

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

**ADVERTISING SERVICES DALEY, HAROLD WASHINGTON, KENNEDY-KING, MALCOLM X,
OLIVE-HARVEY, TRUMAN AND WRIGHT COLLEGES**
(Amend board report #28189 adopted July 20, 2007)

THE CHANCELLOR

REPORTS

that board report #28189 authorized the issuance of purchase orders for half of the proposed FY2008 spending in an amount not to exceed \$1,103,050. between July 20, 2007 and January 20, 2008 for advertising purchases and production activities; and

that it is necessary to support CCC student recruitment efforts with aggressive marketing and advertising activity during the remainder of FY2008 and;

that increased visibility in recent months has had an impact on enrollment. As of Fall 2007 census date enrollment reports, the number of new to college credit students is up 5.7% from the previous year; and

that the district marketing department has proposed a comprehensive schedule of media placements via more than 50 media outlets including radio, television, billboards, major newspapers, neighborhood and ethnic publications; the combined audience of these entities will generate millions of positive media impressions, sustaining the exposure and momentum gained in recent months; and

that public feedback regarding advertising impressions and CCC's heightened visibility has been very positive. The marketing department is on schedule with planned activities and advertising expenditures as of this report total \$919,334.74; and

that the revised spending plan outlined below reflects no increase in total proposed spending. The revised plan does reflect shifts in spending among approved vendors. The new spending plan includes an increased amount of broadcast television exposure; and seeks ratification for a \$20,000. emergency purchase during August 2007, that expanded commercial coverage on ABC Ch. 7 and WGN Ch. 9 to give an added boost to fall semester special session recruitment efforts; 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 funding; and

that dollars have been allocated in the FY2008 budget for the proposed marketing expenditures; and

MARKETING & ADVERTISING ACTIVITY	FY2007 Approved Spending	FY2008 Proposed Spending Plan	FY2008 Revised Spending Plan
RADIO			
WVAZ-FM	\$ -	\$ -	\$ 20 ,000.00
WKSC-FM.	\$ -	\$ -	\$ 9,000.00
WNUA-FM	\$ -	\$ -	\$ 9,000.00
WGCI-FM	\$ 80,000.00	\$100,000.00	\$120,000.00
WBBM-FM	\$ 85,000.00	\$100,000.00	\$52,000.00
WBBM-AM CBS News -780	\$ 36,000.00	\$130,000.00	\$50,000.00
Spanish Broadcasting System (LA LEY 107.9)	\$ 30,000.00	\$ 50,000.00	\$46,950.00
WVON-AM	\$ 40,000.00	\$ 70,000.00	\$ 40,000.00

WPWX-FM Power 92	\$ 45,000.00	\$ 65,000.00	\$ 46,640.00
Polnet Communications, Ltd.	\$ -	\$ 7,000.00	\$ 7,000.00
WGN-AM	\$ 9,000.00	\$ 5,000.00	\$ -
WSSD-FM 88.1	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
TELEVISION			
Comcast Cable Television	\$ 50,000.00	\$ 60,000.00	\$ 60,000.00
WYTU, WFBT Ethnic Television	\$ -	\$ 7,000.00	\$ 7,000.00
Viamedia (RCN Cable)	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00
Telemundo - Spanish TV	\$ 40,000.00	\$ 60,000.00	\$ 60,000.00
Univision - Spanish TV and Radio	\$ 7,900.00	\$ 15,000.00	\$ 15,000.00
Central City Productions (MBE)	\$ 7,000.00	\$ 28,000.00	\$ 28,000.00
WCIU-TV Ch. 26	\$ 85,000.00	\$110,000.00	\$100,000.00
Broadcast Stations 2,5,7,9, 32,and 50	\$110,000.00	\$300,000.00	\$620,000.00
PRINT			
Chicago Tribune / Chicago Red Eye	\$ 50,000.00	\$ 70,000.00	\$ 45,000.00
Chicago Sun-Times	\$ 80,000.00	\$100,000.00	\$35,410.00
Chicago Defender	\$ 40,000.00	\$ 50,000.00	\$ 20,000.00
Hartman Publishing	\$ 35,000.00	\$ -	\$ 35,000.00
N'Digo (WBE)	\$ 30,000.00	\$ 40,000.00	\$ 20,000.00
Extra (bilingual)	\$ 4,000.00	\$ 10,000.00	\$ 10,000.00
Hoy Newspaper - Spanish	\$ 5,000.00	\$ 15,000.00	\$ 15,000.00
La Raza - Spanish	\$ 13,000.00	\$ 20,000.00	\$ 20,000.00
College News (200 campuses)	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
CBS Outdoor - Viacom	\$ 40,000.00	\$ 20,000.00	\$ 20,000.00
Titan Worldwide (bus signs)	\$ -	\$ 95,000.00	\$ 85,000.00
Chicago Reader, Lerner Newspaper Group, Austin Voice, Edison Park Times, Windy City Word, SW Side Journal, Chicago Citizen, Crusader, Westside Journal, etc. Lawndale News - Spanish NSP	\$ 30,000.00	\$ 30,000.00	\$ 10,000.00
India Abroad, Philippine Weekly, Simpo News, Reklama Chicago Review, Korean Times, Polish Daily, Chinese American News, India Trib, Greek Star, India Bulletin	\$ 8,500.00	\$ 10,000.00	\$ 10,000.00
Clear Channel outdoor boards	\$ 85,000.00	\$180,000.00	\$120,000.00
J.C. Decaux Bus Shelters	\$ 40,000.00	\$100,000.00	\$160,000.00
A-Plus Media (brochures)	\$116,000.00	\$ 66,000.00	\$ 77,000.00
Faust, Ltd. (publications)	\$ 20,000.00	\$ -	\$ -
Kokopelli, Inc. Creative Concept Dev	\$ 9,000.00	\$ 30,000.00	\$ 30,000.00
Treetop Inc./S. Taylor (publications)	\$ 36,000.00	\$ -	\$ -
Radio station talent appearances	\$ 20,000.00	\$ 5,000.00	\$ 5,000.00
Cinema Advantage	\$ 2,600.00	\$ 1,600.00	\$ 1,600.00
Excel Media (TV promotion)	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Associated Attractions (Parades)	\$ 9,000.00	\$ 5,000.00	\$ 5,000.00
Interact Communications (research)	\$ 6,000.00	\$ -	\$ -
CR Market Surveys	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00

Direct mail production / postage	\$ 65,000.00	\$ 40,000.00	\$ 20,000.00
Events	\$ 60,000.00	\$ 7,000.00	\$ 7,000.00
Promotional items	\$ 70,000.00	\$ 5,000.00	\$ 5,000.00
Materials, supplies and equipment	\$160,000.00	\$ 80,000.00	\$ 40,000.00
Totals	\$1,778,500	\$ 2,206,100	

that the Office of M/WBE Contract Compliance has reviewed the above referenced marketing and advertising activities for FY2008 and since the process of utilizing radio, television, and print media includes certified MBE and WBE vendors, therefore, it is recommended that the above mentioned advertising vendors be deemed in compliance with the Board approved Participation Plan.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorizes the issuance of purchase orders to fully execute the proposed marketing and advertising plan listed below not to exceed additional spending in the amount \$1,103,050.00 between November 10, 2007 and June 30, 2008; and not to exceed total FY2008 advertising expenditures of \$2,206,100.

FINANCIAL

\$1,103,050 Education Fund 00003 0015505 80000 00000 00000000 540000

Respectfully submitted:

Wayne D. Watson
Chancellor

November 6, 2007-Marketing and Public Relations – District Office