

28632
ADOPTED - BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
APRIL 3, 2008

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

**NEWSPAPER ADVERTISING AND SUBSCRIPTIONS
DISTRICTWIDE
(Amend Board Report #28114 Adopted June 20, 2007)**

THE CHANCELLOR

REPORTS

that in Board Report adopted June 20, 2007 approval was given to utilize various newspaper vendors throughout the District for placement of advertisements for legal ad notices for Sealed Bids, Request for Proposals, Employment Opportunities, Board of Trustee Meeting notices, special advertisements for programs, and newspaper subscriptions that are separate and not include as part of the district wide advertising marketing plan; and

that Harold Washington College received Initiatives Program Improvement Grants: PIG \$3,000, Tech Prep Support \$5,000 and CTE Continuous Quality Improvement Grant \$10,000 totaling \$18,000 to support newspaper advertising for Career Programs annual recruiting; and

that approval is requested to increase the Chicago Sun-times advertising amount from \$12,000 to \$30,000 to include the \$18,000 for various grants advertisement recruitment initiatives; and

that Wright College requests approval in the amount of \$15,000 for advertisement placed in a local publication (Village Publication a Crown and Shield Company) for their College Credit , Adult Ed , Continuing Ed , Skills Programs; and

that based on the different needs and requirements the following vendors are recommended for approval for the District that would exceed \$10,000 during the year:

<u>Vendor</u>	<u>Prior Amount</u>	<u>Estimated Amount</u>	<u>Difference</u>
Chicago Sun-Times	\$12,000	\$30,000	\$18,000
Chicago Tribune	\$16,000	\$16,000	\$0
Chicago Defender	\$24,000	\$24,000	\$0
La Raza Newspaper	\$12,000	\$12,000	\$0
Career Bulder.Com	\$15,000	\$15,000	\$0
Extra Newspaper	\$15,000	\$15,000	\$0
Chicago Reader	\$15,000	\$15,000	\$0
Nadig Newspaper	\$15,000	\$15,000	\$0
Crown and Shield	\$ 0	\$15,000	\$15,000
Total	\$124,000	\$157,000	\$33,000

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

that the Office of M/WBE Contract Compliance has reviewed the above referenced newspaper advertising purchases and has found that since there are no other certified MBE or WBE newspapers, it is recommended that the listing is in compliance with the Board approved Participation Plan.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees approves the additional funds for the issuance of purchase orders to the Chicago Sun-Times to support annual recruiting for Harold Washington College Career Programs in the amount of \$18,000 and approves the issuance of purchase orders to Crown and Shield Company in the amount of \$15,000 for advertising in the Village Publication for Wright College bring the total not to exceed to \$157,000 through June 30, 2008.

FINANCIAL

Additional Funds \$33,000 – Education Fund 00003 Various Campuses/Department 547100
\$18,000. – Harold Washington College
\$3,000 Program Improvement Grant 103230820-2040350-00032
\$5,000 Tech Prep Support Grant 100150820-2040350-00029
\$10,000 CTE Continuous Quality Improvement Grant 103550820-2040350-00029

Respectfully submitted,

Wayne D. Watson
Chancellor

April 3, 2008- Office of Finance- District Wide