

**30776**

**ADOPTED - BOARD OF TRUSTEES COMMUNITY  
COLLEGE DISTRICT NO. 508  
DECEMBER 2, 2010**

**BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508  
COUNTY OF COOK AND STATE OF ILLINOIS**

**DISTRICT WIDE ADVERTISING SERVICES**

**THE CHANCELLOR**

**REPORTS**

that a strong, highly integrated, district-wide marketing strategy and plan is essential to build public awareness, a positive image, the CCC brand, and support to student recruitment strategies; and

that a growing number of students – especially in today's economic times – seek an affordable post-secondary/college education; and

that local competition is strong as numerous post-secondary institutions and for-profit companies compete for prospective students; and

that the goals of CCC's Spring 2011 marketing strategy are to:

- promote "one CCC," build the CCC brand, and reestablish the seven City Colleges as part of a larger, cohesive, and dynamic institution - promote reinvention initiatives
- promote Reinvention, CCC's initiative to transform City Colleges into a world-class institution focused on student success
- educate students and parents about CCC's high quality, affordable programs which can lead to good jobs and careers
- establish CCC as a compelling and far better option in the local competitive marketplace
- begin promoting CCC's 100 year anniversary celebration, including the first graduation that includes all seven colleges
- increase awareness of CCC as a post-secondary education option for perspective students
- ultimately, help CCC achieve its enrollment goals for the Spring semester; and

that the proposed advertising expenditures include internet, radio, television, billboards, major newspapers, neighborhood, trade and ethnic publications, the combined audience of which are designed to generate millions of positive media impressions and sustain and build upon the exposure and momentum achieved in recent months; and

that the proposed advertising activity will be integrated with other public awareness activities, promotional events, and public relations initiatives to support the overall marketing strategy; and

that some of the vendors used in the Spring 2011 advertising campaign will also be utilized throughout the school year for college-sponsored local promotions; and

that CCC's past advertising has had a positive impact on CCC: heightened awareness of programs, increased number of inquiries, increased visits to CCC websites (up 26% during peak advertising periods), and increased awareness of CCC and our brand (82%

of potential students surveyed were aware of the CCC brand and acknowledged seeing CCC advertising on television or in print); and

that the Office of M/WBE Contract Compliance has reviewed the plan and proposed vendors to be used, and has determined that such vendors include certified MBE and WBE firms, however not at the current participation goals for MBE (25%) and WBE (7%). As there are no opportunities for subcontracting with certified M/WBE firms, the Office of M/WBE Contract Compliance recommends that a waiver of compliance with the Board Approved Participation Plan be granted; and

that the District Marketing and Communications Office has prepared the following expenditures for the Proposed Marketing Plan:

| <b>Marketing and Advertising Activity</b> | <b>FY2011 Proposed Spending Plan</b> |
|---|--------------------------------------|
|   |                                      |
| <b>RADIO TOTAL</b>                        | <b>\$219,000.00</b>                  |
| WKSC-FM                                   | 10,000.00                            |
| WGCI-FM AM                                | 40,000.00                            |
| WBBM-FM                                   | 30,000.00                            |
| WXRT                                      | 10,000.00                            |
| WNUA                                      | 15,000.00                            |
| WPWX-FM Power 92                          | 20,000.00                            |
| Polnet Communication-WNVR                 | 3,000.00                             |
| WBEZ Chicago Public Radio                 | 10,000.00                            |
| WLEY-FM Spanish Broadcasting System       | 15,000.00                            |
| WSSD-FM 88.1                              | 1,000.00                             |
| WVON                                      | 30,000.00                            |
| 87.7 FM (Enterprises)                     | 35,000.00                            |
|   |                                      |
| <b>TELEVISION TOTAL</b>                   | <b>\$175,000.00</b>                  |
| Comcast Cable Television                  | 15,000.00                            |
| Viamedia (RCN)                            | 15,000.00                            |
| Telemundo- Spanish TV -WSNS               | 20,000.00                            |
| Univision- Spanish TV and Radio           | 15,000.00                            |
| Central City Productions (MBE)            | 15,000.00                            |
| WCIU-TV Ch.26                             | 15,000.00                            |
| WMAQ-TV                                   | 15,000.00                            |
| WLS-TV                                    | 15,000.00                            |
| WGN-TV                                    | 15,000.00                            |

|   |                     |
|---|---------------------|
| WFLD-TV   | 15,000.00           |
| CROE (Munir Muhammad)   | 20,000.00           |
|   |                     |
| <b>NEW MEDIA</b>  | <b>TOTAL</b>        |
|   | <b>\$30,000.00</b>  |
| Web Advertising/Social Media<br>Monster.com<br>( <a href="http://monster.com/">http://monster.com/</a> ) (which includes<br>FastWeb.com ( <a href="http://fastweb.com/">http://fastweb.com/</a> )<br>CareerBuilder.com<br>( <a href="http://careerbuilder.com/">http://careerbuilder.com/</a><br>ChicagoJobs.com ( <a href="http://chicagojobs.com/">http://chicagojobs.com/</a> )<br>ChicagoReader.com<br>( <a href="http://chicagoreader.com/">http://chicagoreader.com/</a> )<br>Facebook.com<br>( <a href="http://facebook.com/">http://facebook.com/</a> )<br>Indeed.com<br>( <a href="http://indeed.com/">http://indeed.com/</a> )<br>SimplyHired.com ( <a href="http://simplyhired.com/">http://simplyhired.com/</a> )<br>Google.com<br>( <a href="http://goggle.com/">http://goggle.com/</a> )<br>Pandora.com ( <a href="http://pandora.com/">http://pandora.com/</a> ) |                     |
|   |                     |
|   |                     |
| <b>PRINT</b>  | <b>TOTAL</b>        |
|   | <b>\$335,000.00</b> |
| Chicago Tribune/Chicago Red Eye   | 30,000.00           |
| Chicago Sun-Times   | 30,000.00           |
| Chicago Defender  | 15,000.00           |
| N-Digo (WBE)  | 15,000.00           |
| Extra (bilingual)   | 10,000.00           |
| Hoy Newspaper -Spanish  | 10,000.00           |
| La Raza-Spanish   | 10,000.00           |
| CBS Outdoor-Viacom  | 20,000.00           |
| Clear Channel Outdoor Boards  | 30,000.00           |
| JC Decaux Bus Shelters  | 25,000.00           |
| Titan Worldwide (transit signs)   | 80,000.00           |
| Community Newspapers  | 50,000.00           |

|  |           |
|--|-----------|
| Chicago Crusader<br>Chicago Citizen<br>Austin Voice<br>Austin Weekly News<br>Edison Norwood Times Review<br>South Street Journal<br>Windy City Word<br>El Imparcial<br>The Reader<br>Hyde Park Herald<br>Southeast Observer<br>Southwest News Herald<br>Lawndale News<br>Teleguia de Chicago<br>Café Magazine<br>Back Of The Yards Journal |           |
| C2 Imaging   | 10,000.00 |
|  |           |

**THE CHANCELLOR**

**RECOMMENDS** that the Board of Trustees authorizes the proposed spending plan in an amount not to exceed \$759,000.00 by the District Marketing and Communications Office between December 02, 2010 and June 30, 2011.

**FINANCIAL** \$724,000.00 General Appropriation 00003-0015505-00083-01000-000000-547100  
 \$35,000.00 General Appropriation 00003-0016003-00083-01211-000000-547100

**Respectfully submitted,**

**Cheryl L. Hyman  
Chancellor**