

**29821**

**ADOPTED – BOARD OF TRUSTEES COMMUNITY  
COLLEGE DISTRICT NO. 508  
NOVEMBER 2, 2009**

**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 for Olive-Harvey College to purchase market research, articles, publication design and production, and mailing services from Career Focus Publications, a consortium of colleges sharing college program information and career guidance content for the production of college magazines as an education tool and as a supplement to course schedules; and

that a carrier route zip code analysis of current student enrollments/trends will be included in the services provided. The results of this valuable analysis will be used to target all college marketing mail efforts including schedules and direct mail; 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 as well as an online interactive page-turning companion to the print edition of the magazine with links to information on the college website (program descriptions, video, media, etc). The magazine will also include an all college course listing to supplement the standard course schedule; and

that Career Focus Publications will provide graphic design, photographs, production and duplication of two issues of a 16-20 page, four-color magazine, 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 \$67,000 for 80,000 copies each of two issues beginning November 5, 2009 through June 30, 2010; and

that the Magazine is utilized as the primary information piece for OHC's recruitment and community outreach efforts and will include the FY 2010 OHC Annual Report. Approximately 1500 will be distributed to OHC feeder high schools, 500 at college fairs, 500 at job fairs and community events, 70,000 via direct mail and 3,500 will be utilized throughout the academic year on campus and in the community (per issue); 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 2009 semester; and

that this planned purchase has been included in the overall marketing survey report conducted and monitored by the district finance office; and

that this publication 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 purchase the Career Focus magazine produced exclusively by Grand River Printing & Imaging and, since all of the services are produced by in-house staff and there are no opportunities for direct participation and since they are using indirect participation of MBE and WBE vendors, is recommending that Grand River Printing & Imaging be considered in compliance with the Board approved Participation Plan.

#### **THE CHANCELLOR**

#### **RECOMMENDS**

that the Board of Trustees authorizes the Chairman to execute an agreement with Grand River Printing & Imaging in the amount of \$67,000 for the design/production of 80,000 copies each of two 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 5, 2009 through June 30, 2010.

#### **FINANCIAL**

\$67,000– Educational Fund 00003-5000600-00083-00000-0000000-542100

Respectfully Submitted,

Deidra J. Lewis  
Interim Chancellor