

29681
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

WYCC MONTHLY SUMMARY
EXPENSE INCURRED

THE CHANCELLOR

REPORTS the following License Agreements have been approved in accordance with District purchasing and contracting policies (Article V of the Board Rules) and pursuant to legal review:

CAMPUS/DEPT.	TYPE OF AGRMT	CONSULTANT	EXPENSE	TERM
WYCC	Software License	Higginbotham & Associates	\$2,000.00	7/1/09-6/30/10
WYCC	License	The Media Audit	\$9,500.00	7/1/09-6/30/10

August 6, 2009

Respectfully submitted,

Deidra J. Lewis
Interim Chancellor

**A detailed Scope of Services for each PSA is attached hereto.

SCOPE OF SERVICES

HIGGINBOTHAM & ASSOCIATES

The Consultant will provide software to WYCC that will be used to analyze the media data collected for underwriting sales. This will provide a means for WYCC to access local qualitative market data (by media) on ethnicity, age, income, gender, etc to identify potential clients and advertising agencies.

**A detailed Scope of Services for each PSA is attached hereto.

SCOPE OF SERVICES

THE MEDIA AUDIT

The Consultant is a qualitative media research provider primarily for underwriting sales. They will provide a syndicated, local market, multimedia, and qualitative audience survey covering radio, broadcast television, daily newspapers, alternative newspapers, city and regional publications, direct mail, out-of-home media, and the internet. The Consultant will also provide the license for WYCC staff members to access and use their survey data in the Chicago region and the license to use and access their analytical programs and presentation graphics system, including ongoing consulting and assistance regarding the installation and use of this information.

**A detailed Scope of Services for each PSA is attached hereto.