

35271
ADOPTED – BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
NOVEMBER 7, 2024

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

MEDIA SERVICES
ACENTO ADVERTISING
MARKETING AND COMMUNICATIONS DEPARTMENT
DISTRICT WIDE
(RENEWAL)

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, 2025, through March 31, 2026, 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:

ORIGINAL TERM:

In accordance with board report 34186, the original term of this agreement commenced on April 1, 2021, and continued through March 31, 2022, with four (4) options to renew for one (1) year each.

FIRST RENEWAL TERM:

In accordance with board report 34353, the first term of the renewal agreement commenced on April 1, 2022, and ended on March 31, 2023, with three (3) options remaining to renew for one (1) year each.

SECOND RENEWAL TERM:

In accordance with board report 34644, the second term of the renewal agreement commenced on April 1, 2023, and will end on March 31, 2024, with two (2) options remaining to renew for one (1) year each.

THIRD RENEWAL TERM:

In accordance with board report 34952, the third term of the renewal agreement commenced on April 1, 2024, and will end on March 31, 2025, with two (1) options remaining to renew for one (1) year each.

FINAL RENEWAL TERM: The term of this purchase shall commence no sooner than April 1, 2025, and will end on March 31, 2026.

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 compliance plan and determined the Vendor has complied with the Board Approved MBE/WBE Contract 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, Office of Marketing and Communications

Source of Funds: Education Fund and Grant Fund (various grants)

Budget Line: 53/540000- Various

00003- 0019016-540000-80000-01000

Respectfully submitted,

**Juan Salgado
Chancellor**

November 07, 2024 - Marketing and Communications Department