

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

Design and Print Monthly Member Program Guides
WYCC-TV20

THE CHANCELLOR

REPORTS that there is a need to contract with a firm for the writing, designing, printing, and mailing of the WYCC-TV20 monthly member program guide; and

that a Request for Proposal (RFP) was prepared and publicly advertised, thirteen (13) firms were notified. A pre-proposal conference was held on April 8, 2008, and the following proposals were received from four (4) firms: Blue Ink, Wood Dale, IL; MKTG Chicago, Chicago, IL; Studio V Design, Chicago, IL; A Plus Media, Northbrook, IL; and

that the submitted proposals were evaluated and qualified by Administrative Services, Marketing and WYCC Staff based on the following evaluation criteria: demonstration of firm's knowledge and experience in services to educational institutions, firm's prior performance in providing design and print services, past experience with similar services and proven track record, firm's commitment to green environment, such as recycled paper, financial stability and total cost; and

that the following response were received:

Vendor	Recycled Paper – 7000 guides
Blue Ink	1.48
Studio V Design	2.15
A Plus Media	2.23
MKTG Chicago	3.93

that based on the highest ranking score, staff recommends acceptance of the proposal from A Plus Media for a not to exceed annual cost of \$187,440.00 to design, print, write, and mail WYCC-TV20 monthly member program; and

that the Studio V was not selected as their pricing would change based on the cost of paper each year and MKTG Chicago was not selected as their pricing was considerably higher which is not cost advantageous to the District and Blue Ink Chicago was not selected as they are a marketing firm that can not provide the complete service, they did not provide a plan on design, nor did they provide pricing for recycled paper, they also failed to provide samples to demonstrate their quality of work; and

that A Plus Media proposed a cost of \$2.23 per guide using recycled paper, at minimum of 7000 guides based on current membership, and a cost of \$1.28 per guide if the number of guides requested is over the minimum of 7000 guides, which is the most advantageous cost overall for the district; and

that the Office of M/WBE Contract Compliance has reviewed the above referenced printing of monthly member program guides and since A+ Media is a certified MBE and will use a certified WBE vendor in the conduct of its business outside of this project, it has been determined that they are in compliance with the Board approved Participation Plan.

THE CHANCELLOR

RECOMMENDS that the Board authorize the Chairman to enter into an agreement with A Plus Media to design, print, write, and mail WYCC-TV20 monthly member program guide for a cost of \$2.23 per guide using recycled paper, at minimum of 7000 guides based on membership, not to exceed an annual cost of \$187,440.00 for a period of three (3) years beginning June 5, 2008 through June 4, 2011, with an option to extend for two

(2) additional years in accordance with RFP# NU0805 dated March 31, 2008.

FINANCIAL Fiscal Year 2008 \$20,000.00 – Community Service Grant – 21000-40000-8075004-500910880-546000
Fiscal Year 2009 \$187,440.00 –Enterprise Fund – 07003-40000-8075004-500910880-546000
Fiscal Year 2010 \$187,440.00 - Enterprise Fund – 07003-40000-8075004-500910880-546000
Fiscal Year 2011 \$187,440.00 - Enterprise Fund – 07003-40000-8075004-500910880-546000

Respectfully submitted:

Wayne D. Watson
Chancellor

June 5, 2008 – WYCC-TV20 –Kennedy King College