

**27181**

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

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

THE CHANCELLOR

REPORTS

It is necessary to amend Board Report #26881 approved August 4, 2005 to ratify shifts in spending among approved vendors and to request additional funding in the amount of \$90,000 for intensified promotion of Spring 2006 special sessions, Summer registration and Adult Education programs and to maintain a year round advertising presence; and

that additional advertising is necessary due to low enrollment; and that image challenges resulting from 1) rumors of school closings last year, 2) unfavorable reports about nursing programs and 3) negative impressions in the media during the teacher's strike have affected enrollment; and

that CCC must currently compete with institutions that have aggressive year-round advertising campaigns; and

that the district marketing department has amended its proposed schedule of advertisement to include more ethnic media for promotion of Adult Education programs, as well as local publications 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; and

that 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 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 for additional dollar amounts as follows, not to exceed \$90,000 and ratifies the money shifts from the previous board authority.

# Mid-year adjustments to Spending Plan

Vendor	Original Spending Approved by August Board Report	Redirected Dollars	Added Programs (Utilizing redirected dollars)	Additional Dollars Requested	Total Dollars
WGCI-FM	\$35,000			5,000	40,000
WBBM-FM	\$35,000	No changes		No changes	35,000
LA LEY 107.9	\$20,000			10,000	30,000
WVON-AM	\$15,500			19,500	35,000
WPWX-FM Power 92	\$15,000			5,000	20,000
WSSD-FM 88.1	\$ 2,000	No changes		No changes	2,000
Comcast Cable Television	\$30,000	No changes		No changes	30,000
Central City Productions	\$4,000 (Bud Billiken Parade TV spot)	No changes		No changes	4,000
Chicago Tribune / Chicago Red Eye	\$16,300			16,900	33,200
Chicago Sun- Times / Chicago Red Streak	\$24,000			14,000	38,000
Chicago Defender	\$65,000 Front Cover Wraps no longer available redirect \$30,000	(30,000)			35,000
N'Digo	\$18,000			9,000	27,000
Hartman Publishing Special Profiles Insert (Chicago Tribune, N'Digo)	\$35,000	(5,000)			30,000
Extra (bilingual)	\$ 1,500			600	2,100
Hoy (Spanish language)	\$15,000 (redirect \$10,000 to other Spanish language media)	(10,000)			5,000
La Raza (Spanish language)	\$12,800	No changes		No changes	12,800
College News (200 campuses )	\$ 5,000	No changes		No changes	5,000
Viacom, Inc (Transit ad space)	\$60,000			10,000	70,000
Chicago Reader, Lerner	\$20,000 (\$2,000	No changes		No changes	20,000

Newspaper Group, Austin Voice, Edison Park Times, Windy City Word, SW Side Journal, Chicago Citizen, Crusader, Lawndale News, Lawndale News, Westside Journal	per neighborhood publication)				
Ethnic Press added to promote Adult Ed programs India Abroad, Philippine Weekly, Simpo News, Reklama Chicago Review, Korean Times, Polish Daily News, Chinese American News, India Tribune, Greek Star			12,000*		12,000
Telemundo (Spanish Television)			5,000*		5,000
Univision (Three Spanish Radio Stations)			7,900*		7,900
Clear Channel Outdoor Boards			15,000*		15,000
<b>TOTAL</b>	429,100	(45,000)*	39,900*	90,000	514,000

**FINANCIAL** Not to exceed \$90,000 – 00003-0015505 Education Fund (**Additional Funds**)

Not to exceed \$430,000-00003-0015505 Education Fund-(Original Approval)

Respectfully submitted,

Wayne D. Watson  
Chancellor

February 9, 2006 District Office Marketing