

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

Marketing Research Services
District Office
Marketing Department

REPORTS

THE CHANCELLOR

that it is necessary to utilize the services of an established marketing research firm to gather information and conduct market analysis of City Colleges' service areas; and

that this research will be instrumental in planning and strategizing marketing activities to support student recruitment at the seven colleges; and

that specifications were prepared by District Procurement staff, publicly advertised, and requests for proposal (RFP # SC0708) were sent to (6) six marketing research firms to conduct interviews, surveys and analysis of CCC's current position in the marketplace; and

that the four firms that responded are: Insights In Marketing, Wilmette, IL; The Research Associates, New York, NY; Wilson Research Strategies, Oklahoma City, OK; and CR Market Surveys, Chicago, IL and;

that CR Market Surveys was the most responsive bid and;

that staff has reviewed the proposal from CR Market Surveys and finds it to be reasonable and acceptable; and

that the Office of M/WBE Contract Compliance has reviewed the above referenced marketing research opportunity and as a result of a properly bid project, it was determined that CR Market Surveys (a certified MBE) for 82% of the project was in compliance with the Board approved Participation Plan by using Research Explorers as the certified WBE subcontractor for 18% of the project.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorize the Chairman to enter into an service agreement with CR Market Surveys for marketing research services during the period of June 11, 2007 through May 30, 2008 for in amount not to exceed \$80,000.00 with an option to renew for an additional year.

FINANCIAL

Not to exceed \$80,000.00 - Education Fund 00003 0015505 00083 00000
00000000 532100

Respectfully submitted,

Wayne D. Watson
Chancellor