THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the Chair to authorize the issuance of purchase orders to the vendors listed below for the District Marketing Department of the Office of Institutional Advancement to purchase advertising services for the period beginning July 11, 2014 through June 30, 2015, in an amount not to exceed $1,194,249.

Print Media $42,000 – 4%
The vendors will include, but are not limited to the following:
Austin Voice
Chicago Defender
Crusader
Extra
Hoy
Inside Publications
La Raza
La Voz
Nadig News
Neighborhood Star
True Star Magazine

Digital Placements $145,000 – 12%
Be Found Online

Radio Outlets $100,000 – 8%
The vendors will include, but are not limited to the following:
Clear Channel Radio
Crawford Broadcasting
Total Traffic Network
WBBM-FM
WVON Radio
Univision Radio
Urban Broadcast Media

Billboard $119,124.50 – 10%
The vendors will include, but are not limited to the following:
CBS Outdoor
Clear Channel Outdoor
Transit $119,124.50 -10%
The vendors will include, but are not limited to the following:
Titan Worldwide

Television $669,000 – 56%
The vendors will include, but are not limited to the following:
ABC
CBS
Comcast
CROE
Fox
NBC
Telemundo
Univision
WCIU
WGN/CW
WYCC

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 July 11, 2014 and end on June 30, 2015.

SCOPE OF SERVICES:
The proposed advertising expenditures include internet, radio, billboards, print publications and television production and placement. 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 the digital marketing program and 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:**
An integrated, District-wide marketing strategy, which includes digital and traditional advertising placements, is essential to convert public awareness and a positive image of the City Colleges of Chicago (CCC) brand into enrollments in College to Careers, Adult Education and Continuing education programs.

**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: $1,194,249
Charge to: District Office, Various Colleges
Source of Funds: Education Funds
FY15: 540000-00003-0019011-80000
      540000-00003-XXXXXXX-80000

Respectfully submitted,

Cheryl L. Hyman
Chancellor

July 10, 2014 – Office of Institutional Advancement