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ADOPTED - BOARD OF TRUSTEES COMMUNITY COLLEGE
DISTRICT NO. 508
FEBRUARY 2, 2012

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

GRADUATE EMPLOYMENT FOLLOW-UP SURVEY
THE BLACKSTONE GROUP
OFFICE OF RESEARCH AND PLANNING
DISTRICT-WIDE

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the Chairman to execute an agreement with The Blackstone Group to conduct the Graduate Employment Follow-Up Survey for the period from March 16, 2012 through March 15, 2015 with an option to renew for one (1) additional year at a total cost not to exceed \$122,400 for the contract term.

VENDOR: The Blackstone Group
360 North Michigan Avenue
Chicago, Illinois 60601

USER: Office of Strategy, Research & Organizational Effectiveness

TERM:

The term of this agreement shall commence on March 16, 2012 and shall end on March, 15, 2015.

SCOPE OF SERVICES:

The Illinois Community College Board (ICCB) mandates that all Illinois community colleges survey fiscal year graduates from targeted career and technical programs annually for the Career and Technical Survey Study. The City Colleges of Chicago Office of Research and Planning will provide a total sample of approximately 5,300 students from which the Blackstone Group will be required to contact 1,200 to 1,400 students. The Blackstone Group will also be provided with a copy of the Career and Technical Education survey instrument.

The scope of services shall include, but not be limited to the following:

- Project plan development
- Printing and preparation of approximately 5,300 warming letters (with CCC logo and Chancellors signature) and envelopes to be sent to CCC for mailing
- Development and administration of a Computer Assisted Telephone Interviewing (CATI) questionnaire
- Development and administration of a web survey
- Development and submission of a data collection and response rate attainment plan
- Submission of weekly response update reports
- Paper survey data entry

- Submission of a technical report detailing student contact results, data files and file submission

BENEFIT TO CITY COLLEGES OF CHICAGO:

The Illinois Community College Board (ICCB) mandates that all Illinois community colleges survey fiscal year graduates from targeted career and technical programs annually for the Career and Technical Survey Study. The ICCB requests survey results for specific career and technical programs on a five-year review cycle, and requests a 50-60% response rate for the graduates of those programs. The ICCB collects and aggregates the survey data for community colleges across the state of Illinois and reports on the findings.

Additionally, in order to better understand career and educational outcomes of our students, CCC annually contacts graduates from the previous fiscal year to obtain information about their subsequent labor market outcomes and educational experiences. This project supports the Reinvention effort by generating both qualitative and quantitative feedback regarding student outcomes that are based on statewide and national standards. Results from the survey will be used to support quality improvement initiatives and program reviews. Data retrieved from this project will also be used to help CCC systematically develop metrics and measures that indicate how well CCC is meeting student, community and workforce needs. The Key Performance Indicators (KPI's) that draw upon data collected through the career and technical program graduates survey process will especially help to ensure that occupational programs remain strong, student focused and responsive to our constituents' needs.

VENDOR SELECTION CRITERIA:

Specifications were prepared by District Procurement staff and publicly advertised on December 8, 2011, as Request for Proposal (RFP) SH1109. Said RFP was sent to 31 firms and a pre-proposal conference was conducted on December 13, 2011. Submittals were received on December 22, 2011 from six (6) vendors: 1) Blackstone Group; 2) Comiskey Research; 3) Consumer & Professional Research (CPR) Inc.; 4) CR Market Survey; 5) Market Dimensions; and 6) National Able Network.

The evaluation committee individually scored each proposal and each Oral Presentation. After combining all evaluation scores, Blackstone Group ranked the highest and is recommended based upon the following criteria:

1. Responsiveness
2. Demonstrated competence in conducting CATI interviews, telephone surveys and web surveys.
3. Experience in survey research and a proven record in the attainment of high response rates with hard-to-reach populations.
4. Experience working with multicultural populations.
5. Fees in relation to the Scope of Services.
6. M/WBE Compliance Plan.

MBE/WBE COMPLIANCE:

The Office of M/WBE Contract Compliance has reviewed the above agreement and The Blackstone Group is in compliance with the Board Approved Participation Plan.

MBE Vendor:

The Blackstone Group
360 N. Michigan
Chicago, IL 60601

Direct Participation

CMSDC Certification

WBE Vendor:

CR Market Surveys
2255 S. Michigan
Chicago, IL 60616

Direct Participation

City Certification

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: \$122,400

Charge to: Planning and Research

Source of Funds: Education Fund

Unrestricted Fund

FY12: 00003-0017002-00084-00000-530000: \$40,800

FY13: 00003-0017002-00084-00000-530000: \$40,800

FY14: 00003-0017002-00084-00000-530000: \$40,800

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

February 2, 2012 – Office of Research and Planning