THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the Chair to approve the issuance of purchase orders to the vendors listed below for the District Marketing Department of the Office of Institutional Advancement for advertising services for the period commencing no sooner than July 9, 2015 through June 30, 2016, at a total cost not to exceed $885,000.

VENDOR: Print Media $21,000 – 2%

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

- Austin Voice
- Chicago Citizen
- Chicago Defender
- Chicago Crusader
- Chicago Gazetter
- Chicago Sun-Times
- Chicago Tribune
- DNA Info
- Hoy
- Inside Publications
- La Raza
- La Voz
- Nadig News
- Neighborhood Star
- True Star Magazine
- Lawndale News
- Polish Daily News

Digital Placements $120,000 – 14%

- Be Found Online
Radio Outlets $95,000 – 11%
The vendors will include, but are not limited to the following:

- Clear Channel Radio
- Crawford Broadcasting
- Total Traffic Network
- WBBM-FM
- WLEY
- WVON Radio/Midwest Broadcasting
- Univision Radio
- Pandora
- Urban Broadcast Media

Billboard $90,000 – 10%
The vendors will include, but are not limited to the following:

- 365 Outdoor
- Clear Channel Outdoor
- Green Signs
- JC Decaux
- Lamar Advertising
- Outfront Media/CBS Outdoor
- View Outdoor

Transit $90,000 – 10%
The vendors will include, but are not limited to the following:

- Titan Transit Worldwide

Television $469,000 – 53%
The vendors will include, but are not limited to the following:

- ABC
- Azteca
- CBS
- Comcast
- CROE
- Fox
- NBC
- Telemundo
- Univision
- Viamedia
- WCIU
- WGN/CW
**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 this purchase shall commence no sooner than July 9, 2015 and will continue through June 30, 2016.

**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 OF CHICAGO:**
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 is 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:** $885,000  
**Charge to:** District Wide  
**Source of Funds:** Education Funds  
**FY16:** 540000-00003-000600-80000  

540000-00003-0019016-80000

Respectfully submitted,

Cheryl L. Hyman  
Chancellor

July 9, 2015 - Office of Institutional Advancement