

# 33051

ADOPTED – BOARD OF TRUSTEES  
COMMUNITY COLLEGE DISTRICT NO. 508  
AUGUST 4, 2016

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

### FISCAL YEAR 2017 ADVERTISING SERVICES VARIOUS VENDORS OFFICE OF INSTITUTIONAL ADVANCEMENT DISTRICT WIDE (RATIFICATION)

#### 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 7, 2016 through June 30, 2017, at a total cost not to exceed \$710,157.

- VENDOR:** Print Media - \$14,500 – 2% of Total Budget  
The vendors will include, but are not limited to the following:
- Austin Voice
  - Chicago Citizen
  - Chicago Defender
  - Chicago Sun-Times
  - DNA Info
  - Hoy
  - La Raza
  - Lawndale News
  - La Voz
  - Nadig News
  - Polish Daily News
- Digital Placements - \$178,500 – 25%
- Pandora Digital Radio
  - Facebook
  - Instagram
  - Snap Chat
  - Twitter
  - Google
  - Bing
  - Hulu
- Radio Outlets - \$133,157 – 19%
- The vendors will include, but are not limited to the following:

- Clear Channel Radio
- WBBM – FM
- Univision Radio
- WVON Radio/Midwest Broadcast
- Urban Broadcast Media
- iHeart Radio

Billboard - \$100,000 – 14%

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

- JC Decaux
- Lamar Advertising
- Outfront Media/CBS Outdoor
- View Outdoor

Television - \$ 284,000 - 40%

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

- Univision
- Telemundo
- WCIU
- Fox
- CBS
- WGN/CW
- CROE-TV

**USER:** District Wide, District Office, Harold Washington College, Harry S Truman College, Kennedy-King College, Malcolm X College, Olive-Harvey College, Richard J. Daley College, Wilbur Wright College

**TERM:**

The term of this purchase shall commence no sooner than July 7, 2016 and will continue through June 30, 2017.

**SCOPE OF SERVICES:**

The proposed advertising expenditures include digital, radio, billboards, print publications and television production and placement. The main objective of these media outlets is to deliver an integrated message across all platforms to key audience targets. Through these vehicles and in partnership with other initiatives such as community-based organization partnerships, public relations, and recruiter activities, we focus on establishing an awareness of City Colleges of Chicago, its programs, including College to Careers and Adult Education. The final outcome is to drive prospective students to both our call center (773-COLLEGE) as well as our website of ccc.edu to apply and enroll in our programs.

**BENEFIT TO CITY COLLEGES OF CHICAGO:**

An integrated, District-wide marketing strategy and plan is essential to creating awareness and positive image of the City Colleges of Chicago (CCC) brand, and thus drive application and enrollment into our programs including College to Career pathways, transfer programs, Adult Education and PPD.

**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:** \$710,157

**Charge to:** District Wide, District Office, Harold Washington College, Harry S Truman College, Kennedy-King College, Malcolm X College, Olive-Harvey College, Richard J. Daley College, Wilbur Wright College

**Source of Funds:** Education Fund

**FY17:**

1. 540000-00003-0019016-80000
2. 540000-00003-XX00600-80000

**Respectfully submitted,**

**Cheryl L. Hyman  
Chancellor**

**August 4, 2016- Office of Institutional Advancement**