

**34100**

**ADOPTED-BOARD OF TRUSTEES  
COMMUNITY COLLEGE DISTRICT NO. 508  
NOVEMBER 5, 2020**

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

**WEBSITE REDESIGN AND CONTENT STRATEGY  
CLIQUE STUDIOS, LLC  
OFFICE OF INFORMATION TECHNOLOGY  
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 Clique Studios, LLC to provide website redesign and content strategy for the period commencing no sooner than December 1, 2020 through November 30, 2025 at a total cost not to exceed \$1,147,000.

**VENDOR:** Clique Studios, LLC  
410 S. Michigan Avenue, Suite 801  
Chicago, Illinois 60605

**USER:** District Wide

**TERM:**

The term of this agreement shall begin no sooner than December 1, 2020 and shall end on November 30, 2025, with an option to extend for an additional two (2) two-year periods.

**SCOPE OF SERVICES:**

This vendor will help define CCC's digital footprint. This includes a roadmap that helps build digital strategy and brings together a plan that connects web technology, people, processes, marketing, and analytics. The outcome will be a new institutional web presence representing CCC as both a unified entity as well as seven separately accredited colleges, each with their own individual character, e.g. that we are both "seven and one". This process will be conducted in such a way as to ensure a smooth transition from the current website to the new one.

**BENEFIT TO CITY COLLEGES OF CHICAGO:**

A new website will provide the following benefits:

1. Brand
  - a. Strengthen and elevate the perception of City Colleges of Chicago and its seven colleges
  - b. Drive awareness of the accessibility and broad range of programs and highlight support systems for all types of students (credit, adult education (GED/ESL), and continuing education.
  - c. Motivate and inspire prospective students, and their influencers to consider City Colleges as a first choice in their college search
  - d. Serve as a platform to share and elevate the successes of CCC students and Alumni

2. Conversion & Engagement
  - a. Clearly track the application funnel from prospect to admit, increasing student applications and conversion to enrollment
  - b. Attract prospects with relevant content and measurable calls to action on external-facing top-level pages of website
  - c. Enable program-specific marketing for our 200+ Programs with a supporting SEO strategy
  - d. Shift to a visitor-centric, rather than organization-driven, information architecture and navigation.
3. Technical/Internal efficiency
  - a. Execute a phased and graceful transition from current site to new solution
  - b. Transition from an outdated/decentralized web editing environment with the end goal of improving editing experience and governance of web content across CCC
  - c. Create a stable, scalable environment with a flexible hosting solution which CCC can operate independently of the vendor(s) providing the solution.
4. Content Management
  - a. Provide content managers flexibility to develop and maintain a cohesive content strategy throughout the new site
5. Accessibility
  - a. Prioritize site accessibility to meet and exceed governing standards so that the site is optimized for viewing on all devices, and highly usable and accessible for everyone--including users with disabilities.

#### **VENDOR SELECTION CRITERIA:**

Specifications were prepared by District Procurement staff and Request for Proposals (RFP) #MWJ2020-06 were publicly advertised on March 2, 2020. The RFP was sent to eleven (11) companies. Twenty-five (25) companies attended the Zoom pre-submittal conference on March 9, 2020. Nineteen (19) companies responded on April 14, 2020: 1) 160over90; 2) Beacon Technologies, Inc.; 3) Clarity Partners, LLC; 4) Clique Studios, LLC; 5) Domain7 Solutions US, Inc.; 6) Electronic Knowledge Interchange Co. dba EKI-Digital; 7) Field 1 Post, LLC; 8) If Then Digital, LLC; 9) ImageX Media, Inc.; 10) Calfi Design, Inc. dba The Lemon Ad Stand; 11) Lipman Hearne, Inc.; 12) NextRow, Inc. dba NextRow Digital; 13) Ologie, Inc.; 14) The RDW Group, Inc. (iFactory); 15) Simpson Scarborough; 16) Stamats Communications, Inc.; 17) Sudhi Infomatics, Inc.; 18) TEKsystems Global Services, LLC; and 19) Time Zone One, Inc. Two (2) no-bids was received from mStoner, Inc. and Mikesell Digital Consulting. Field 1 Post was deemed non-responsive for not submitting in accordance with the submittal requirements.

All proposals were reviewed, evaluated and ranked by staff which included the Offices of Information Technology, Marketing and Strategic Governance, Academic and Student Affairs, and staff from Daley, Kennedy-King, Malcolm X, Olive-Harvey, Truman, Harold Washington and Wright Colleges.

The evaluation committee individually scored each proposal based on the following criteria:

1. Technical Solution and capabilities, including security, integration, hosting, development acumen, migration plan, project transition, etc.

2. Company's ability to support and execute this project, in terms of resources, experience, strategic thinking, and vision. Evidence that company is forward thinking and aware of current and future trends in technology, marketing, analytics, and customer engagement.
3. Marketing and Creative approach, brand management
4. Portfolio of past work
5. Cost
6. MBE/WBE compliance

All proposals were reviewed and evaluated. The committee short-listed five (5) of the highly scored companies and invited them for oral presentations and demonstrations: 1) Clique Studios; 2) The RDW Group (iFactory); 3) Ologie; 4) Lipman Hearne; and, 5) Simpson Scarborough. The evaluation committee individually scored each presentation/demonstration based on the following criteria:

1. Mock discovery conversation
2. Content and Design
3. Technical

The evaluation committee recommends proceeding with Clique Studios, partnering with Burrell and Magnolia Insights in an endeavor they call Educate Chicago. The vendor's proposal showed expertise with its team members and its portfolio of past work demonstrated its expertise. The vendor also presented a project plan and implementation that meets the objectives of City Colleges of Chicago. The vendor also recommended a flexible hosting solution. During oral presentations, the vendor engaged in an interactive discovery session demonstrating how it will engage with stakeholders to implement the solution. The vendor's timeline and recognized the importance of enrollment and admissions, e.g. having a good balance between short term needs vs the long term plan. Clique's partnership with an MBE/WBE firms not only met the letter of our procurement requirements, they embodied the spirit of that requirement; the committee believes our project will be more successful as a result of this inclusive and diverse partnership.

#### **MBE/WBE COMPLIANCE:**

The Office of Procurement Services has reviewed the proposed agreements and has determined the Vendors are in compliance with the Board Approved Participation Plan.

<b><u>Vendor</u></b>	<b><u>MBE or WBE</u></b>	<b><u>%</u></b>	<b><u>Certifying Agency</u></b>
Burrell Communications 233 N. Michigan, Suite #2900 Chicago, Illinois 60601	MBE	34.91	CMSDC
Magnolia Insights 350 N. Orleans, Suite #900N Chicago, Illinois 60643	WBE	8.72	WBENC

**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:** \$1,147,000

**Charge to:** Office of Information Technology

**Sources of Funds:** Capital Fund, Education Fund

**FY21:** 53/5400000-92015-0023003-80000

**Respectfully submitted,**

**Juan Salgado  
Chancellor**

**November 5, 2020 - Office of Information Technology**