

31442

**ADOPTED – BOARD OF TRUSTEES COMMUNITY COLLEGE
DISTRICT NO. 508
MAY 3, 2012**

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

**FISCAL YEAR 2012 DISTRICT WIDE ADVERTISING SERVICES
OFFICE OF MARKETING AND COMMUNICATIONS
DISTRICT-WIDE**

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes an amendment to Board Report 31114 dated August 4, 2011, reallocating existing District Marketing Department of the Office of Institutional Advancement funds to purchase advertising for the period from May 3, 2012 through June 30, 2012, in an amount not to exceed \$394,983. There is no resulting increase in the FY2012 budget allocation for the Department.

Of this amount, \$250,000 of the FY2012 funds were originally budgeted for general marketing uses, but due to prudent use of resources, the funds went unspent and are being reallocated to publicizing directly City Colleges of Chicago (CCC) programs. Further, \$144,983 of the FY2012 funds originally appropriated in Board Report 31114 for advertising are being reallocated to outlets more suited to our target demographics.

REALLOCATED AMOUNT

Community Outlets Total - \$48,632.00

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

True Star Magazine
Gospel Truth Magazine
N'digo Newspaper
Chicago Defender
Chicago Crusader
Neighborhood Star
Austin Voice
Inside Publications
Nadig Newspaper
Hoy
Lawndale Bilingual Newspaper
La Raza
La Voz

The request of \$48,632.00 for community outlets advertising will be sourced entirely from the general marketing uses fund submitted for reallocation in this Board Report.

Radio Outlets **Total - \$67,580.00**

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

The request of \$67,580.00 for radio advertising will be sourced entirely from the general marketing uses fund submitted for reallocation in this Board Report.

Billboards & Transit **Total - \$215,455.00**

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

CBS Outdoor
Clear Channel Outdoor
JCDecaux
Titan Worldwide

Of the \$215,455.00 requested for billboard and transit advertising, \$70,472.00 is from the general marketing uses fund submitted for reallocation in this Board Report and the remaining \$144,983.00 will be sourced from the advertising budget approved in Board Report 31114.

Online Outlets **Total - \$ 46,500.00**

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

Digital Ad Network
Yahoo
Google

The request of \$46,500.00 for online outlet advertising will be sourced entirely from the general marketing uses fund submitted for reallocation in this Board Report.

Business Print Media **Total - \$16,816.00**

Crain's Chicago Business

The request of \$10,000.00 requested for business print media advertising will be sourced entirely from the general marketing uses fund submitted for reallocation in this Board Report.

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

TERM:

The term of the spending plan for marketing and advertising services commenced on August 4, 2011 and will 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 reached through advertising is 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, such as 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 to support 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 to drive student enrollment for Summer and Fall 2012 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 and that such vendors include certified MBE and WBE firms, however not at the current participation goals for MBE (25%) and WBE (7%). As there are no opportunities for subcontracting with certified M/WBE firms, 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: \$394,983.00

Charge to: Marketing and Communications

Source of funds: Education Fund

Unrestricted Fund

FY12: 00003-0015505-00083-00000-00000000-547100 – No increase in funded amount-250,000.00

FY12: 00003-0015505-00083-01000-00000000-547100 – No increase in funded amount-144,983.00

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

May 3, 2012 – Marketing and Communications-District Office