

26555

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

Consultant – Marketing and Public Relations
Olive-Harvey College

THE CHANCELLOR

REPORTS

that Ms. Veronica Shanklin has worked with the City Colleges of Chicago on Marketing and Public Relations Initiatives during August 2004 through February 2005 to assist Olive-Harvey College in its efforts to increase enrollment and to improve community relations; that Olive-Harvey College desires to extend Ms. Shanklin's contract to provide marketing and public relations consulting services to Olive-Harvey College from March 1st, 2005 through May 31st, 2005, at a total cost not to exceed \$11,600; and

that the Office of M/WBE Contract Compliance has reviewed the above referenced contract opportunity and has determined that since it is a continuing contractual agreement, there is a need for continuity in marketing and public relations to increase enrollment at Olive-Harvey College; therefore, these efforts place this agreement outside the Participation Plan.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorizes the Chairman to extend the current agreement with Ms. Veronica Shanklin to provide marketing and public relations consulting services to Olive-Harvey College in an effort to increase enrollment and improve community relations, at a total cost not to exceed \$11,600.

FINANCIAL

\$11,600.00 – Cost Center 5060000

Respectfully submitted,

February 3, 2005

Wayne D. Watson
Chancellor