

**31045**

**ADOPTED – BOARD OF TRUSTEES COMMUNITY  
COLLEGE DISTRICT NO. 508  
JUNE 16, 2011**

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

**WYCC MONTHLY SUMMARY  
EXPENSE INCURRED**

**THE CHANCELLOR**

**REPORTS:** the following Software License Agreements have been approved in accordance with District purchasing and contracting policies (Article V of the Board Rules) and pursuant to legal review:

<b>CAMPUS/DEPT.</b>	<b>TYPE OF AGRMT</b>	<b>CONSULTANT</b>	<b>EXPENSE</b>	<b>TERM</b>
WYCC	Software License Agreement*	Higginbotham & Associates	\$2,000	7/1/10- 6/30/11
WYCC	Software License Agreement*	International Demographics, Inc./The Media Audit	\$9,500	7/1/10- 6/30/11
<b>TOTAL EXPENSE</b>			<b>\$11,500.00</b>	

**June 16, 2011**

**Respectfully submitted,**

**Cheryl L. Hyman  
Chancellor**

\*A summary of the agreements are attached hereto.

## **SCOPE OF SERVICES**

### **Higginbotham & Associates**

Consultant will provide software to WYCC that will be used to analyze media data collected for underwriting sales. It will provide a means for WYCC to access local qualitative market data by media outlets on ethnicity, age, income, gender, etc. to identify prospective clients and advertising agencies. The software will be provided for two survey periods.

## **SCOPE OF SERVICES**

### **International Demographics, Inc. /The Media Audit**

The Consultant will provide the following services:

- A syndicated, local market, multimedia, qualitative audience survey covering: radio, broadcast television, cable television, daily newspapers, alternative newspapers, city and regional publications, direct mail, out-of-home media, and the internet.
- License for WYCC staff members to access and use The Media Audit survey data for the Chicago region, and to use The Media Audit for analytical programs and presentation graphics system.
- Training sessions for two survey periods.
- Software installation for all survey periods.
- Ongoing consulting and assistance regarding installation.