

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

MARKETING AND COMMUNICATIONS CONSULTING
CITY COLLEGES OF CHICAGO

THE CHANCELLOR

REPORTS

that the City Colleges of Chicago recommends Neil Parker and NPCommunications, LLC (NPC), with project support from Marj Halperin (Marj Halperin Consulting), to provide strategic and tactical communications support for the City Colleges of Chicago reform agenda.

that NPC specializes in media, public, and community awareness and it has submitted a proposal that includes work in the following areas:

- Advice & counsel: Executive coaching and strategic consultation to Chancellor and senior staff
- External communications & media relations: Design and implement short-term media strategy; support development of on-going communications and public relations plan.
- Internal communications and team-building: Design and implement short-term strategy targeting internal stakeholders; support development of on-going communications and team-building processes to build support for new direction.

that the estimated cost for the services to be provided for up to 12 months is \$200.00 per hour at an estimated 47 hours per month. NPC has requested a monthly retainer of \$9,400.00;

that these professional services are exempt from the District's competitive bidding requirements; and

that the Office of M/WBE Contract Compliance has reviewed the above proposal and, NPC, while partnering with Marj Halperin Consulting, a certified WBE and utilizing the services of certified MBE firms in its other projects, is in compliance with the Board Approved Participation plan.

THE CHANCELLOR

RECOMMENDS that the Board of Trustees authorizes the Chairman to enter into an agreement with NPCommunications, LLC, commencing July 15, 2010, to perform services as described for up to 12 months at a cost not to exceed \$112,800.

FINANCIAL \$112,800-Education Fund -00003 0015505 00083 00000 532100

Respectfully submitted,

Cheryl L. Hyman
Chancellor

July 14, 2010-District Office