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ADOPTED-BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
JUNE 1, 2023

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

CREATIVE AGENCY SERVICES – STAFF AUGMENTATION
EXPERIS US, LLC
THE OFFICE OF INSTITUTIONAL ADVANCEMENT
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, execution of agreements with Experis US, LLC for Creative Agency Services - Staff Augmentation for the period from July 1, 2023 through June 30, 2026, at a total cost not to exceed \$500,000.

VENDOR: Experis US, LLC
 100 Manpower Place
 Milwaukee, WI 53212

USER: District Wide

TERM:

The term of this agreement shall begin July 1, 2023 and shall end on June 30, 2026, with an option to extend for an additional two (2) two-year periods.

SCOPE OF SERVICES:

Experis US, LLC will provide staff augmentation for the digital strategy, branding and design, video and creative, marketing, and communication hubs of the marketing-communication team at the district office of City Colleges of Chicago. Services include but are not limited to:

- Recruiting of talent
- Screening of talent
- Placement of talent

BENEFIT TO CITY COLLEGES OF CHICAGO:

Utilizing Experis US, LLC will enable the district office of marketing and communications to leverage expertise and capacity beyond the current team's limits in service to the colleges and district-level initiatives as Experis would partner with us on a staff-augmentation basis. With the recent update to

City Colleges branding, and the increased emphasis on promoting each college individually (rather than focusing primarily on the system as whole), the marketing-communications team has essentially moved to creating, managing, and measuring 7 college-specific campaigns where previously 1 district-level campaign would have sufficed. Through market research and testing, we know this increased individualization of marketing-communication efforts is more appealing to the prospective students we're trying to attract and we hope to see increased application and enrollment across the district because of it. Experis will serve as invaluable partners to the marketing-communication team as we continue to implement the new brand, test and measure new marketing strategies, and increase our team's overall output in service of the colleges' needs.

VENDOR SELECTION CRITERIA:

Specifications prepared by District Procurement staff and Request for Proposals (RFP #MWJ2203) were publicly advertised on August 15, 2022. The RFP for agency services and staff augmentation was sent to sixty-one (61) companies and a pre-proposal conference was held on October 8, 2021. Four (4) proposals were received from the following companies: 1) Experis US, LLC; 2) Strategic & Creative Marketing, Inc.; 3) That's So Creative, LLC; and, VisionPoint Marketing, LLC. Five (5) no-bids were received from BTP Unite, Oak Street Social, Multi Latino Marketing Agency, Social Driver and Wunderland Group.

All proposals were reviewed, evaluated and ranked by the evaluation committee members which included staff from the Department of Marketing and Communications. Each member individually reviewed and scored each proposal based on the following evaluation criteria as outlined in the RFP:

1. Sourcing Process – Ability to provide timely, diverse, and quality resources for the job functions or services requested.
2. Vendor Experience and Qualifications - Quality, thoroughness, and clarity of proposal
3. Demonstrated ability to provide services as outlined in the scope of services and responses to interrogatories
4. Cost
 - a. Rates
 - b. Discounts (duration, quantity, longevity, etc.)
 - c. Option to hire (temp-to-permanent, hiring options)
5. M/WBE Compliance

Based on the evaluation scoring and qualifications, as well as growing demand for staff augmentation (and delayed demand for agency services) from the Department of Marketing and Communication, the committee is recommending that Experis US, LLC provide staff augmentation services. While Experis US is primarily IT-focused firm, the sheer scale of their operation, paired with competitive prices, DEI

policies, and a history of working with clients like City Colleges, makes them a suitable partner for staff-augmentation services.

MBE/WBE COMPLIANCE:

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

Experis US, LLC

Vendor	MBE/WBE	%	Participation	Certifying Agency
Colorful Connections, LLC	WBE	7	Direct	
iScientia, LLC	MBE	25%	Indirect	CMS

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: \$500,000

Charge to: Office of Marketing and Communications

Sources of Funds: Education Fund

FY23: 530000-00003-0019016-8000

Respectfully submitted,

**Juan Salgado
Chancellor**

June 1, 2023 – The Office of Institutional Advancement