

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

**Development and Implementation of a Hispanic Market Outreach Program  
District Office Marketing Department  
(Extension Option-Board Report # 28184 adopted (07-17-07))**

**THE CHANCELLOR**

**REPORTS**

that in Board Report 28184 dated July 17, 2007 the Board approved a one-year contract with Lopez - Martin & Associates, to gather market information, develop and recommend strategies to attract Hispanic students to CCC credit and Adult Education programs; and that the specifications included an additional one-year period at the same terms and conditions; and

that Lopez - Martin & Associates has agreed to continue to provide services on the same terms and conditions; and

that Lopez-Martin has provided market research and expertise, television spots, direct mail materials, consulting services and other support related to CCC's Hispanic market outreach efforts during FY2008 and; that continued support is needed in this area and;

that staff recommends extension of the current contract with Lopez -Martin & Associates for an additional one-year period from July 17, 2008 through July 16, 2009;

that the Office of M/WBE Contract Compliance has reviewed the above referenced option to extend the Hispanic Market Outreach Program and since the initial project included an extension provision, and since Lopez-Martin is a certified M/WBE and remains in compliance, it is recommended that their compliance with the Board approved Participation Plan be continued.

**THE CHANCELLOR**

**RECOMMENDS**

that the Board of Trustees authorizes the Chairman to amend the agreement with Lopez - Martin & Associates for the Hispanic market outreach program development and implementation services for the period of July 17, 2008 through July 16, 2009 in an amount not to exceed \$168,000.00.

**FINANCIAL**

Not to exceed \$168,000.00 – Education Fund 00003 0015505 00083 01000  
00000000 532100

Respectfully submitted,

Wayne D. Watson  
Chancellor