

**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 11 2002

**MK COMMUNICATIONS PROFESSIONAL SERVICES AGREEMENT COUNTY OF COOK
AND STATE OF ILLINOIS**

THE CHANCELLOR

REPORTS

that there is a need to continue the services of MK Communications to act as a consultant to the City Colleges as it changes its cohesive district wide marketing plan, legislative agenda and needed public relations transformation in response to both changing student body demographics and the evolving regional economy;

that as a result of the initial consultant program:

- the district has held a series of meetings with the leadership of the colleges to analyze opportunities and challenges, and a result has developed an overall strategy and the beginnings of an integrated calendar that will be a guide and template for more effective communications with the various stakeholders of the District.
- the district has addressed immediate legislative issues to design an effective communications program that meets the system's need for an integrated approach to legislative, funding, marketing and media issues.
- the district has analyzed materials, both press and marketing/advertising, to determine the strengths and weaknesses of the presentations to increase effectiveness of media buys.
- initial actions to improve the image and presence of the district have been targeted for the upcoming fiscal year.

that engaging additional services of MK Communications will assist CCC in:

- finalizing an overall strategy and communications calendar;
- developing an effective re-design of an integrated "CCC" look, messages, advertising and publications;
- creating a cohesive public relations plan for the district marketing staff and the colleges and developing consistent media relations;
- working jointly between the district and colleges to ensure that web sites and other communications vehicles are consistent and well-designed.

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that MK Communications has proposed to provide the services listed above for a period of three months in the amount of \$8,000.00 per month plus administrative expenses. The entire contract shall not exceed \$25,000.00; and

that this procurement of professional services is exempt from the District's Competitive bidding requirements.

THE CHANCELLOR

RECOMMENDS that the Board of Trustees authorize the Chairman to enter into an agreement with MK Communications to provide services in the amount of \$24,000.00 plus expenses during the three-month period of July 1, 2002 through September 30, 2002. The entire contract shall not exceed \$25,000.00.

FINANCIAL Education Fund - \$25,000.00

Respectfully submitted

July 9, 2002


Wayne D. Watson
Chancellor

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COUNTY OF COOK AND STATE OF ILLINOIS**

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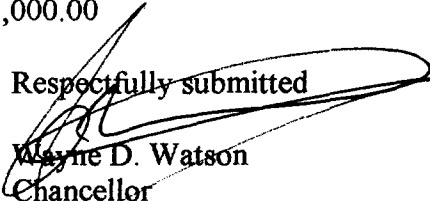
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