

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

**FISCAL YEAR 2013 DISTRICT WIDE ADVERTISING SERVICES
OFFICE OF INSTITUTIONAL ADVANCEMENT-MARKETING
DISTRICT-WIDE**

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the issuance of purchase orders to the vendors listed below for the allocation of funds to the District Marketing Department of the Office of Institutional Advancement to purchase advertising for the period from August 6, 2012 through June 30, 2013, in an amount not to exceed \$826,300.00.

Community Outlets 15%-\$123,945.00

The vendors will include, but are not limited to the following:

True Star Magazine
Chicago Defender
Chicago Crusader
CROE
Neighborhood Star
Austin Voice
Inside Publications
Nadig Newspaper
Hoy
Lawndale Bilingual Newspaper
La Raza
La Voz
Extra Bilingual Newspaper

Radio Outlets 25%-\$206,575.00

The vendors will include, but are not limited to the following:

Clear Channel Radio
Clear Channel Traffic
WLFM 87.7 FM
WBBM-FM
Spanish Broadcasting System
Univision Radio
WVON – Midway Broadcasting
Crawford Broadcasting

Billboards & Transit 30%-\$247,890.00

The will vendors include, but are not limited to the following:

CBS Outdoor
Clear Channel Outdoor
JCDecaux
Titan Worldwide

Online Outlets 25%-\$206,575.00

The will vendors include, but are not limited to the following:

Digital Ad Network
Google
Reach Local
Facebook

Business Print Media 5%-\$41,315.00

The vendor includes, but is not limited to the following:

Crain's Chicago Business

USERS: Daley College
Harold Washington College
Kennedy King College
Malcolm X College
Olive Harvey College
Truman College
Wright College
All College Departments

TERM:

The term of the spending plan for advertising services will commence on August 6, 2012 and end on June 30, 2013.

SCOPE OF SERVICES:

The proposed advertising expenditures include internet, radio, billboards, newspapers and neighborhood, trade and ethnic publications. The combined audience reached through advertising is designed to generate millions of positive media impressions and sustain and build upon the exposure and momentum achieved by recent advertising and direct mail campaigns. The proposed advertising activity will be integrated with other public awareness activities, such as promotional events, community-based organization partnerships and public relations initiatives to support the overall marketing strategy.

BENEFIT TO CITY COLLEGES:

A strong, highly integrated, District- wide marketing strategy and plan is essential to build public awareness, a positive image, the City Colleges of Chicago (CCC) brand, and to support student recruitment strategies. The use of the marketing and advertising expenditures will assist to further the goals of CCC's fiscal year 2013 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 to drive student enrollment for Fall 2012 through Summer 2013 semesters.
- promote "one CCC," build the CCC brand, and reestablish the seven City Colleges as part of a larger, cohesive, and dynamic institution.

MBE/WBE COMPLIANCE:

The Office of M/WBE Contract Compliance has reviewed the above spending plan and has determined that the identified vendors serve the targeted student population. However, these vendors are not certified MBE/WBE firms and there are no opportunities for subcontracting with certified M/WBE firms and therefore, the Office of M/WBE Contract Compliance recommends that a waiver be granted in 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 2, Section 2.7.4(b) of the Board Bylaws.

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:

Total: \$826,300

Charge to: Marketing

Source of funds: Education Fund

Unrestricted Fund

FY13: District Office 00003-0019011-00083-01000-000000-547100: \$456,000

FY13: Various Colleges: \$370,300

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

August 2, 2012 – Marketing -District Office