

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

Marketing Materials Design and Printing Services
District Office
Marketing Department
(Amend Board Report# 28096 adopted June 20, 2007)

REPORTS

THE CHANCELLOR

that on June 20, 2007, the Board of Trustees approved Board Report# 28096 a Marketing Department request for design and production services in an amount not to exceed \$116,400 for the period June 11, 2007 thru June 11, 2008; and

that A-Plus Media, Inc. based in Northbrook, IL, an MBE supplier, was the selected vendor, chosen through an RFP process conducted in the February – March, 2007 timeframe; and

that it is necessary to expand the scope of A-Plus Media's work to include design, production, and marketing consultation services in support of CCC's marketing campaign targeting Chicago Public Schools (CPS) high school students, recent graduates, and CPS principals, counselors, and teachers; and

that the CPS marketing strategy will include a direct marketing campaign requiring the development, production, and mailing of promotional brochures, postcards, letters with inserts, news updates, posters, and other materials to be mailed to CPS high school seniors, parents, and recent high school graduates. Quantities of these materials will also be provided to CPS as handouts available in the Post Secondary Education & Career offices at each high school. In addition, a new CCC "micro website" will be developed specifically for this audience and two Get on the Bus college tours have been planned; and

that A-Plus Media is well qualified to provide these services due to its participation in the Spring/Summer 2007 CPS marketing campaign and the Get on the Bus college tours in August 2007, its knowledge of CCC and CPS, and its bi-lingual (Spanish) capability; and

that A-Plus Media has submitted a proposal to provide design, production, and marketing consultation services for the time period January 11, 2008 thru August 30, 2008 in an amount not to exceed \$11,640; and

that the Office of M/WBE Contract Compliance has reviewed the above referenced Board amendment for marketing materials designs and printing services and has found that A-Plus Media remains in compliance with the Board approved Participation Plan.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorize the Chairman to amend the service agreement with A-Plus Media, Inc. to include the design, production, and marketing consultation services in support of the CPS marketing campaign for the period January 11, 2008 thru August 30, 2008 in an amount not to exceed \$11,640, with an option to renew for an additional year.

FINANCIAL

\$11,640.00 – Education Fund 00003 0015505 00083 00000 00000000 546200

Respectfully submitted,

Wayne D. Watson, Ph.D.
Chancellor