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

**Contract Training /CCC Foundation Outreach  
District Office**

THE CHANCELLOR

REPORTS

that N'Digo Newspaper (Hartman Publishing Group) will host an event for business leaders from a broad range of industries on March 4, 2005. An audience of more than 1500 corporate decision makers from Chicago area firms will attend;

The attendees represent a target audience for CCC workforce development and contract training programs. Through this event, CCC has an opportunity to reach a large concentrated group of potential contract training clients;

CCC promotional opportunities include mention in radio promo spots on WVON-AM and newspaper ads in N'Digo newspaper. CCC visibility at the event will include a two minute video, on-site signage, acknowledgement of CCC representatives at the event, CCC brochures in the take-a-way packet and a mailing list of the attendees;

An additional benefit of CCC participation will be to the CCC Foundation in building corporate donor awareness and relationships. Foundation information will be included in the take-a-way materials; The cost of CCC participation for this valuable exposure is \$15,000;

that the Office of M/WBE Contact Compliance has reviewed the above referenced contract and has determined that since this event presents an optimal opportunity to target potential CCC workforce development and contract training program clients and since N'Digo Newspaper, a certified WBE, (Hartman Publishing Group) is hosting such a forum that provides a variety of CCC promotional opportunities and networking capabilities for the CCC Foundation, this contract is deemed to be in accordance with the policies and procedures of the CCC Contract Compliance Participation Plan;

RECOMMENDS

that the Board of Trustees authorizes the issuance of a purchase order totaling \$15,000. to Hartman Publishing Group for advertising and promotional services at the March 4, 2005 *Breakfast for Champions* business event at the Sheraton Chicago Hotel & Towers.

FINANCIAL

\$15,000. – Education Fund 0015505

Respectfully Submitted,

Wayne D. Watson  
Chancellor

February 3, 2005