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**ADOPTED – BOARD OF TRUSTEES COMMUNITY
COLLEGE DISTRICT NO. 508
AUGUST 4, 2011**

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

FISCAL YEAR 2012 DISTRICT WIDE ADVERTISING SERVICES

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the proposed spending request by the District Office of Marketing and Communications for the period from August 4, 2011 through June 30, 2012 in an amount not to exceed \$696,100.00. This request represents a reduction of \$62,000.00 compared to last fiscal year's appropriation amount of \$759,000.00. The FY12 appropriation will be used to place advertising and for event participation fees to drive student enrollment for all colleges and satellite facilities in addition to the District Office as part of the centralization of the marketing functions throughout the system.

VENDOR: Various (see below)

USER: District Wide

TERM:

The term of the spending plan for marketing and advertising services shall commence on August 4, 2011 and end on June 30, 2012.

SCOPE OF SERVICES:

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. the proposed advertising activity will be integrated with other public awareness activities, promotional events, and public relations initiatives to support the overall marketing strategy. Some of the vendors used in the advertising campaigns will also be utilized throughout the school year for college-sponsored local promotions.

BENEFIT TO CITY COLLEGES:

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. The use of the marketing and advertising expenditures will assist to further the goals of CCC's fiscal year 2012 marketing strategy which are to:

- educate students and parents about CCC's high quality, affordable programs which can lead to high demand careers and transfer and drive student enrollment for Fall, Spring and Summer semesters
- promote "one CCC," build the CCC brand, and reestablish the seven City Colleges as part of a larger, cohesive, and dynamic institution

- promote Reinvention, CCC's initiative to transform City Colleges into a world-class institution focused on student success
- begin promoting CCC's 100 year anniversary celebration

The Marketing and Spending Request for Fiscal Year 2012 is detailed below:

Marketing and Advertising Activity	FY2012 Proposed Spending Plan
RADIO Total	\$ 143,300.00
WKSC-FM	15,000.00
WGCI-FM AM	37,300.00
WBBM-FM	20,000.00
WXRT -FM	8,000.00
WNUA	15,000.00
WPWX-FM Power 92	15,000.00
Polnet Communication-WNVR	5,000.00
WLEY-FM Spanish Broadcasting System	15,000.00
WSSD-FM 88.1	2,000.00
WVON-Midway Broadcasting	6,000.00
WVAZ-FM	5,000.00
TELEVISION Total	\$222,000.00
Comcast Cable Television	20,000.00
Viamedia (RCN)	15,000.00
Telemundo- Spanish TV -WSNS	20,000.00
Univision- Spanish TV and Radio	20,000.00
Central City Productions (MBE)	9,000.00
WCIU-TV Ch.26	20,000.00
WMAQ-TV	20,000.00
WLS-TV	25,000.00
WGN-TV	25,000.00

WFLD-TV	25,000.00
CROE (Munir Muhammad)	8,000.00
WPWR-50	15,000.00
NEW MEDIA Total	\$34,000.00
Web Advertising/Social Media – Vendors TBD	34,000.00
PRINT Total	\$215,000.00
Chicago Tribune/Chicago Red Eye	15,000.00
Chicago Sun-Times	15,000.00
Chicago Defender	6,000.00
N-Digo (WBE)	15,000.00
Extra (bilingual)	4,000.00
Hoy Newspaper -Spanish	10,000.00
La Raza-Spanish	10,000.00
CBS Outdoor-Viacom	25,000.00
Clear Channel Outdoor Boards	25,000.00
JC Decaux Bus Shelters	40,000.00
Titan Worldwide (transit signs)	50,000.00
Community Newspapers Total	\$65,300.00
Pioneer Newspaper	3,000.00
Chicago Crusaders	800.00
Southeast Chicago Observer	4,500.00
Teleguia Publication INC	3,500.00
Lawndale Bilingual Newspaper	1,000.00
Rolling Hills Publishing	1,000.00
Chicago Citzen Newspaper	1,000.00
True Star Magazine	1,000.00
La bo Del Paseo	4,000.00
The Garfield Lawndale	5,000.00

Our Neighborhood Weekly	3,500.00
Austin Weekly News	5,000.00
Southeast Journal	5,000.00
Le-Imparcia	5,000.00
Hyde Park Herald	5,000.00
Southwest News Herald	5,000.00
Teleguia Publication	5,000.00
Azteca	5 000.00
SouthStreet Journal	2,000.00
Parades and Events Total	\$16,500.00
Bud Billiken Parade Entry Fee (Chicago Defender Charities)	\$7,500.00
<u>Associated Attractions</u>	\$9,000.00
*Bud Billiken Back to School Parade	
*Englewood Back to School Parade	
*Mexican Parade	
*Pride Parade	
*Puerto Rican Parade	

M/WBE Compliance

The Office of M/WBE Contract Compliance has reviewed the above request and, the primarily used news outlets are neither MBE or WBE or certified, however the service they provide to us enables the District to communicate directly to citizens and businesses in the areas immediately surrounding our campuses, is recommending a waiver of compliance with the Board Approved Participation plan.

GENERAL CONDITIONS:

Inspector General – It shall be the duty of each party to the agreement to cooperate with the Inspector General for City Colleges of Chicago in any investigation conducted pursuant to the Inspector General’s authority under Article II, Section 2.6.4(b) of the Board Rules for Management and Government.

Ethics - It shall be the duty of each party to the agreement to comply with the applicable provisions of the Board's Ethics Policy adopted January 7, 1993, and as amended by the Board.

FINANCIAL:

Charge to: Marketing and Communications

Sources of funds: Education Fund

Unrestricted Fund

FY12: 00003-0015505-00083-01000-000000-547100: \$696,100.00

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

August 4, 2011 – Office of Marketing and Communications