

# 34130

ADOPTED-BOARD OF TRUSTEES  
COMMUNITY COLLEGE DISTRICT NO. 508  
DECEMBER 10, 2020

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

STRATEGIC RE-BRANDING SERVICES  
SIMPLE TRUTH COMMUNICATION PARTNERS  
OFFICE OF INSTITUTIONAL ADVANCEMENT  
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 exercise agreements with Simple Truth Communication Partners for strategic re-branding services for the period from January 1, 2021 through December 31, 2023, at a total cost not to exceed \$679,500 for the term of the agreement.

**VENDOR:** Simple Truth Communication Partners  
314 W Superior St., Suite 300  
Chicago, IL 60654

**USERS:** District Wide

**TERM:**

The term of this purchase shall commence no sooner January 1, 2021 and will end on December 31, 2023 with two (2) additional one (1) year options to renew periods.

**SCOPE OF SERVICES:**

The vendor will guide City Colleges of Chicago (CCC) through a strategic rebranding. The work will sequence in three distinct phases: Research, Strategy, then Creative. CCC will have a new brand position, visual identity, and three advertising campaigns built from the new identity.

*Research:*

The vendor will perform an audit of CCC's internal research. Along with this research, the vendor will perform a competitive review of CCC with analysis including but not limited to competitors': pricing, web presence, taglines, social media, program offerings, and advertising. The vendor will conduct focus groups, stakeholder interviews, and surveys at all seven colleges. The vendor will provide a summary report of all the research findings.

*Strategy:*

The strategic process will align CCC on a single brand position. Decisions during this process will be funneled through a steering committee comprised of faculty, staff, students, and

administrators. Outcomes from these meetings will be a brand essence statement, brand pyramid, narrative, and direction.

*Creative:*

The vendor will develop a new visual brand identity for CCC. The new identity will be market tested via surveys to faculty, staff, prospective and current students, and general public. The new visual identity will be delivered with comprehensive brand guidelines that will include guidance on the new creative assets including logos, color palette, typography, imagery, voice, and tone.

The vendor will co-host a number of brand presentation meetings with CCC's Marketing and Communications. The new brand guidelines will allow CCC's internal Marketing and Communications to operationalize the new brand throughout the District. Finally, the vendor will develop and market test three distinct advertising campaigns whose character is substantively informed by the new brand identity. The approved campaigns' creative will be delivered to CCC Marketing & Communications to produce and place into different media channels.

**BENEFIT TO CITY COLLEGES OF CHICAGO:**

A new and consistent brand position will help build brand awareness and brand recall. This will lead to an increase in conversions into the marketing funnel: inquiries, applications, and ultimately enrollment. The process also allows for the colleges and the communities they represent to craft a unified voice and position for the institution and in turn increase equitable outcomes.

**VENDOR SELECTION CRITERIA:**

Specifications prepared by District Office Procurement staff were publicly advertised on September 4, 2020 as Request for Proposals (RFP) #SN2008. The RFP was sent to twenty (20) vendors and a pre-proposal conference was held on September 14, 2020. The following fourteen (14) vendors responded: 1) GMMB, Inc.; 2) Simple Truth Communication Partners; 3) Simpson Scarborough; 4) Acento Advertising, Inc.; 5) Campos LLC; 6) Interact Communications; 7) LimeRed Studio, Inc.; 8) Magnolia Insights; 9) The Monogram Group, Inc.; 10) Radio Link Media, LLC dba RLM Media; 11) Slalom, LLC; 12) The Motion Agency; 13) WeUsThem, Inc.; 14) Stamats Communications, Inc./Thorburn

The Evaluation Committee members individually scored each proposal based on the evaluation criteria in the RFP:

1. Qualifications and Experience of the Firm; with special interest in Firm's qualifications with regards to strategic rebranding
2. Proposer's plan of action for the execution/implementation of services
3. Portfolio of past work
4. Fee/Cost Proposal
5. MBE/WBE compliance

All proposals were reviewed and evaluated. The committee short-listed three (3) of the highly qualified companies and invited them for oral presentations and demonstrations: Simpson

Scarborough, GMBB and Simple Truth Communications Partners. The Evaluation Committee individually scored each presentation/demonstration based on the following criteria:

1. Mock Discovery
2. Research
3. Strategy
4. Creative

The evaluation committee recommends proceeding with Simple Truth Communications Partners. Simple Truth specializes in the areas of brand, campaign, communications systems and culture and has provided branding for other Illinois universities.

Simple Truth Communications Partners presented a fairly strong plan for executing the scope of services. During the oral presentations, Simple Truth Communications Partners reviewed the specific tools they would use to administer and facilitate the focus groups and outlined how they will navigate the abundance of research data CCC already has available. With respect to the strategy phase, Simple Truth demonstrated how it will facilitate consensus building and how they will manage complex and discussions with stakeholders. Simple Truth also presented a clear plan with respect to the creative phase, by presenting a plan to encourage leadership to become advocates, understanding value each person brings, and keeping a transparent clearly-defined process where people can see their input in action.

**MBE/WBE COMPLIANCE:**

The Office of Procurement Services has reviewed the proposed agreement and recommends a limited MBE waiver (15%) of the Board Approved Participation Plan due to the nature of the services, products and limited subcontracting opportunities.

<u>Vendor</u>	<u>MBE or WBE</u>	<u>%</u>	<u>Participation</u>	<u>Certifying Agency</u>
Simple Truth Communication Partners, Inc. 314 W Superior St., Suite 300 Chicago, IL 60654	WBE	70%	Direct	WBENC
C+R Research 150 North Michigan Avenue, 34 <sup>th</sup> Floor Chicago, IL 60610	WBE	20%	Direct	WBENC
Vitamin T/Aquent 111 West Washington Street, Suite 1701 Chicago, IL 60602	MBE	7%	Direct	NMSDC
Sunrise Hitek 5915 N. Northwest Highway Chicago, IL 60631	MBE	3%	Direct	NMSDC

**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:** \$679,500

**Charge to:** Office of Institutional Advancement

**Source of Funds:** Education Fund

**FY21:** 53/540000-00003-0019016-80000

**Respectfully submitted,**

**Juan Salgado  
Chancellor**

**December 10, 2020- Office of Institutional Advancement**