

**33328**

**ADOPTED – BOARD OF TRUSTEES  
COMMUNITY COLLEGE DISTRICT NO. 508  
OCTOBER 5, 2017**

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

**FISCAL YEAR 2018-19 ADVERTISING SERVICES  
VARIOUS VENDORS  
OFFICE OF INSTITUTIONAL ADVANCEMENT  
DISTRICT WIDE**

**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 October 5, 2017 through June 30, 2019 at a cost not to exceed \$1,350,000.

**VENDORS:** Digital Placements -

- Be Found Online
- Pandora Digital Radio

Radio Outlets -

- WBBM – FM
- Univision Radio
- WVON Radio/Midwest Broadcast
- iHeart Radio

Out of Home (Transit/Billboard) -

- Intersection Transit
- ClearChannel
- JC Decaux
- Lamar Advertising
- Outfront Media/CBS Outdoor
- View Outdoor

**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 October 5, 2017 and will continue through June 30, 2019.

**SCOPE OF SERVICES:**

The proposed advertising expenditures include digital, radio, billboards, including production and placement. These vendors will provide production in some cases, such as production of billboards and radio spots, as well as placement of all media. It is also agreed that they are to guarantee deliveries against target audience or they are to provide make-goods, if not able to due to changes in programming or other media interruption. Also, as part of their scope, they are to provide analytics and metrics to confirm deliveries and performance of the campaign in order to improve efforts moving forward. For hard materials, they are guaranteed for 1 year and if damaged are replaced at no cost to City Colleges.

**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. The other benefit is a fiscal one, whereby through negotiating district-wide and yearlong rates, we gain efficiencies in production, placement and flexibility.

**VENDOR SELECTION CRITERIA:**

Vendors/Media Partners were selected to create an optimal media plan that would deliver against objectives leading to the overall growth of City Colleges of Chicago enrollment of -5% versus prior year.

The media strategy includes delivery of equity building and call to action initiatives/advertising that will help drive short term goals of enrollment growth for Spring 2018, Summer 2018 and kick off efforts for Fall 2018 for all programs, with emphasis on Credit Program and Adult Education and supporting efforts for Continuing Education. The strategy also helps to drive long-term goals of strengthening the image and perception (equity) of CCC and the 7 colleges.

Our media targets are: Adults 18+, within the Chicago City limits, some/no high school and some/no college and a Household Income of \$35,000+, with race/ethnicity reflecting our student population (44% Hispanic, 31% Black, 14% Caucasian, 7% Asian)\*

Our media target goals for our overall campaign/advertising efforts are: 80% target reached with a Frequency of 3x.

These target goals are met by carefully analyzing the proposals put forth by each of the vendors noted below and combining them into an overall media plan to deliver on these metrics.

We use the following criteria in building the optimal media plan:

- TRPs (Total Rating Points)

- Reach
- Frequency
- Cost per Point
- Cost per Thousand
- Index with Target Audience (used to select medium and programming/time of day)
- Impressions
- Metric – Click through rate or other action

\*FY2016 Statistical Digest Finalv2, 9/6/2017

For our digital placement, because of the nature of how media is placed online, we need to work through a third-party vendor for all on-line media, except for Pandora, which is a direct vendor. The third-party vendor we have been working with is Be Found Online, a local, digital buying agency. The agency was selected as a result of their ability to manage smaller budgets for a nominal fee. Most media buying agencies require minimum budgets, which have exceeded our budgets.

Pursuant to State Law, contracts requiring a high degree of professional skill are exempt from the District’s competitive bidding process.

**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:** \$1,350,000

**Charge to:** Office of Institutional Advancement

**Source of Funds:** Education Fund

**FY18:** 540000-00003-0019016-80000

540000-00003-X000600-80000

**Respectfully submitted,**

**Juan Salgado  
Chancellor**

**October 5, 2017- Office of Institutional Advancement**