

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

Marketing Materials Design and Printing Services
District Office
Marketing Department

REPORTS

THE CHANCELLOR

that it is necessary to purchase design and production services for multiple issues of a 16-page, four-color district newsletter; eight four-color posters (500 each); and eight four-color brochures (5000 each) and;

that specifications were prepared by District Procurement staff, publicly advertised on February 20, 2007, and requests for proposal (RFP) # SC0709 were sent to(28) twenty eight firms to develop, design and produce these materials for promotion of district-wide educational programs, and a pre-proposal conference was conducted on February 27, 2007; and

that three(3) firms responded to the RFP on March 6, 2007, Alternate Reality, Inc., Chicago, IL; Kokopelli, Chicago, IL; and A-Plus Media, Northbrook, IL and the submitted proposals were reviewed, evaluated and ranked by District Staff in accordance with evaluation criteria outlined in the RFP, which includes Qualifications, Experience in Higher Education and Prior experience with similar projects, ; and

that based on the results of the evaluation, staff recommended acceptance of the proposal from A-Plus Media, Inc. to provide design and production service to CCC for the period June 11, 2007 through June 11, 2008 and;

that the Office of M/WBE Contract Compliance has reviewed the above referenced marketing materials design and printing services opportunity and as a result of a properly bid project, it has been determined that A-Plus Media is in compliance with the Board approved Participation Plan by using itself as the certified MBE for 55% of the project and M & G Graphics as the certified WBE subcontractor for 45% of the project.

RECOMMENDS

THE CHANCELLOR

that the Board of Trustees authorize the Chairman to enter into a service agreement with A-Plus Media, Inc. Chicago IL. for design of newsletters (\$19,200); design and printing of posters (\$30,400); and design and printing of brochures (\$66,800) in an amount not to exceed \$116,400.00 for the period June 11, 2007 through June 11, 2008 with an option to renew for an additional year.

FINANCIAL

\$116,400.00 – Education Fund 00003 0015505 00083 00000 00000000 546200

Respectfully submitted,

Wayne D. Watson
Chancellor

June 20, 2007-Marketing Dept.- District Office