

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

Marketing Research Services
District Office Marketing Department
(Extension Option – Board Report # 28097 adopted 6-20-07)

THE CHANCELLOR

REPORTS

that in Board Report 28097 dated June 20, 2007 the Board approved a one year contract with CR Market Surveys, to provide marketing research services; and that the specifications included an additional one-year period on the same terms and conditions; and

that CR Market Surveys has provided scheduled deliverables, which include the gathering of extensive demographic information and regular status reports; as well as focus groups and in depth interviews with potential students for qualitative and quantitative analysis of CCC's position in the marketplace; and

that findings of the market surveys will be helpful in developing future advertising and outreach strategies; and

that CR Market Surveys has agreed to continue to provide market research services under the same terms and conditions; and

that staff recommends extension of the current contract with CR Market Surveys for an additional one-year period from June 1, 2008 through May 31, 2009; and

that the Office of M/WBE Contract Compliance has reviewed the above referenced market research opportunity and has determined the CR Market Surveys (certified MBE) for 82% of the project and using Research Explorers for 18% of the project remains in compliance with the Board approved Participation Plan.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees approve the issuance of purchase orders to CR Market Surveys for marketing research services during the period of June 1, 2008 through May 31, 2009 for an amount not to exceed \$80,000.00.

FINANCIAL

Not to exceed \$80,000.00
FY2008 –\$22,000 Education Fund 00003 0015505 00083 00000 0000000
532100
FY2009 - \$58,000 Education Fund 00003 0015505 00083 00000 0000000
532100

Respectfully submitted,

Wayne D. Watson
Chancellor

May 8, 2008-Marketing Dept.-District Office