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

GALLUP ACADEMIC AND STUDENT AFFAIRS DISTRICTWIDE

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 execute an agreement with Gallup Inc. to provide comprehensive training services and access to strengths-based assessments to support student engagement, student development, equity in attainment, talent management and performance excellence efforts as needed district-wide, for the period beginning no sooner than March 7, 2022 through May 31, 2024, at a total cost not to exceed \$175,000.

VENDOR: Gallup
1001 Gallup Drive
Omaha, Nebraska 68102

USER: Academic and Student Affairs

TERM: The term of the agreement will commence on March 7, 2022 and will continue through May 31, 2024.

SCOPE OF SERVICES:

Gallup will provide services in two categories; customized training and assessments. The Gallup StrengthFinder assessments are proprietary products offered by this sole source vendor. Their unique assessment measures naturally occurring patterns of thinking, feeling and behaving -- and categorizes them into the 34 Clifton Strengths. Customized reports are provided upon completion of the assessment and based on individual responses that help individuals recognize talent combinations unique to them. Training services are intended prepare CCC staff, administrators, and faculty to administer the assessments in addition to providing customized coaching, mentoring, and experiential learning activities (based on the strengths-based framework) to help their desired staff or student participant(s) identify, develop, and apply their strengths and talents to personal, academic and professional goals.

Assessments

Clifton's StrengthFinder assessments can be administered to a variety on institutional stakeholders in support of district-wide performance excellence, student experience, diversity, and equity goals with a few examples as follows:

- Students groups (e.g. SGA, Phi Theta Kappa) to support student leadership development
- Administrators and staff to support employee development, performance management, and succession planning
- Department Chairs and faculty to support instructional/pedagogical practice where appropriate

Gallup also offers specialized resources and assessments geared towards undergraduate students and managers.

Customized Training

Gallup will host a customized Strengths Coach course in an onsite or virtual modality as deemed appropriate by CCC for a combination of faculty and student-impacting staff across the district. The goal of the customized training is to build capacity for strength-based coaching and development activities that align with CCC's context and institutional goals. As an educational institution, trainings services are provided to CCC at a deeply discounted rate.

BENEFIT TO CITY COLLEGES OF CHICAGO:

The implementation of a strength-based framework simultaneously supports short-term and long-term enhancements to employee and student experiences district-wide, ultimately impacting CCC's enrollment and institutional health. This initiative represents transformative culture change and also further evidences our commitment to improved student experiences, performance excellence, and equity goals. We can expect to realize positive short-term and long-term outcomes as well as a thriving culture that promotes

- performance excellence (measured and quantified via KPIs and other indicators)
- diversity, equity, and inclusion (among staff that also cascades to impact students)
- wellness (the embedded positive psychology promotes a sense of belonging fuels wellness)

From a student-facing perspective, Gallup StrengthFinder training and assessment will support a wide range of institutional goals rooted in developing, implementing, and applying principles of strengths-based development to improve student onboarding, engagement, retention and persistence. As part of an institutional change management strategy, coaching and training efforts provide capacity building and performance excellence supports to embrace and empower employees as we rely them to deliver exceptional service to students.

Student Development and Engagement

As part of a district-wide student experience and engagement strategy, Gallup StrengthFinder assessments and training resources support the advising tiering framework as well as classroom instruction. By helping students discover and leverage their strengths; staff, advisors, and faculty will have a lifelong impact on the students we serve across different types of instructional areas and student segments. Student outcomes and corresponding institutional KPIs (e.g. retention, persistence and completion) are expected to increase over time as a result of this effort.

Gallup StrengthFinder can be incorporated into the classroom and in co-curricular activities such as student leadership development efforts. The goal is to aid students in applying their talents in the learning process, thereby “enabling them to reach previously unattained levels of personal excellence, ...helping students become confident, efficacious, life-long learners whose lives are instilled with a sense of purpose” (Louis, 2012, 5).

A strengths-based education is defined as one that “involves a process of assessing, teaching, and designing experiential learning activities to help students identify, develop, and apply their strengths and talents.” This approach involves several key components:

1. Measurement of strengths, achievement, and determinants of positive outcomes
2. Individualization, which is a personalized educational approach that considers students’ goals, needs, and interests
3. Networking with others who can encourage the use of strengths and provide useful feedback
4. Deliberate application of strengths within and beyond the classroom
5. Intentional development of strengths

Using a Strengths-based education has been shown to improve student motivation, engagement, academic self-confidence, ability to see others according to that person’s strengths, and the ability to recognize internal strengths. These effects are seen when Strengths are taught both in First Year Experience (FYE) courses, subject-specific academic courses, and in settings outside of the classroom.

Talent Management and Performance Excellence

In alignment with the City College’s of Chicago Unified Strategic Plan, implementation of Gallup training and assessment for staff and faculty provides strengths-based capacity building and performance excellence supports for employees while also supporting exceptional student experiences. By helping employees discover and leverage their talents/strengths-staff, college and district teams can realize enhanced strategy execution and performance goals.

Institutional Performance/Employee Perspective:

- According to research conducted by Gallup and the Society of Human Resources (SHRM), people who learn to use their strengths every day have **7.8%** greater productivity. This can translate to a 7.8% increase in performance outcomes/metrics in our institutional context (Source: [SHRM](#)). For example, an additional \$7,800 in value/productivity can be realized per employee with \$100K annual salary.
- Teams that focus on strengths have **12.5%** greater productivity and are six times more likely to be engaged in their jobs. An additional \$125,000 in value/productivity per 10 employee team with \$100K annual salaries.
- \$1 invested in training = \$8 net benefit with year after year compounding returns (Source ASTD). For example, a \$20,000 initial training investment yields \$160,000 in value in the first year with compounding returns

VENDOR SELECTION CRITERIA:

In accordance with the sole source policy procedures, this service is exempt from the District’s competitive bidding process.

MBE/WBE COMPLIANCE:

Procurement Services has reviewed the proposed agreement and recommends a waiver of the Board Approved Participation Plan due to the nature of the services (customized training and assessment utilizing the proprietary trade secret of CliftonStrengths).

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: \$175,000

Charge to: Academic and Student Affairs

Source of Funds: Education Fund

FY22: 530000/540000-00003-0017002-80000

Respectfully submitted,

Juan Salgado
Chancellor

March 3, 2022 – Academic and Student Affairs

