

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

Marketing and Design Services
Office of Development

THE CHANCELLOR

REPORTS

that there is a need to develop, create and design direct mail pieces, posters, and other marketing materials (in both print and electronic formats) with bi-lingual capabilities suitable for CPS and non-CPS high school students, parents, counselors/principals/teachers/top management and other CCC constituents that will strengthen CCC/CPS relationships and knowledge, increase awareness, and ultimately enrollments; and

that a request for proposal DT0804 was prepared by District Procurement staff, publicly advertised on March 5, 2008, and was sent to (23) twenty-three firms. A pre-proposal conference was conducted on March 13, 2008; and

that four (4) firms: A+Media, Inc., Birkdesign, Inc., Blue Ink Inc., and MKTG Chicago submitted proposals on March 25, 2008; and

that the submitted proposals were evaluated and qualified by the Offices of Development, Student Affairs, Marketing/Public Relations based on the evaluation criteria contained in the RFP; and

that based on the highest rankings, the Office Development staff recommends acceptance of the proposal from A+Media, Inc., Northbrook, IL not to exceed \$28,575.00 per year for the period, beginning April 2008 through April 2011; and

that the District Office of Development staff have reviewed the cost proposal submitted by the responsive and responsible bidder, A+Media, Inc., and have determined that this firm meets the scope of service requirements; and

that the Office of M/WBE Contract Compliance has reviewed the above referenced marketing and design services project and since the selected vendor is a certified MBE and has indicated a certified indirect participating WBE, it has been determined that A+ Media is 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+Media to provide Marketing and Design Services for the period beginning April 3, 2008 through April 2, 2011, in an amount of \$28,575.00 (plus 10% contingency \$2,875.50) per year to cover evolving marketing strategies and plans for a total not to exceed amount of \$31,432.50 annually, and option to extend services for an additional two (2) year period, in accordance with the specifications of RFP# DT0804 dated March 3, 2008.

FINANCIAL

FY2008 - \$12,000.00—Educational Fund—00003-0015508-00038-00000-0000000-532100
FY2009 - \$31,432.50—Educational Fund—00003-0015508-00038-00000-0000000-532100
FY2010 - \$31,432.50—Educational Fund—00003-0015508-00038-00000-0000000-532100
FY2011 - \$19,432.50—Educational Fund—00003-0015508-00038-00000-0000000-532100

Respectfully submitted:

Wayne D. Watson
Chancellor

April 3, 2008