

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

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

THE CHANCELLOR

REPORTS

It is necessary to support CCC student recruitment efforts with advertising purchases throughout FY2006; and

that the district marketing department has proposed a comprehensive schedule of advertisement that will potentially reach an estimated audience of more than 60 million, via as many as 30 media outlets including radio, television, major newspapers and neighborhood publications;

the proposed advertising schedule, supported by other promotional activities and public relations efforts is intended to have a positive impact on enrollment, which subsequently affects CCC's state reimbursement dollars; the proposed spending plan is a continuation of marketing strategies implemented over the past three years that have contributed to increased enrollment in college credit programs; and

that dollars have been allocated in the FY2006 budget for the proposed marketing expenditures; and

that the Office of M/WBE Contract Compliance has reviewed the above referenced advertising opportunities and since certified MBE and WBE vendors are a part of the potential purchase order listing, it is determined that these efforts will be in compliance with the Board approved Participation Plan.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorizes the issuance of purchase orders during FY2006 to the following media outlets not to exceed the listed dollar amounts per vendor and not to exceed a total of \$430,000.00.

WGCI-FM	\$35,000 (\$25,000 previously approved 7/14/05,6C)
WBBM-FM	\$35,000 " " " " "
LA LEY 107.9	\$20,000 (\$15,000 " " " " "
WVON-AM	\$15,500 (\$10,000 " " " " "
WPWX-FM Power 92	\$15,000 (\$10,000 " " " " "
WSSD-FM 88.1	\$ 2,000
Comcast Cable Television	\$30,000 (\$10,000 previously approved 7/14/05, 6C)
Central City Productions	\$4,000 (Bud Billiken Parade TV spot)
Chicago Tribune / Chicago Red Eye	\$16,300
Chicago Sun-Times / Chicago Red Streak	\$24,000
Chicago Defender (MBE)	\$65,000
N'Digo (M/WBE)	\$18,000
Hartman Publishing Special Profiles Insert (Crain's, Chicago Tribune, N'Digo)	\$35,000
Extra (bilingual)	\$ 1,500
Hoy (Spanish language)	\$15,000
La Raza (Spanish language)	\$12,800
College News (200 campuses)	\$ 5,000
Viacom, Inc (Transit ad space)	\$60,000 (\$30,00 previously approved 7/14/05, 4L)
Chicago Reader, Lerner Newspaper Group, Austin Voice, Edison Park Times, Windy City Word, SW Side Journal, Chicago Citizen, Crusader, Lawndale News, Back of the Yards Journal, Lawndale News, Westside Journal	\$20,000 (\$2,000 per neighborhood publication)

FINANCIAL \$430,000 - Education Fund 0015505

Respectfully Submitted,

August 4, 2005

Wayne D. Watson, Chancellor