

**32725**  
**ADOPTED – BOARD OF TRUSTEES**  
**COMMUNITY COLLEGE DISTRICT NO. 508**  
**JULY 9, 2015**

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

**DIGITAL MARKETING SOFTWARE SYSTEM**  
**SILVERPOP SYSTEMS, INC.**  
**OFFICE OF INSTITUTIONAL ADVANCEMENT**  
**(RENEWAL OPTION)**  
**DISTRICT WIDE**

**THE CHANCELLOR RECOMMENDS:**

that the Board of Trustees authorizes the Chair to exercise the option to renew the agreement with Silverpop Systems, Inc. to provide digital marketing services for the District for the period commencing no sooner than July 10, 2015 through July 9, 2016, at a total cost not to exceed \$34,704, with an option to renew for one (1) additional year.

**VENDOR:** Silverpop Systems, Inc.  
200 Galleria Parkway, Suite 1000  
Atlanta, Georgia 30339

**USER:** District Wide

**ORIGINAL TERM:**

The original term of this agreement began on July 10, 2014 and ended on July 9, 2015.

**RENEWAL TERM:**

The term of the agreement shall commence no sooner than July 10, 2015 and will continue through July 9, 2016.

**SCOPE OF SERVICES:**

Silverpop Systems, Inc. (Silverpop) will continue to deliver a comprehensive suite of digital marketing functions that will power our online recruiting efforts. The Silverpop software will provide a network of digital landing pages linked to City Colleges of Chicago's search engine advertising program. Each landing page includes prospect contact forms to build a prospect database for Call Center follow-up and email marketing programs. With the collected prospect information database, the Silverpop software allows City Colleges of Chicago (CCC) to convert prospects to applicants and finally registered students. The Silverpop software also connects the customized landing pages with Google Analytics to provide deep insight into prospect online behavior allowing CCC to optimize its digital display advertising program.

The scope of services to be delivered will include:

- A comprehensive, web-based database management application to conduct volume email marketing campaigns with dynamic content, analytic reporting and lead capture forms.
- An unlimited network of landing pages with hosted HTML pages to link to search engine advertising.
- Outbound email messaging capabilities with analytics features.

**BENEFIT TO CITY COLLEGES OF CHICAGO:**

Silverpop software products will be an essential tool of CCC’s digital marketing program to support the enrollment of College to Careers, adult education and continuing education programs. Silverpop ties together the search engine advertising campaign and the CCC website with landing pages and a contact information capture form to build a prospect database. The email marketing capabilities provided by Silverpop allows CCC to initiate campaigns to drive prospects through the decision-making funnel to become a registered student.

Using the analytics capabilities of the Silverpop software, CCC will be able to observe prospect interaction with the landing pages and email marketing products and optimize campaigns and messaging to achieve higher open and application conversion rates. Silverpop’s analytics will also provide us key insights to prospect online behavior which will optimize CCC’s digital display marketing program.

These digital marketing functionalities provided by the Silverpop software platform play a significantly important role in the overall enrollment strategy of the City Colleges of Chicago. The Office of Institutional Advancement has reviewed this request for a service agreement and has determined that it would be in the best interest of the District to continue its relationship with Silverpop to implement a modern enrollment marketing effort complete with a full suite of digital marketing capabilities.

**VENDOR SELECTION CRITERIA:**

Pursuant to the State law, all contracts for the purchase and delivery of data processing equipment, software and services are exempt from the District’s competitive bidding requirements.

**MBE/WBE COMPLIANCE:**

The Office of Contract Compliance has reviewed the above referenced vendor and recommends a continued waiver of the Board Approved Plan due to the nature of the services (“comprehensive digital marketing platform”) and the absence of subcontracting opportunities.

**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:** \$34,704

**Charge to:** District Wide

**Source of Funds:** Education Fund

**FY16:** 530000-00003-0019016-83000

**Respectfully submitted,**

**Cheryl L. Hyman  
Chancellor**

**July 9, 2015 - Office of Institutional Advancement**