

28017
ADOPTED – BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
MAY 3, 2007

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

Professional Services - Kennedy-King College
Project Management Services for New Site Grand Opening & Media Events

REPORTS **THE CHANCELLOR**
that it will benefit the CCC brand image, community relations and fall recruitment efforts to host an official grand opening series of events for the new Kennedy-King College (KKC), August 20 – 26, 2007; and

that a launch plan that includes press previews and seven days of newsworthy grand opening activities has been developed and proposed by A. Lavelle Consulting Services, LLC in collaboration with an internal KKC launch planning committee and the District Office of Marketing and Public Relations; and

that the Office of Marketing and Public Relations has reviewed the plan and recommends execution of the proposed activities; and

that events will feature historical, artistic, cultural and educational highlights intended to provide an exciting backdrop to the fall semester registration site and attract media attention; and that these activities will support campus-based and District Marketing Office recruitment efforts; and

that the proposed services of A. Lavelle Consulting Services, LLC, a certified M/WBE would be a continuation of professional services provided by this firm for the initial planning and research to develop the proposed KKC grand opening activities; and

that the proposed plan includes oversight of daily entertainment, an official ribbon cutting ceremony, a back to school community reunion festival and other outreach activities, development of a sponsor solicitation plan and materials, as well as pre-event and post event media relations; and

that this professional service agreement is exempt from the District's procurement procedures; and

that the Office of M/WBE Contract Compliance has reviewed the above professional services agreement and has determined that A. Lavelle Consulting LLC is a certified M/WBE firm providing a direct service to the project as a certified MBE and it is recommended that a waiver be granted for the WBE portion in compliance with the Board approved Participation Plan

THE CHANCELLOR

RECOMMENDS that the Board of Trustees authorize the chairman to enter into an agreement with A. Lavelle Consulting Services, LLC for professional services including but not limited to project management and execution of seven opening week events for the new Kennedy-King College at a cost of \$8500.00 per month. (includes 30 – 40 hours of services per month conducted by ALCS principal and associates and their general expenses. Does not include event talent, equipment, advertising and production costs); during the period of May 10 – September 10, 2007 for an amount not to exceed \$34,000.

FINANCIAL \$34,000 Education Fund 00003 0015505 00044 80000 00000 00000000 532100
FY07 17,000 2MTHS
FY08 17,000 2MTHS

Respectfully submitted,

Wayne D. Watson
Chancellor

May 3, 2007- Marketing and Public Relations