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ADOPTED - BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
AUGUST 1, 2013

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

FISCAL YEAR 2014 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 1, 2013 through June 30, 2014, at a total cost not to exceed \$904,500.

VENDORS: Print Media 3%-\$25,000

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

Chicago Defender
Neighborhood Star
Austin Voice
Inside Publications
La Raza
La Voz
Extra Bilingual Newspaper

Online Outlets 19%- \$174,100

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

Mongoose
BeFoundOnline
Facebook
YouTube
Reach Local

Radio Outlets 9%-\$78,400

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

Clear Channel Radio
Total Traffic Network
WBBM-FM
Univision Radio
Crawford Broadcasting

Billboard 7%-\$60,000

The vendors will include, but are not limited to the following:
Clear Channel Outdoor
View Outdoor

Transit 7% - \$65,000

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

Television 55% - \$502,000

The vendors will include, but are not limited to the following:
ABC
NBC
Telemundo
FOX
WGN
CBS
WCIU
Comcast Spotlight
CROE
Mothlight Productions

USERS: District Wide

TERM:

The term of the spending plan for advertising services will commence on August 1, 2013 and end on June 30, 2014.

SCOPE OF SERVICES:

The proposed advertising expenditures include internet, radio, billboards, print publications and television. The combined audience reached through advertising is designed to generate millions of positive media impressions and exposure to leverage direct mail campaigns and other marketing recruitment activities. The proposed advertising activity will be integrated with other public awareness activities, such as promotional events, community-based organization partnerships, public relations initiatives and recruiter activities 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 2014 marketing strategy to reach prospective students and their parents about CCC's high quality, affordable programs which can lead to high-demand careers and transfer to 4-year institutions to drive student enrollment for Fall 2013 through Summer 2014 semesters.

MBE/WBE COMPLIANCE:

The Office of Contract Compliance has reviewed the request for the issuance of purchase orders with multiple media outlets to support district-wide advertising. Given the nature of the work, direct subcontracting is not applicable and it's recommended that a waiver of the Board Approved Participation Plan be granted.

The Office of Contract Compliance will however, work with the Marketing Department to determine the possibility of indirect participation with the media outlets referenced above to maximize second tier opportunities for local MBEs and WBEs.

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.

Contingent Liability – Pursuant to Section 7-14 of the Illinois Public Community College Act, all agreements authorized herein shall contain a clause that any expenditure beyond the current fiscal year is subject to appropriation in the subsequent fiscal year.

FINANCIAL:

Total FY14: \$904,500

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

August 1, 2013 – Office of Institutional Advancement - Marketing - District Office