

**34644**

**ADOPTED – BOARD OF TRUSTEES  
COMMUNITY COLLEGE DISTRICT NO. 508  
NOVEMBER 3, 2022**

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

**MEDIA SERVICES  
ACENTO ADVERTISING - RENEWAL  
MARKETING AND COMMUNICATIONS DEPARTMENT  
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 a renewal of the agreements with Acento Advertising for media buying and planning services for the period from April 1, 2023, through March 31, 2024, at a total cost not to exceed \$3,500,000 for the term of the agreement.

**VENDOR:** Acento Advertising  
11400 W. Olympic Blvd, #1200  
Los Angeles, CA 90064

**USERS:** District Wide

**TERM:**

The term of this purchase shall commence no sooner than April 1, 2023, and will end on March 31, 2024, with two (2) additional one-year options to renew.

**SCOPE OF SERVICES:**

In order to increase prospective student volumes and promote brand awareness through effective media advertising placements, the vendor will provide City Colleges of Chicago (CCC) with a variety of media buying and planning services.

Specifically, the vendor will develop strategic media placement campaigns that analyze, recommend, and purchase media space for all media types, including print, radio, TV, billboards, and digital (web, search, social media, email, and mobile). Acting as a liaison between CCC and media organizations, the vendor will leverage buying power with local media organizations and will include considerations for research demographics and potential audiences. Additionally, using qualitative and quantitative tools, the firm will provide detailed reporting and analytics on media placements to ensure value and a favorable return on investment for CCC.

**BENEFIT TO CITY COLLEGES OF CHICAGO:**

As a full-service integrated marketing communications agency, the vendor will enable CCC to more precisely and strategically target and engage its respective markets. Specifically, the vendor has more than 30 years of expertise in serving multiple languages and cultures. As a

community college system serving 75% Black or Latinx students, the vendor's focus in this area will enhance CCC's ability to serve the various demographics of prospective students. Further, the vendor's experience and cross-cultural modeling approach will extend CCC's advertising impact into new media channels and reduce CCC's time to market by up to 30-45 days, allowing the District to react to changing marketing dynamics and take advantage of marketing opportunities.

**VENDOR SELECTION CRITERIA:**

Specifications prepared by District Office Procurement staff were publicly advertised on October 30, 2020, as Request for Proposals (RFP) #SN2010. The RFP was sent to the following twenty-two (22) companies: (1) Integer; (2) Ogilvy & Mather; (3) Leo Burnett; (4) The Monogram Group; (5) FCB Chicago; (6) Burrell; (7) 160 over 90; (8) Flowers Communications Group; (9) BTP Unite; (10) Multi Latino Marketing Agency, Inc; (11) Simple Truth; (12) Wieden + Kennedy; (13) Acento Advertising; (14) VSA Partners; (15) McGarryBowen; (16) O'Keefe Reinhard & Paul; (17) DDB Chicago; (18) Marcel Media; (19) Method Engine; (20) StarCom; (21) Marketing Partnerships International; and (22) Heron Agency. A Pre-Proposal Meeting was held on Wednesday, November 11, 2020, at 11:00 a.m. Proposals were due on December 7, 2020, at 12:00 p.m. CCC received proposals from the following six (6) vendors:

1. Conroy Media, Ltd.
2. Multi Latino Marketing, Inc.
3. Marketing Partnerships International
4. Acento Advertising
5. BrkThru Digital
6. Simpson Scarborough

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 media buying and media planning, including experience with the Chicago area market, and media buying for Latinx, African-American and other cultural demographic segments
2. Proposer's plan of action for the execution/implementation of services
3. Portfolio of past work
4. Cost
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: Acento Advertising, Conroy Media, Ltd. and BrkThru Digital. The Evaluation Committee individually scored each presentation/demonstration based on the following criteria:

1. Strategy
2. Multi-Cultural
3. Tools & Research
4. Service
5. Collaboration/Team

The Evaluation Committee recommends proceeding with Acento Advertising. Acento is a full-service cross-cultural advertising agency with capabilities including strategy, research, branding, creative development and production, media planning and buying, analytics, optimization and reporting, traffic, PR and communications.

**MBE/WBE COMPLIANCE:**

The Office of Procurement Services has reviewed the proposed agreement and has determined the vendor complies with the Board-approved Participation Plan:

<u>Vendor</u>	<u>MBE or WBE</u>	<u>%</u>	<u>Participation</u>	<u>Certifying Agency</u>
Acento Advertising 11400 Olympic Blvd., 1200 Los Angeles, CA 90064	MBE	93%	Direct	NMSDC
Canela Media, Inc. 841 Westmount Drive Los Angeles, CA 90069	WBE	7%	Direct	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:** \$3,500,000

**Charge to:** Districtwide

**Source of Funds:** Education and Various Grants

FY22-FY23: 53/540000- Various

**Respectfully submitted,**

**Juan Salgado  
Chancellor**

**November 3, 2022- Marketing and Communications Department**