

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

**DISTRICT WIDE ADVERTISING SERVICES AND LOCAL ADVERTISING PROMOTIONS DALEY,  
HAROLD WASHINGTON, KENNEDY-KING, MALCOLM X, OLIVE-HARVEY, TRUMAN AND WRIGHT  
COLLEGES**

**THE CHANCELLOR**

**REPORTS**

that June 2008 Board Report #28761 authorized the issuance of purchase orders to execute a portion of the District Marketing Office proposed spending in an amount not to exceed \$750,000.00 effective July 1, 2008 for advertising purchases and related production costs and;

that additional vendors and spending authority noted below are needed in order to fully execute the proposed FY2009 advertising plan by the district office and the seven colleges and;

that it is necessary to support CCC student recruitment efforts with aggressive marketing and advertising activity throughout FY2009 and;

that increased visibility in the marketplace has supported enrollment growth; the number of new-to-college-credit students was up 5.7% fall 2007, 1% spring 2008 and 22.37% during Summer 2008 semester as of June 23rd; and

that recent marketing efforts have provided other positive effects for the seven colleges including heightened awareness of programs and an increased number of inquiries; and

that visits to the college web sites increased 26% during the peak advertising period; and that 82% of potential students surveyed were aware of the CCC brand and acknowledged seeing CCC advertising on television or in print and;

that surveys indicate "Success Starts Here" is a believable brand promise that would motivate 85% of respondents to seek information about CCC and; that CCC success stories were well received by survey respondents and;

that the district marketing department has proposed a comprehensive schedule of advertising activity via more than 50 media outlets including new media (web sites), 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 and; student and alumni testimonials will continue to be featured in proposed advertising and;

that the proposed FY2009 media spending plan will be executed in conjunction with a comprehensive series of public awareness activities, promotional events and public relations efforts, intended to have a positive effect on enrollment growth, which directly impacts state funding; and

that additionally, the seven colleges need the flexibility to purchase advertising related to specific grant awards, new academic programs, special local promotions, and special challenges such as construction management communication strategies and;

that the District Marketing Office initiates major advertising campaigns at the beginning of the year with some of the same vendors needed for college-sponsored local promotions necessary at various other times throughout the school year and;

that the colleges require spending authority to execute local promotions with media vendors noted below and;

that spending authorization granted by the board prior to this report is noted on the chart below for the purpose of comprehensive overview; but is not included in the final recommendation for spending authority below; \*

that the Office of M/WBE Contract Compliance has reviewed the above referenced advertising services for the aforementioned campuses and since the multi-media listing includes a certified MBE television production facility (Central City Productions) and a certified WBE print news media (N' Digo) and since the field of Media advertising has very few certified MBE or WBE vendors, this listing is therefore, deemed in compliance with the Board approved Participation

### PLANNED ADVERTISING AND RELATED PRODUCTION COSTS

	<b>FY09 Previous Approved Spending</b>	<b>FY09 Remaining Proposed District Office Spending</b>	<b>FY09 Proposed Local Promotion College Spending</b>	<b>Combined Costs of District Office Advertising Campaigns and College-Sponsored Local Promotions</b>
<b>RADIO</b>				
WVAZ-FM –Clear Channel Radio		20,000.00	(OH, MX, TR) 17,500.00	37,500.00
WKSC-FM		9,000.00		9,000.00
WNUA-FM		9,000.00		9,000.00
WBBM-AM		9,000.00		9,000.00
<b>*WGCI-FM / AM - (Board Report # 28761 – June Board)</b>	40,000.00	40,000.00	(KK, MX) 9,000.00	89,000.00
<b>*WBBM-FM - (Board Report # 28761 – June Board)</b>	33,000.00	19,000.00		52,000.00
<b>*Spanish Broadcasting System * (LA LEY 107.9) (Board Report # 28761 – June Board)</b>	20,000.00	21,950.00	(TR) 10,500.00	52,450.00
WVON-AM			(MX) 2,500.00	2,500.00
The MIX-FM			(TR) 5,000.00	5,000.00
<b>*WPWX-FM Power 92 (Board Report # 28761 – June Board)</b>	30,000.00	16,640.00	(OH) 2,000.00	48,640.00
<b>*Polnet Communications, Ltd. - (Board Report # 28761 – June Board)</b>	4,000.00	3,000.00		7,000.00
Chicago Public Radio WBEZ		10,000.00		10,000.00

<b>*WSSD-FM 88.1 (Board Report # 28761 – June Board)</b>	1,000.00	1,000.00		2,000.00
WVIV (Hispanic)			(KK) 5,000.00	5,000.00
<b>TELEVISION</b>				
<b>*Comcast Cable Television (Board Report # 28761 – June Board)</b>	20,000.00	20,000.00		40,000.00
<b>*WYTU, WFBT Ethnic Television (Board Report # 28761 – June Board)</b>	4,000.00	3,000.00		7,000.00
<b>*Viamedia (RCN Cable) (Board Report # 28761 – June Board)</b>	15,000.00	15,000.00		30,000.00
<b>*Telemundo - Spanish TV</b>	20,000.00	10,000.00		30,000.00
<b>*Univision - Spanish TV and Radio (Board Report # 28761 – June Board)</b>	15,000.00		(TR) 7,000.00	22,000.00
<b>*Central City Productions (MBE) (Board Report # 28761 – June Board)</b>	28,000.00	28,000.00		48,000.00
<b>*WCIU-TV Ch. 26 (Board Report # 28761 – June Board)</b>	40,000.00	50,000.00		90,000.00
<b>*Broadcast Stations 2,5,7,9,32, and 50 (Board Report # 28761 – June Board)</b>	340,000.00	225,000.00		565,000.00
<b>NEW MEDIA</b>				
Web advertising Face Book, MySpace		40,000.00		40,000.00
<b>PRINT</b>				
Blammobile Billboards			(KK, MX) 14,000.00	14,000.00
Rolling Out News Magazine			(KK, OH, MX) 8,000.00	8,000.00

<b>*Chicago Tribune/Chicago Red Eye (Board Report # 28761 – June Board)</b>	30,000.00	25,000.00	(HW, KK, TR) 27,340.00	82,340.00
<b>*Chicago Sun-Times (Board Report # 28761 – June Board)</b>	40,000.00	23,142.00	(HW) 11,380.00	74,522.00
<b>*Chicago Defender / Charities (Board Report # 28761 – June Board)</b>	10,000.00	7,000.00	(HW, KK, WR, MX, DA) 22,225.00	39,225.00
N Digo (WBE)		20,000.00	(HW, KK, OH, MX) 23,250.00	43,250.00
Extra (bilingual)		4,000.00	(WR, MX) 4,500.00	8,500.00
Hoy Newspaper – Spanish		8,000.00	(MX) 3,000.00	11,000.00
La Raza – Spanish		12,000.00	(HW, TR) 6,400.00	18,400.00
College News (200 campuses)		5,000.00		5,000.00
CBS Outdoor – Viacom		10,000.00		10,000.00
Titan Worldwide (transit signs)		155,000.00	(KKC) 10,000.00	165,000.00
Chicago Reader, Lerner News, Austin Voice, Edison Park Times, Windy City Word, SW Side Journal, Chicago Citizen, Crusader, Westside Journal, Lawndale News (Spanish)		7,000.00	(HW, KK, WR, OH, MX, TR) 24,210.00	31,210.00
India Abroad, Phillippine Weekly, Simpo News, Reklama Chicago Review, Korean Times, Polish Daily, Chinese American News, India Trib, Greek Star, India Bulletin,		10,000.00	(WR) 2,500.00	12,500.00
New City Communications			(HW) 5,129.00	5,129.00
Back of the Yards Journal			(HW) 774.00	774.00
Bridgeport News			(HW) 2,400.00	2,400.00
Nadig Newspaper			(WR) 5,000.00	5,000.00
Crown & Shield			(WR) 15,000.00	15,000.00
Chicago Journal			(MX) 1,400.00	1,400.00

Austin Weekly			(MX) 1,200.00	1,200.00
Starlite Media			(TR) 2,500.00	2,500.00
Distribution Center Inc. (for schedules)			(TR) 6,000.00	6,000.00
Inside Publications, Pioneer Newspaper, Desi Talk (India/Pakistan news), Lawndale Bilingual Newspaper, India Tribune, Afrique, Nguoi Viet Illinois (Vietnamese), Russian Newspaper Reklama, Urdu Times (Pakistan), DePaul University Student Newspaper, Loyola University Student Newspaper, Roosevelt University Student Newspaper UIC Student Newspaper, Northeastern IL Student Newspaper, Uptown/Lakeview Chamber of Commerce			(TR) 8,000.00	8,000.00
Clear Channel Outdoor Boards	82,269.00		(TR) 6,000.00	88,269.00
J.C. Decaux Bus Shelters	140,000.00			140,000.00
<b>*A-Plus Media (Board Report # 28760 - June Board)</b> (brochures / publications)	116,000.00			116,000.00
Radio station talent appearances	5,000.00			5,000.00
Cinema Advantage	1,600.00			1,600.00
Excel Media (TV promotion)	2,500.00			2,500.00
Lyda Graphics (design services)	4,000.00		(KKC) 5,000.00	9,000.00

<b>*Lopez-Martin Assoc. (Board Report # 28184 - July Board)</b>	168,000.00			168,000.00
Associated Attractions (parades)		4,000.00		4,000.00
<b>*CR Market Surveys (Board Report # 28682 - May Board)</b>	58,000.00			58,000.00
<b>*Kokopelli, Inc. Art Direction / Creative Consulting (Board Report # 28761 - June Board)</b>	10,000.00			10,000.00
New Creative Concept Development; Vendor TBD, RFP Pending		30,000.00		30,000.00
Direct mail production/postage		56,500.00		56,500.00
Events		2,000.00		2,000.00
Promotional items		3,000.00		3,000.00
DO production, supplies contingencies		38,499.00		38,499.00
<b>FY2009 TOTAL SPENDING PLAN</b>	<b>1,092,000</b>	<b>1,147,100</b>	<b>273,708.00</b>	<b>2,512,808.00</b>

Combined Budget Amount: \$2,512,808  
 Less: Previously Approved Amount: ( \$1,092,000 )  
 Total Pending Approval: \$1,420,808 (total of remaining spending request and proposed college spending)

**THE CHANCELLOR**

**RECOMMENDS** additional spending authority for the issuance of purchase orders and agreements with listed vendors as referenced in this report not to exceed \$1,147,100 by the District Marketing Office; plus local promotions by the seven colleges not to exceed \$273,708.00.

Total additional spending for advertising will not exceed \$1,420,808.00 during FY2009.

**FINANCIAL** \$147,100 Education Fund 00003 0015505 00086 00000 00000000 547100  
 \$1,000,000 General Appropriation 00003-0015505-00086-01000-000000-547100  
 \$273,708.00 various colleges; various accounts

Respectfully Submitted:

Wayne D. Watson  
 Chancellor

August 7, 2008-Marketing-District Office