

**29901**

**ADOPTED - BOARD OF TRUSTEES COMMUNITY  
COLLEGE DISTRICT NO. 508  
DECEMBER 3, 2009**

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

**DMW Worldwide, LLC, Direct Mail Membership Initiative  
WYCC-TV20**

**REPORTS**

**THE CHANCELLOR**

that in Board Report # 29070 adopted November 6, 2008 the Board authorized the Chairman to enter into an agreement with DMW Worldwide, LLC. in an amount not to exceed \$51,000 for the creation of a direct marketing acquisition mailing list for the period of November 6, 2008 through November 5, 2009;and

that there is a need to continue to purchase the direct mail list for membership for WYCC-TV20; and

that the list provides 150,000 names for use to perform the mass fundraising direct mailing in Spring 2010; and

that WYCC has expended \$50,078.43 with DMW Worldwide, LLC. with total contributions, attributable to the DMW Worldwide list, received in the amount of \$51,635.41; and

that DMW Worldwide is the sole source provider of a direct mail list maintained exclusively for non-profit media fundraising; to be used for membership mailings to prospective members of WYCC-TV; and

that this sole source purchase is exempt from the District's competitive bidding procedures; and

that the Office of M/WBE Contract Compliance has reviewed the above-referenced request to purchase and, as there are no opportunities for direct or indirect participation with certified MBE/ WBE firms with the same expertise, is recommending that the submitted request for a waiver from compliance with the Board Approved Participation Plan be granted.

**RECOMMENDS**

**THE CHANCELLOR**

that the Board of Trustees authorizes the Chairman to enter into an agreement with DMW Worldwide, LLC., in an amount not-to-exceed \$24,195 for development and delivery of a direct mailing list for WYCC-TV20 from December 1, 2009 to June 30, 2010.

**FINANCIAL**

\$24,195.00 Enterprise Fund 07003-8075002-00029-0000000-546200

Respectfully submitted,

Deidra J. Lewis  
Interim Chancellor