

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

WYCC-TV Professional Services Agreement
Harman Interactive

THE CHANCELLOR

REPORTS

that there is a need to enter into an agreement with Harman Interactive, a firm providing membership fundraising consulting to Public Broadcasting stations, to boost individual giving revenue and significantly grow WYCC-TV20 membership base by crafting strategic, integrated, year-round fundraising plans. Harman Interactive will work with WYCC-TV20 to increase retention and repeat giving of current members, and will develop strategies to encourage giving from viewers who are not currently contributing to the station. ✓

Harman Interactive will:



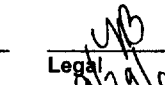

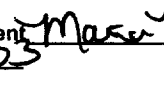
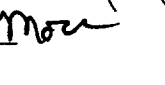

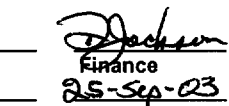
- Conduct an assessment of current giving practices, reviewing publications, membership levels & benefits, on-air membership messaging, and membership appeals on the website, including a review of the membership database, source coding practices, membership acknowledgment and cultivation systems.
- Develop an online survey to help understand the interests of members and viewers, while growing the email list of target constituent based on demographics & interests.
- Develop strategies for potential telemarketing or direct mail appeals to increase membership.
- Develop effective fundraising messages for use on-air, through direct mail and online.
- Develop a regular e-newsletter to drive return website visits and build loyalty

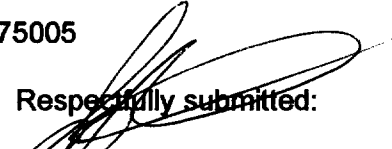
THE CHANCELLOR

RECOMMENDS that the Board of Trustees authorizes the Chairman to enter in an agreement with Harman Interactive, November 2003 through October 2004 at a fee not to exceed \$24,000. Harman Interactive is a women-owned Chicago based business and is completing the application process to be certified WBE. ✓

FINANCIAL \$24,000 – WYCC Operating Budget ~~8075005~~ 8075005

DISTRICT OFFICE & COLLEGE PRESIDENT SIGNATURE FOR BOARD REPORTS:

 Purchasing Date 9-25-03	 Treasurer.	 Legal 9/29/03	Board Office
 College President Date 9/25/03			HR
	Marketing	 Finance 25-Sep-03	

Respectfully submitted:

Wayne D. Watson
Chancellor