

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

Development and Implementation of a Hispanic Marketing Program
Marketing Department
District Office

THE CHANCELLOR

REPORTS

that it is necessary to utilize the services of an established firm specializing in Hispanic market advertising and outreach to gather market information, develop and recommend strategies and execute a comprehensive plan to attract more Hispanic students to CCC credit and Adult Education programs; and

that these services will help CCC to better understand the current needs of potential students and their families, as well as provide a heightened sensitivity to cultural considerations involved in effectively reaching the Hispanic market segment for enrollment in post-secondary education; and

that this outreach will be a core component of CCC marketing activities necessary to service the district's large Hispanic population and support overall student recruitment efforts; and

that specifications were prepared by District Procurement staff, publicly advertised on June 4, 2007 in the Chicago Sun Times and also advertised on June 10, 2007 in the La-Raza Publications, and requests for proposal (RFP) # SC0716 were sent to (35) thirty five firms which included Assist Agencies and a pre-proposal conference was conducted on June 21, 2007 and that five firms responded to RFP on June 25, 2007: Azucar Enterprises Inc., Chicago IL., Lopez-Martin & Associates, Chicago IL., Adelante Marketing Consulting, Chicago IL., Flowers Communications Group Inc., Chicago IL., and On-Site Promotions Inc. Chicago IL., and;

that the submitted proposals were reviewed, evaluated and ranked by a committee including the Marketing Department and M/WBE staff in accordance with evaluation criteria outlined in the RFP, and the committee recommends acceptance of the proposal from Lopez-Martin & Associates, to provide the Development and Implementation of a Hispanic Marketing Program to CCC for the period July 12, 2007 through July 12, 2008 and;

that services will include development of an appropriate media schedule, production costs and talent fees for Spanish language print ads, radio and television commercials to attract more Hispanic students, (media buying costs are not included), development of direct mail materials, participation in community events and general outreach efforts and;

that the Office of M/WBE Contract Compliance has reviewed the above referenced Hispanic marketing project and since Lopez-Martin & Associates has Cultural Communications, LLC as their certified MBE for 25% of the program and Blue Daring Consulting, Inc. as their certified WBE for 7% of the program, it has been determined that they are in full compliance with the Board approved Participation Plan.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorize the Chairman to enter into a service agreement with Lopez-Martin & Associates, Chicago IL for the Hispanic market program development and implementation for a period of one year beginning July 12, 2007 through July 12, 2008 in an amount not to exceed \$168,000.00 with an option to renew for an additional year.

FINANCIAL

\$168,000.00 – Education Fund 00003 0015505 00083 01000 00000000
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Respectfully submitted,

Wayne D. Watson
Chancellor

July 12, 2007-Marketing and Publication Department-District Office