

ADOPTED – BOARD OF TRUSTEES COMMUNITY
COLLEGE DISTRICT NO. 508
AUGUST 6, 2009

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

DISTRICT WIDE ADVERTISING SERVICES AND COLLEGE LOCAL PROMOTIONS
DALEY, HAROLD WASHINGTON, KENNEDY-KING, MALCOLM X,
OLIVE-HARVEY, TRUMAN AND WRIGHT COLLEGES
(Remaining Appropriation)

THE CHANCELLOR

REPORTS

that July 24, 2009 Board Report # 29647 authorized issuance of purchase orders and agreements with media vendors listed below not to exceed one-half of \$989,756, (\$494,878) between July 24, 2009 and October 31, 2009 to promote fall 2009 branding and student recruitment activity and;

that it is necessary to support CCC public awareness and student recruitment strategies with consistent advertising throughout FY2010 and;

that additional spending authority in the amount of \$1,439,614 is necessary to execute the full FY2010 advertising plan outlined below that will require spending between November 1, 2009 and June 30, 2010 and;

that this includes the balance of FY2010 planned District Office (DO) advertising expenditures of \$1,119,433; and college-sponsored advertising expenses in the amount of \$320,181, and;

that proposed spending below reflects a decrease of \$578,316 compared to last year's authorized advertising budget, due to the anticipated loss of state funding; and

that since there are many post-secondary education options, as a growing number of students seek affordable college programs, due to the current economy, CCC's heightened visibility via advertising and other promotional activity, is intended to establish the seven City Colleges as "top of mind" for students when they consider college options in an increasingly more competitive marketplace, and;

that consistent advertising activity helps CCC fulfill its responsibility of keeping the public informed about affordable educational opportunities; and

that the proposed advertising expenditures listed below are included as part of CCC's comprehensive Marketing and Recruitment Financial Report, which is tracked by the CCC Office of Finance and monitored by both the District procurement process and the District Office of Marketing & PR;

CCC's consistent advertising efforts have provided positive effects for the seven colleges including heightened awareness of programs and an increased number of inquiries; visits to the college web sites increased 26% during peak advertising periods; and 80% of potential students surveyed were aware of the CCC brand and acknowledged seeing CCC advertising on television or in print and;

proposed advertising includes Internet, radio, television, billboards, major newspapers, neighborhood and ethnic publications; the combined audience of these media outlets will generate millions of positive media impressions, sustaining the exposure and momentum gained in recent months; and

that the proposed advertising activity will be executed as one element of a comprehensive marketing plan that includes other public awareness activities, promotional events and public relations efforts to support CCC's mission and programs, as well as, promote CCC's brand and indirectly support enrollment growth, which ultimately impacts state funding; and

that in addition to District Office Marketing spending, the seven colleges require flexibility to purchase advertising related to specific grant awards, new academic programs, college-sponsored local promotions, and special challenges at various times throughout the fiscal year; and

that the District Marketing Office initiates major advertising campaigns at the beginning of the year with some of the same vendors needed for college-sponsored local promotions, necessary at other times throughout the school year and;

that the colleges require spending authority to execute local promotions with media vendors noted below and;

that the Office of M/WBE Contract Compliance has reviewed the advertising services referenced in this report and, since the attached listing includes certified MBE and WBE media vendors as well as neighborhood based and ethnic oriented publications, the office is recommending approval of the listing as being in compliance with the Board Approved Participation plan;

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorizes the issuance of purchase orders and/or agreements (as required) with the listed vendors for additional spending to fully execute the proposed FY2010 advertising plan, with total November 1, 2009 through June 30, 2010 expenditures not to exceed \$1,119,433 by the District Marketing Office; plus local promotions by the seven colleges not to exceed \$320,181.00 between November 1, 2009 and June 30, 2010.

Total projected spending with the listed vendors between November 1, 2009 and June 30, 2010 will not exceed \$1,439,614.00.

FINANCIAL

\$599,580.00 General Appropriation 00003-0015505-00086-01000-000000-547100

\$519,853.00 Education Fund 00003-0015505-00086-00000-00000000-547100

\$320,181.00 various colleges; various accounts

Respectfully Submitted:

Deidra J. Lewis
Interim Chancellor

August 6, 2009 - Marketing-District Office

CCC Planned Advertising and Related Production Costs

Vendor	FY2009 Approved Spending	FY2010 Proposed District Office Spending	Colleges	FY2010 Proposed Local Promotion College Spending	FY2010 Combined Costs of District Office Advertising Campaigns and College- Sponsored Local Promotions
RADIO					
WVAZ-FM –Clear Channel Radio	37,500		KK, OH, MX, TR	22,500	22,500
WKSC-FM	9,000	9,000			9,000
WGCI	89,000	78,000	KK, MX	11,000	89,000
WBBM-FM	52,000	52,000			52,000
WXRT Radio	-	9,000	MX	6,000	15,000
Spanish Broadcasting System (LA LEY 107.9	52,450	38,950	MX, TR	13,500	52,450
WVON-AM	2,500		MX	4,000	4,000
The MIX-FM	5,000		TR	5,000	5,000
WPWX-FM Power 92	48,640	41,640	KK,OH	7,000	48,640
Polnet Comm. Ltd.	7,000	7,000			7,000
WSSD-FM 88.1	2,000	2,000			2,000
WVIV (Hispanic)	5,000		KK	5,000	5,000
TV					
WJYS			KK	2,500	2,500
Comcast Cable Television	40,000	27,500	KK	2,500	30,000
WYTU, WFBT Ethnic Television	7,000	7,000			7,000
Via media (RCN Cable)	30,000	30,000			30,000
Telemundo -Spanish TV	30,000	30,000			30,000

Univision Spanish TV and Radio	22,000	20,000	TR	7,000	27,000
Central City Productions (MBE)	48,000	12,000			12,000
WCIU-TV Ch. 26	90,000	50,000			50,000
Broadcast Stations 2,5,7,9,32, and 50	565,000	525,000			525,000
NEW MEDIA					
Internet advertising Face Book, Bronzecom, Red level, Bean Soup, MySpace, MTV3, Mun2, Univision online etc.	40,000	20,300	KK, MX	11,700	32,000
PRINT					
Blammobile Billboards	14,000		KK, MX	9,000	9,000
Rolling Out Magazine	8,000		KK, OH, MX	8,000	8,000
Chicago Tribune/ Chicago Red Eye	82,340	30,552	HW, KK, TR	27,340	57,892
Chicago Sun-Times	74,522	52,142	MX, HW	18,380	70,522
Chicago Defender and Defender Charities	39,225	14,000	HW, KK, WR, MX, DA	22,225	36,225
N Digo (WBE)	43,250	20,000	HW, KK, OH, MX	23,250	43,250
Café Magazine (Hispanic)		10,000			10,000
Extra (bilingual)	8,500	2,000	MX, WR	7,500	9,500
Hoy Newspaper Spanish	11,000	8,000	MX	3,000	11,000
La Raza – Spanish	18,400	12,000	HW, TR	6,400	18,400
College News (200 campuses)	5,000	5,000			5,000
CBS Outdoor – Viacom/ Pace	10,000	21,000			21,000
Titan Worldwide (transit signs)	165,000		KK	10,000	10,000

Chicago Reader, Lerner News, Today's Chgo Woman, Austin Weekly Voice, Edison Park Times, Windy City Word, SW Side Journal, Chicago Citizen, Crusader, Westside Journal, Lawndale News (Spanish), Gazette, Chicago Journal, North Lawndale /cont.	31,210		TR, HW, KK, WR, OH, MX	26,210	26,210
India Abroad, Phillippine Weekly, Simpo News, Reklama Chicago Review, Korean Times, Polish Daily, Chinese American News, India Trib, Greek Star, India Bulletin	12,500		WR	2,500	2,500
New City Communications	5,129		HW	5,129	5,129
Back of the Yards Journal	774		HW	774	774
Bridgeport News	2,400		HW	2,400	2,400
Nadig Newspaper	5,000		WR	5,000	5,000
Crown & Shield	15,000		WR	15,000	15,000
Chicago Journal	1,400		MX	1,400	1,400
Austin Weekly	1,200		MX	1,200	1,200
Starlite Media	2,500		TR	2,500	2,500
Distribution Center Inc.	6,000		TR	6,000	6,000
Inside Publications, Pioneer Newspaper,	8,000			8,000	8,000
Desi Talk (India/Pakistan news),					
Lawndale Bilingual Newspaper, India Tribune, Afrique, Nguoi Viet Illinois (Vietnamese),					

Russian Newspaper Reklama, Urdu Times (Pakistan),					
DePaul University Student Newspaper,					
Loyola University Student Newspaper, Roosevelt University Student Newspaper					
UIC Student Newspaper, Northeastern IL Student Newspaper, Uptown/Lakeview Chamber of Commerce /cont.					
Clear Channel Outdoor Boards	88,269	10,000	TR	6,000	16,000
J.C. Decaux Bus Shelters	140,000	6,000			6,000
Tamada Brown Associates per RFP#DT0908 publications & creative support		110,000			110,000
A-Plus Media	116,000	10,000			10,000
Hestia Int'l Fiesta del Sol		7,500			7,500
Real Latino Image Source & Services / Lopez-Martin	168,000	10,000			10,000
Associated Attractions (parades)	4,000	6,000			6,000
Nat'l Cinemedia			MX	12,000	12,000
United Graphics Direct mail production & postage per RFP# DT08-18	56,500	80,000			80,000
8 District Office PR /Direct Recruitment RFPs PENDING Multiple vendors will have stand alone Board Reports and agreements/ with expenditures from contingency lines referenced here.		134,000			134,000
1 production of college virtual tours					

Vendor	FY2009 Approved Spending	FY2010 Proposed District Office Spending	Colleges	FY2010 Proposed Local Promotion College Spending	FY2010 Combined Costs of District Office Advertising Campaigns and College- Sponsored Local Promotions
2 Hispanic Outreach					
3 Video production of CD-Rom "How College Works"					
4 Web/phone tracking/technologies					
5 New Creative Concept Development & Media Production	30,000	TBD			
6 Street Pole Banner Services /w maintenance allowance		TBD			
7 Brochure templates / w print on demand options		TBD			
8 Special Event development and support services		TBD			
Washburne Culinary PR & Marketing Services pending selection of multiple Vendors via RFP			KKC	100,000	100,000
FY2009 spending with various vendors, not carried over into FY2010	157,599				
TOTALS	2,512,808	1,507,584	Half of college spending equals 213,454	426,908	1,934,492
Partial Appropriation Received July 24, 2009 - \$494,878					One-half of 989,756
Balance of FY2010 Spending Plan Requested					1,439,614