93385-8). Available from: Wadsworth Publishing Company, 7625 Empire Drive, Florence, KY 41042.

FACULTY GUIDE: Faculty Manual for TAKING THE LEAD: THE MANAGEMENT REVOLUTION, Intelcom, First Edition, August 1993. The manual provides information regarding the design and development of the course, keys to course promotion and administration, and a complete course outline, including objectives for each lesson. It also contains a comprehensive test bank to evaluate student learning. One desk copy of the manual will be provided to each institution or consortium paying a telecourse licensing fee.

TEST ITEMS AND ANSWER KEY: Test Items and Answer Key are available on IBM-PC compatible diskettes at \$25 per set. Available from: Intelcom, 150 E. Colorado Blvd., Suite 300, Pasadena, CA 91105-1937, Attn: Marketing Department.

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