

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

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

THE CHANCELLOR

REPORTS

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 had an impact on enrollment growth; as of Fall 2007 census date, the number of new-to-college-credit students was up 5.7% from the previous year and;

that recent marketing efforts have also 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 media 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 (pending budget approval) will be executed in conjunction with a comprehensive series of public awareness activities, promotional events and public relations efforts, which are all intended to have a positive impact on enrollment growth; and

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 Plan.

Marketing & Advertising Activity	FY2008 Approved Spending as of May 2008	FY2009 Proposed Spending Plan – Revised as of June 2008 Board Meeting
RADIO		
	\$	
WVAZ-FM	20,000.00	20,000.00
WKSC-FM	9,000.00	9,000.00
WNUA-FM	9,000.00	9,000.00
WGCI-FM	120,000.00	80,000.00
WBBM-FM	52,000.00	52,000.00
WBBM-AM CBS News – 780	50,000.00	0
Spanish Broadcasting System (LA LEY 107.9)	46,950.00	46,950.00
WVON-AM	40,000.00	20,000.00
WPWX-FM Power 92	46,640.00	46,640.00
Polnet Communications, Ltd.	7,000.00	7,000.00
WGN-AM	0.00	0
Chicago Public Radio WBEZ	5,000	10,000.00
WSSD-FM 88.1	2,000.00	2,000.00
TELEVISION		
Comcast Cable Television	50,000.00	40,000.00
WYTU, WFBT Ethnic Television	7,000.00	7,000.00
Viamedia (RCN Cable)	30,000.00	30,000.00
Telemundo - Spanish TV	60,000.00	60,000.00
Univision - Spanish TV and Radio	15,000.00	15,000.00
Central City Productions (MBE)	28,000.00	28,000.00
WCIU-TV Ch. 26	90,000.00	90,000.00
Broadcast Stations 2,5,7,9,32, and 50	565,000.00	565,000.00
NEW MEDIA		
Web advertising – Vendors TBD	10,000.00	45,000.00
PRINT		
Chicago Tribune/Chicago Red Eye	55,000.00	55,000.00
Chicago Sun-Times	63,141.50	63,141.50
Chicago Defender	20,000.00	20,000.00
Hartman Publishing	35,000.00	0
N-Digo (WBE)	20,000.00	20,000.00
Extra (bilingual)	10,000.00	10,000.00
Hoy Newspaper – Spanish	15,000.00	15,000.00
La Raza – Spanish	20,000.00	20,000.00
College News (200 campuses)	5,000.00	5,000.00
CBS Outdoor – Viacom	20,000.00	10,000.00
Titan Worldwide (transit signs)	155,000.00	155,000/00
Chicago Reader, Lerner Newspaper Group, Austin Voice, Edison Park Times, Windy City Word, SW Side Journal, Chicago Citizen, Crusader, Westside Journal, etc.	10,000.00	10,000.00

Lawndale News - Spanish NSP		
India Abroad, Phillipine Weekly, Simpo News, Reklama Chicago Review, Korean Times, Polish Daily, Chinese American News, India Trib, Greek Star, India Bulletin	10,000.00	10,000.00
Clear Channel Outdoor Boards	82,269.00	82,269.00
J.C. Decaux Bus Shelters	140,500.00	140,000.00
A-Plus Media (brochures/publications)	77,000.00	77,000.00
Faust, Ltd. (publications)	0	0
Kokopelli, Inc. Creative Concept Dev.	30,000.00	30,000.00
Treetop, Inc./S. Taylor (publications)	0	0
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
Associated Attractions (parades)	5,000.00	5,000.00
Interact Communications (research)	0.00	0
CR Market Surveys	80,000.00	80,000.00
Directmail Production/Postage	55,000.00	76,499.50
Events	7,000.00	7,000.00
Promotional items	3,000.00	3,000.00
Marketing operations contingencies	15,000.00	120,000.00
TOTAL	2,206,100	2,206,100

AS AMENDED ON THE FLOOR

the Board of Trustees authorizes the issuance of purchase orders to execute a portion of the proposed total spending in an amount not to exceed \$750,000.00 effective July 1, 2008 for advertising purchases and production activities listed in this board report.*

*Dollar limits for individual vendors will generally reflect a fraction of the annual amounts listed, pending final rate negotiations with vendors.

FINANCIAL \$750,000.00 General Appropriation 00003-0015505-00086-01000-000000-547100

Respectfully submitted:

Wayne D. Watson
Chancellor

June 5, 2008

Marketing and Public Relations – District Office