

34070

ADOPTED-BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
OCTOBER 1, 2020

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

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

(AMENDMENT TO BOARD REPORT #33844, ADOPTED OCTOBER 3, 2019)

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 amend the agreement with Hanover Research, LLC (Hanover) to provide comprehensive research services to advise the ongoing student experience enhancements, enrollment management initiatives, and various continuous improvement efforts district-wide with an additional \$111,000 in authority for a total cost not to exceed \$161,000 and extend the agreement until October 6, 2022.

VENDOR: Hanover Research
4401 Wilson Blvd, 4th Floor
Arlington, VA 22203

USER: Academic and Student Affairs

ORIGINAL TERM:

The term of the agreement commenced October 7, 2019 will continue through October 6, 2020.

AMENDED TERM:

The amended agreement began October 7, 2019 and will end on October 6, 2022.

SCOPE OF SERVICES:

Hanover Research 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; expert panels; and benchmarking (product/service comparison, key performance and efficiency metrics). During the term of the contract City Colleges of Chicago (CCC) is specifically seeking external expertise to continue augmenting internal capabilities that will inform existing and emerging strategies related to student prospects, marketing, branding efforts, student experience, retention,

persistence, and other areas of need. CCC contracted Hanover Research services during FY 2020 to support various critical planning efforts and continuity planning in response to the COVID-19 pandemic. The district seeks to renew this contract in support of ongoing planning and continuous planning efforts critical to CCC's institutional health.

BENEFIT TO CITY COLLEGES OF CHICAGO:

Hanover Research will provide CCC with highly customized analytics and quantitative research to support internal continuous improvement needs such as enrollment management and student experience enhancements. Their range of expertise spans across multiple different areas that align with CCC's current strategic needs. Hanover has access to proprietary qualitative and quantitative instruments that CCC 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 access to subject matter experts and content professionals, 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 CCC to access a suite of highly customized products, tools and high touch research services that can be structured to meet our very unique needs. The fixed rate structure allows us to change, alter or otherwise revise projects on the fly without incurring any additional cost or penalties as the dynamic nature of our institutional needs and priorities emerge over the course of the service agreement terms.

Detailed benefits of the research services offered by Hanover are listed below:

Expert Industry Panels

Hanover Research is structured to provide research expertise through a team of researchers, survey experts, analysts, statisticians, and grant professionals to support the entire higher education decision spectrum. Their model also includes the use of expert panels and consumer panels to augment research projects. Client panels are a common trend in market research that CCC can leverage to provide insights into district-wide marketing, branding and advertising operations. Panels can also be used to support competitive analysis regarding perceptions of CCC colleges, advertising campaigns, website usability, and brand messaging.

Benchmarking

Hanover deploys over 1 million surveys annually with a dedicated education solutions team partnering with postsecondary institutions and other education providers. Hanover is able to quickly deploy proprietary survey instruments to CCC stakeholders (prospects, applications, students, alumni, employers, community organizations etc.) in addition to similar stakeholder groups nationwide. In addition to providing insights on internal areas of performance outcomes, use of nationally distributed research instruments will continue to provide CCC with valuable benchmarking insights to help the district and colleges evaluate their comparative weaknesses and strengths against those of national higher education peers. This information

can be used to identify best practices and gaps from various stakeholder perspectives that will ultimately shape the prioritization of improvement opportunities. Benchmarking tools also include dashboards with national benchmarking metrics such as completion and retention) that leverages federal Integrated Postsecondary Education Data System (IPEDS) outcomes data.

Performance Monitoring Over Time

Renewal of this agreement supports a long-term relationship model that allows Hanover to measure and deliver critical performance outcomes over time. The deployment of annual or routinely scheduled survey instruments that have been customized to suit CCC's unique needs during FY 2020 can be administered multiple times over the term of the contract renewal to measure progress over time. There is also an opportunity to measure prospect, applicant, and student behaviors and preferences over time.

Survey Incentives

The current contract includes the cost of survey incentives for research projects that necessitate additional survey response attainment strategies when conducting research on hard to reach populations such as students who have discontinued their postsecondary education.

Fixed Cost Model

Hanover's fixed cost model provides flexibility and efficiency that allows CCC to leverage an unlimited number of successive research projects over the period of the contract term. CCC will not incur any additional costs for survey incentives or expert panels deemed critical to the design of any standard or customized research project.

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: \$161,000

Charge to: Office of Academic and Student Affairs

Source of Funds: Education Fund

FY21: 530000-00003-0017023-20000

Respectfully submitted,

**Juan Salgado
Chancellor**

October 1, 2020 – Office of Academic and Student Affairs