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REVISED
7/17 bpa

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

BROADCAST ADVERTISING SERVICES
DALEY, KENNEDY-KING, MALCOLM X, OLIVE-HARVEY, WASHINGTON, TRUMAN,
WRIGHT COLLEGES AND DISTRICT OFFICE

THE CHANCELLOR

REPORTS

that the Marketing and Public Relations office schedules commercial advertising for broadcast on local radio stations to increase enrollment at the seven City Colleges and its satellite locations. These advertisements serve as promotional inducements to encourage college-bound individuals to register for liberal arts, workforce development, continuing education and adult education courses so they may achieve their higher education goals.

that radio as an advertising vehicle delivers the strongest response and call to action for enrollment and retention.

that a directed schedule rotating enrollment and recruitment commercials on the stations listed below, in cooperation with print advertising, is necessary to continue increasing enrollment during registration periods:

Station	Type of Commercial	No./Sec	Cost
WGCI	Recruitment	30 :60 sec.	\$39,950.00
WLEY	Recruitment	14 :60 sec.	18,750.00
WBBM	Recruitment	20 :60 sec.	30,000.00
WPWX	Recruitment	14 :60 sec.	18,750.00
WVON	Recruitment (August program)	30 :60 sec.	3,000.00
WVON	Recruitment	20 :60 sec.	4,000.00
TOTAL		128 :60 sec spots	\$114,450.00

that additional purchases may be needed to reinforce recruitment efforts during the fiscal year.

RECOMMENDS

that the Board of Trustees authorize the Chairman to enter into agreements for broadcast advertising with the above local radio stations for the purpose of student recruitment and increasing enrollment during FY 2003-04 in an amount not to exceed \$120,000.00.

FINANCIAL

\$120,000.00 – education fund.

Respectfully submitted,

Wayne D. Watson
Chancellor

MKTG COLLEGE REVIEW: CFR 7/21 REQ# _____
President

DISTRICT OFFICE REVIEWS & DATES SIGNED:
Purchasing RA Treasurer JB Legal 7/25/03 Board Office _____
Date _____

Admin. Svcs. _____ Academic Aff. _____ HR _____
Date _____ Finance 21-Jul-03

OIT _____ Date _____