

**33844**

**ADOPTED – BOARD OF TRUSTEES  
COMMUNITY COLLEGE DISTRICT NO. 508  
OCTOBER 3, 2019**

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

**STRATEGIC ENROLLMENT CONSULTING  
HANOVER RESEARCH, LLC  
OFFICE OF ACADEMIC AND STUDENT AFFAIRS  
DISTRICT WIDE**

**THE CHANCELLOR RECOMMENDS:**

that the Board of Trustees authorizes the Chair, upon final approval of the General Counsel of the legal form of such agreements, to execute an agreement with Hanover Research, LLC (Hanover) to provide comprehensive research services to help advise the development of college Strategic Enrollment Plans for the District, for a period commencing no sooner than October 7, 2019 through October 6, 2020, at a total cost not to exceed \$50,000.

**VENDOR:** Hanover Research, LLC  
4401 Wilson Blvd., Suite 900  
Arlington, VA 22203

**USER:** Office of Academic and Student Affairs, District Wide

**TERM:**

The term of the agreement shall commence no sooner than October 7, 2019 and continue through October 6, 2020.

**SCOPE OF SERVICES:**

Hanover will provide comprehensive research services to help advise ongoing district-wide planning efforts. Research services in pursuit of these institutional goals may include, but are not limited to: custom research reports, survey design, administration and analysis, interviews with industry/issue experts, secondary research, data analysis, and benchmarking (product/service comparison, key performance and efficiency metrics). During the term of the contract, City Colleges is specifically seeking external expertise to augment internal capabilities that will inform existing and emerging strategies in City College's first ever district-wide strategic enrollment management plan, related to student prospects, marketing, branding efforts, student experience, retention, persistence, and other areas of college need.

**BENEFIT TO CITY COLLEGES OF CHICAGO:**

Hanover will provide City Colleges with highly customized analytics and quantitative research to support internal continuous improvement needs such as enrollment management and student experience enhancements in addition to external reporting requirements needs (e.g. student and completer labor market outcomes). Their range of expertise spans across multiple different areas that align with City College's current strategic needs. Hanover has access to proprietary qualitative and quantitative

instruments that City Colleges will be able to leverage to gain external insights related to brand image, brand reputation, prospect pool, emerging employer needs, non-returning students, applicants who do not enroll and more at all seven colleges. In addition to highly customized services and products, their professional service includes continuous access to professional and certified researchers, an online library of previously commissioned studies, and proprietary dashboards that our internal staff district-wide can avail themselves at no additional charge.

This will position City Colleges' staff to access a suite of highly customized products, tools and high touch research services that can be structured to meet the institution's unique needs. The fixed rate structure allows City Colleges to change, alter or otherwise revise projects without incurring any additional cost or penalties on the fly as the dynamic nature of our institutional needs and priorities emerge over the course of the service agreement terms.

**VENDOR SELECTION CRITERIA:**

Due to the high degree of professional and technical skill involved, pursuant to State law, this professional services agreement is exempt from the District's competitive bidding requirements.

**MBE/WBE COMPLIANCE:**

The Office of Procurement Services has reviewed the agreement and recommends a waiver of the Board Approved Participation Plan based on the nature of the consultant services provided and a review of Hanover's corporate statements, which address their commitment to diversity and inclusion.

**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.

**FINANCIALS**

**Total:** \$50,000

**Charge to:** Office of Academic and Student Affairs

**Source of Funds:** Education Fund

**FY20:** 530000-00003-0017023-20000

**Respectfully submitted,**

**Juan Salgado  
Chancellor**

**October 3, 2019 – Office of Academic and Student Affairs**