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ADOPTED - BOARD OF TRUSTEES  
COMMUNITY COLLEGE DISTRICT NO. 508  
NOVEMBER 6, 2008

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

GRAND RIVER PRINTING & IMAGING  
"CAREER FOCUS "  
OLIVE-HARVEY COLLEGE

THE CHANCELLOR

REPORTS

that it is necessary to purchase market research, articles, publication design and production, and mailing services from Career Focus Publications, a trade mark consortium of colleges sharing college program information and career guidance content for the production of college magazines as an education tool and replacement for course schedules; and

that a market analysis of current students enrollments and of programs that may be most needed within the surrounding community will be included in services provided; and

that services include access to a broad selection of articles written about common community college programs, services, and subjects that can be customized around actual programs, faculty and students at Olive-Harvey College; and

that Career Focus Publications will provide graphic design, photographs, production and duplication of a series of three issues of a 16-20 page, four color magazine and mail preparation, postage, and direct mailing to prospective students within the surrounding communities; and

that approval is requested to purchase these services and the production of this magazine series from Career Focus publications, processed through Grand River Printing & Imaging which is the single source provider for Career Focus Magazine for an annual cost of \$95,970 for 100,000 copies of each of three issues beginning November 6, 2008 through June 30, 2009; and

that this planned purchase has been included in the overall marketing survey report (noted in the OHC schedules/ catalogs category) conducted and monitored by the district finance office and;

that OHC's Career Focus Magazine is utilized as the primary information piece of OHC's recruitment and community outreach efforts. Approximately 1500 will be distributed to OHC feeder

high schools, 500 at college fairs, 500 at job fairs and community events, 95,000 via direct mail and 2,500 will be utilized throughout the academic year on campus and in the community; and

that public feedback about OHC stories and information within the publication has been positive. The impact of this publication has contributed to an increase in enrollment for the fall 2008 semester.

that this publication through a consortium of colleges trade mark publisher is exempt from the District's competitive bidding requirements; and

that the Office of M/WBE Contract Compliance has reviewed the above referenced agreement to produce the Career Focus magazine produced exclusively by Grand River Printing & Imaging ( a certified WBE) and since all of the services are produced by in-house staff and there is also direct participation by a MBE freight vendor, it is recommended that Grand River Printing & Imaging be deemed in compliance with the Board approved Participation Plan.

#### THE CHANCELLOR

#### RECOMMENDS

that the Board of Trustees authorize the Chairman to execute an agreement with Grand River Printing & Imaging in the amount of \$95,970 for the production of three issues of a 16-20 page, four-color magazine and for printing, postage, and mailing services of these magazines for Olive-Harvey College beginning November 6, 2008 through June 30, 2009.

#### FINANCIAL

\$95,970- Educational Fund 00003-5000600-00083-00000-0000000-542100

Respectfully Submitted:

Wayne D. Watson  
Chancellor

November 6, 2008 – Olive-Harvey College