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ADOPTED – BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
APRIL 7, 2016

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

PRINTING AND MAILHOUSE SERVICES VARIOUS VENDORS OFFICE OF INSTITUTIONAL ADVANCEMENT DISTRICT WIDE

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the Chair to execute agreements with the vendors listed below to provide printing and mailhouse services for the District for the period from April 7, 2016 through April 30, 2018, with an a option to renew for an additional one year at an annual total cost not to exceed \$500,000 for printing and \$100,000 for mailhouse services.

PRINTING VENDORS:

Lake County Press, Inc.
98 Noll Street
Waukegan, Illinois 60079

Sommers & Fahrenbach, Inc.
3301 West Belmont
Chicago, Illinois 60618

MOTR GRAFX, LLC
7430 North Lehigh
Niles, Illinois 60714

MAILHOUSE VENDOR:

3X Data Corporation
329 West 18th Street, Suite 315
Chicago, Illinois 60616

USER: District Wide

TERM:

The term of the agreements shall commence on April 7, 2016 and will end on April 30, 2018 with an option to extend for one additional year.

SCOPE OF SERVICES FOR PRINTING VENDORS:

Lake County Press, Sommers & Fahrenbach and MOTR GRAFX, LLC will serve as the printers for City Colleges of Chicago (CCC). The services will include but are not limited to:

- Printing all CCC collateral material including brochures, folders, posters, postcards, booklets, letterhead, forms, etc.
- Providing CCC staff with counsel on sizes, stocks, and quantities for the best price
- Serving as a partner in coordinating the printing process to meet our deadlines
- Provide FTP file management
- Create a web portal for our business cards, letterhead, and other college items for online ordering

- Provide large format printing and installation (i.e. custom wallpaper, signs, banners, etc.)

SCOPE OF SERVICES FOR MAILHOUSE VENDORS:

3X Data Corporation will serve as the mailhouse for City Colleges of Chicago (CCC). The services will include:

- Providing accurate mailing lists for our specific demographics
- Providing target marketing capabilities with the ability to personalize print materials with name, as well as, customized content fields based on contact elements either purchased with mailing lists or provided by CCC
- Ability to presort and mail brochures and saddle stitched publications, such as course schedules, class schedules, and credits schedules
- Delivering direct mail response tracking and metrics
- Managing database maintenance of all contact information
- Mailing within specific zip codes
- Ability to import and presort data file for mailing
- Converting data to a mail manager to verify Post Office address data base, standardize addresses, produce all documents and deliver to post office

BENEFIT TO CITY COLLEGES OF CHICAGO:

The Office of Institutional Advancement has reviewed this request for services and has determined that it would be in the best interest of the District to work with a pool of Board approved printing and mailhouse vendors to encourage bidding and secure opportunities for cost savings for the District.

DELIVERABLES:

The printing vendors will deliver finished printed pieces such as brochures, booklets, direct mail, banners, posters, custom wallpaper, vinyl decals, signage, etc. when requested. The mailhouse vendors will provide counsel on obtaining the best and most effective mailing lists for our demographics. They will also help us with target marketing, presorting, labeling, managing database maintenance, tracking and metrics, and delivering items to the post office as needed.

VENDOR SELECTION CRITERIA:

Specifications were prepared by District Procurement staff and a Request for Proposal (RFP) #MWJ1601 was publicly advertised on January 28, 2016. Twenty-five (25) vendors were contacted and a pre-proposal conference was held on February 3, 2016. On February 12, 2016, the following firms responded to this RFP; four (4) printing firms: 1) Lake County Press, Inc.; 2) American Solutions for Business; 3) Sommers & Fahrenbach; and, 4) MOTR GRAFX, LLC; and one (1) mailhouse firm: 3X Data Corporation.

All proposals were reviewed, evaluated, and ranked by staff which included the Offices of Institutional Advancement, Strategy and Academic Governance, Administrative and Procurement Services and MBE/WBE Contract Compliance.

The evaluation criteria outlined in RFP #MWJ1301 included:

1. Qualifications and experience of the firm
2. Proposer's plan of action for the execution of the requested services
3. Past experience with similar services for educational institutions or comparable organization
4. Fees in relation to the Scope of Services
5. MBE/WBE Compliance plan

The proposal from American Diversity Business Solutions was deemed as non-responsive for not submitting in accordance with the submittal requirements. Based on the evaluation scoring, staff recommends the acceptance of the proposals for Printing Services from 1) Lake County Press; 2) Sommers & Fahrenbach; and 3) MOTR GRAFX; and 4) the proposal for Mailhouse Services from 3X Data Corporation, all based on their diverse and exceptional experience in producing and executing various printing and mailhouse projects.

MBE/WBE COMPLIANCE:

The Office of MBE/WBE Contract Compliance has reviewed the proposed agreements and has determined the vendors are in compliance with the Board Approved Participation Plan based on the documentation provided. Therefore Compliance recommends approval of the waiver requests contained in the respective proposals.

3X Data Corporation

<u>Vendor</u>	<u>MBE or WBE</u>	<u>%</u>	<u>Participation</u>	<u>Certifying Agency</u>
3X Data Corporation 329 W. 18th Ste. 315 Chicago, IL 60616	WBE	100	Direct	WBENC

MOTR GRAFX

<u>Vendor</u>	<u>MBE or WBE</u>	<u>%</u>	<u>Participation</u>	<u>Certifying Agency</u>
MOTR GRAFX 7430 N. Lehigh Ave. Niles, IL 60714	MBE	93	Direct	City of Chicago
Advantage Marketing Group 1550 Howard St. Elk Grove, IL 60007	WBE	7	Direct	WBENC

Lake County Press

<u>Vendor</u>	<u>MBE or WBE</u>	<u>%</u>	<u>Participation</u>	<u>Certifying Agency</u>
M Wells Printing & Supplies 329 W. 18th St., #500 Chicago, IL 60616	MBE	35	Direct	City of Chicago

Sommers & Fahrenbach

<u>Vendor</u>	<u>MBE or WBE</u>	<u>%</u>	<u>Participation</u>	<u>Certifying Agency</u>
US Messenger 850 W. Jackson Chicago, IL 60607	MBE	3	Direct	CMSDC

Caldwell Letter Service 4500 S. Kolin Chicago, IL 60632	WBE	5	Direct	City of Chicago
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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:

Printing - Total FY16 – FY21: \$500,000 Annually

Mailhouse - Total FY16 – FY21: \$100,000 Annually

Charge to: Various Departments

Source of funds: Education Fund

FY16: 540000-00003-XXXXXXX-X0000 – Various Departments

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

April 7, 2016 – Office of Institutional Advancement