

34142

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**

**FISCAL YEAR 2018-2021 ADVERTISING SERVICES
VARIOUS VENDORS
OFFICE OF INSTITUTIONAL ADVANCEMENT
(AMENDMENT TO BOARD REPORT #34015, ADOPTED JULY 2, 2020)
DISTRICT WIDE**

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the Chair to approve an amendment to the issuance of purchase orders for 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, 2021 at for a total cost not to exceed \$3,950,000. This amendment adds vendors for digital and digital placements at no additional cost.

VENDORS:

Digital Placements

Pandora Digital Radio
Facebook
Twitter
Google
Crains's Chicago Business
Spotify Digital Radio
Instagram
Bing/Microsoft
LinkedIn
Univision

Radio Outlets

WBBM Radio
Univision
WVON Radio/Midway Broadcasting Corporation
iHeart Radio
Cumulus Media
Crawford Broadcasting – addition

Out of Home (Transit/Billboard)

Intersection Transit
ClearChannel

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

TV Outlets

Weigel Broadcasting (WCIU-TV/Digital and HCU-TV/Digital) ABC-TV
NBC-TV CBS-TV
Telemundo Fox-TV
Comcast Spotlight
NBC Chicago Sports Network/NBCUniversal
WGN-TV/Tribune Media Company/Tribune Broadcasting
Univision

Digital

Hulu
Sun-Times
Tribune/Tribune Publishing/Hoy Chicago Latino Network
N'Digo/Hartman Publishing Group
Multi Latino Marketing Agency, Inc.

Print

South Side Weekly
Southwest Community Publishing Company La Raza
McKinley Park News El Dia Newspaper The Beverly Review Lawndale News
The Gate Newspaper N'Digo
Nadig Newspapers Chicago Defender
Chicago Tribune/Tribune Publishing Impremedia

Partnerships

Chicago Wolves Total Outdoor

USER: District Wide

TERM:

The term of this purchase shall commence no sooner than October 5, 2017 and will continue through June 30, 2021.

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 one 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 during enrollment periods 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)*

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

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

MBE/WBE COMPLIANCE:

The Office of Procurement Services 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 Procurement Services 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: \$3,950,000

Charge to: Office of Institutional Advancement

Source of Funds: Education Fund

FY21: 540000-00003-0019016-80000

Respectfully submitted,

**Juan Salgado
Chancellor**

December 10, 2020- Office of Institutional Advancement