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**ADOPTED-BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
AUGUST 6, 2020**

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

**DESIGN AND COPYWRITING/COPYEDITING SERVICES FOR PRINT AND DIGITAL
BARK DESIGN
OFFICE OF INSTITUTIONAL ADVANCEMENT
DISTRICT WIDE**

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the Chair, upon final approval of the General Counsel as to the legal form of such agreements, to authorize the execution of an agreement with Bark Design for design, copywriting and copyediting services for print and digital for the period from August 6, 2020 through November 30, 2020 at a total cost not to exceed \$95,400.

VENDOR: Bark Design
4330 N. California Avenue
Chicago, IL 60618

USER: District Wide

TERM:

The term of this agreement shall begin on August 6, 2020 and shall end on November 30, 2020.

SCOPE OF SERVICES:

CCC has been undertaking a strategic process involving many stakeholders at the district and college level. At the October 2020 board meeting, CCC wishes to roll out the launch of this new strategic framework to the audience segments listed below. The goal of this project is to develop a dynamic website to display the strategic framework of the district and its seven colleges with a level of interactivity that will engage viewers. CCC also wishes to print the district and college plans which will make for eight separate documents that are copy-edited and well designed. To accomplish these tasks, we will employ the efforts of a sourced agency who will collaborate with CCC marketing & communications as well as the Strategic Framework Teams.

The selected partner will be responsible for the design and copywriting/copyediting of City Colleges of Chicago Strategic Framework and seven separate college strategic plans into a dynamic site as well as for the printed materials.

BENEFIT TO CITY COLLEGES OF CHICAGO:

CCC has been undertaking a strategic process involving many stakeholders at the district and college level. In Fall of 2020, CCC wishes to roll out the launch of this new strategic framework to the audience segments listed below to provide transparency and partnership.

The benefit of this final deliverable, through the work and design of the agency will be to build awareness of our programming and partnership opportunities as well as to promote the mission and direction for the organization internally.

VENDOR SELECTION CRITERIA:

Specifications prepared by District Office Procurement staff were publicly advertised on June 16, 2020 as Sealed Bid #SN2006. The Bid was sent to nine (9) vendors and a pre-proposal conference was held on June 19, 2020. The following two (2) vendors responded: 1) Bark Design; 2) Simple Truth Communication Partners

Simple Truth			
Services	Rate per hour	Total hours per role	Total estimated cost
Copywriting Hourly Rate/Estimated Hours	\$120.00	40	\$4,800.00
Copyediting Hourly Rate/Estimated Hours	\$120.00	286	\$34,320.00
Art Direction/Design Hourly Rate/ Estimated Hours	\$150.00	416	\$62,400.00
Account Services Hourly Rate/Estimated Hours	\$180.00	136	\$24,480.00
Delivering of Copywriting Hourly Rate	\$120.00		
Expedited (unexpected short turn-around) Copyediting Hourly Rate	\$150.00		
Expedited (unexpected short turn-around) Art Direction/Design Hourly Rate	\$150.00		
Front End Web-Design Hourly Rate/Estimated Hours	\$150.00	248	\$37,200.00
Other: Web Asset Deliverables Hourly Rate/Estimated Hours	\$188.00	72	\$13,536.00
Other: Creative Director Hourly Rate/Estimated Hours	\$210.00	40	\$8,400.00
Other: Proofreading Hourly Rate/Estimated Hours	\$120.00	88	\$10,560.00
Fees per college plus District-wide (print and digital)			\$24,000.00
Total Fees			\$219,696.00

Bark Design			
Services	Rate per hour	Total hours per role	Total estimated cost
Copywriting Hourly Rate/Estimated Hours	\$140.00	40	\$5,600.00
Copyediting Hourly Rate/Estimated Hours	\$140.00	70	\$9,800.00
Art Direction/Design Hourly Rate/ Estimated Hours	\$130.00	240	\$31,200.00
Account Services Hourly Rate/Estimated Hours	\$140.00	40	\$5,600.00
Delivering of Copywriting Hourly Rate	\$140.00		
Expedited (unexpected short turn-around) Copyediting Hourly Rate	\$140.00		
Expedited (unexpected short turn-around) Art Direction/Design Hourly Rate	\$135.00		
Front End Web-Design Hourly Rate/Estimated Hours	\$135.00	320	\$43,200.00
Other: Web Asset Deliverables Hourly Rate/Estimated Hours	\$135.00		
Total Fees			\$95,400.00

Staff from the Office of Administrative and Procurement Services reviewed the bids submitted by the most responsive and responsible bidders and reported that Bark Design met the design, copywriting and copyediting services specifications.

MBE/WBE COMPLIANCE:

The Office of Procurement Services has reviewed the proposed agreement and recommends a partial waiver of the MBE participation and a full waiver of WBE participation due to the nature of the service and limited subcontracting opportunities.

<u>Vendor</u>	<u>MBE or WBE</u>	<u>%</u>	<u>Direct or Indirect</u>	<u>Certifying Agency</u>
Flowers Communication Group 303 East Wacker Drive, #1000 Chicago, IL 60601	MBE	15	Direct	City of Chicago

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: \$95,400

Charge to: Office of Institutional Advancement

Sources of Funds: Education Fund

FY21: 530000-00003-0019016-80000

Respectfully submitted,

**Juan Salgado
Chancellor**

August 6, 2020 – Office Institutional Advancement