

**35534**  
**ADOPTED – BOARD OF TRUSTEES**  
**COMMUNITY COLLEGE DISTRICT NO. 508**  
**JUNE 5, 2025**

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

**MARKETING STRATEGIES**  
**VERA CREATIVE, INC.**  
**HARRY S. TRUMAN COLLEGE**  
**AGREEMENT**

**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, to authorize the execution of an agreement with Vera Creative, Inc. for SERVICE for the period from June 5, 2025, through February 28, 2026, at a total cost not to exceed \$300,000.

**VENDOR:** Vera Creative, Inc.  
935 Chestnut St, Suite 650  
Chicago, IL 60642

**USER:** Harry S. Truman College

**TERM:** The term of this agreement shall begin on June 5, 2025, and shall end on February 28, 2026.

**SCOPE OF SERVICES:**

Development of Chicago Early Learning Workforce Scholarship (CELWS) marketing strategy, including content and posting for and on the Chicago Early Learning website and its social media outlets, as well as aligned webpage for Education Workforce Center which will include resource like an early childhood job board.

CELWS requires city-wide marketing and communications aligned with Chicago Early Learning brand. In order to maintain consistency and cohesion through early childhood efforts, the City of Chicago contracts Vera Creative, Inc. for oversight and maintenance of CEL website, marketing, communications, and branding efforts. The site was developed to include programs and initiatives, which are investments of the Mayoral administration and partner sister agencies which are focused on early childhood. Initiatives include the Chicago Early Learning Workforce Scholarship ("the Scholarship"), which City Colleges of Chicago through the Department of Family and Support Services is funded to administer. The Chicago Department of Family and Support Services states that they should be the sole source contractor to oversee such efforts specific to the Scholarship to maintain consistency and cohesion across early childhood efforts.

**BENEFIT TO CITY COLLEGES OF CHICAGO:**

Any marketing, branding and communication needs for programs which form part of Chicago Early Learning (CEL) are required to be administered by the vendor the City of Chicago contracts, which is currently Vera Creative, Inc. This includes CELW Scholarship, which CCC is contracted to administer across the City by the Chicago Department of Family and Support Services (DFSS). Marketing, communications, and updates to Scholarship webpage on [www.chicagoearlylearning.org](http://www.chicagoearlylearning.org), which include housing the application for Scholarship, the program CCC is contracted to administer, will not be completed without contract for vendor. In addition, that website will host an Education Workforce Center webpage in order to ensure alignment to the City's Chicago Early Learning initiative.

The City of Chicago still only contracts one vendor- Vera Creative, Inc.- to oversee all communication, marketing, and branding efforts that fall under Chicago Early Learning. Given this, City Colleges of Chicago is obligated to also contract same vendor in order to maintain alignment and coordination with branding set by the City of Chicago.

#### **VENDOR SELECTION CRITERIA:**

In accordance with the sole source policy procedures, this request for services is exempt from the District's competitive bidding process.

#### **MBE/WBE COMPLIANCE:**

The Office of Procurement Services has reviewed the proposed compliance plan and has determined that the vendor has complied with the Board Approved MBE/WBE Contract Participation Plan with a recommended 7% waiver of the WBE goal.

<u><b>Vendor</b></u>	<u><b>MBE or WBE</b></u>	<u><b>%</b></u>	<u><b>Participation</b></u>	<u><b>Certifying Agency</b></u>
FMJ Holdings, Inc. dba Sunrise Hitek Group, LLC. 5915 N NW Hwy Chicago, IL 60631	MBE	27	Indirect	NMSDC

#### **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:** \$300,000

**Charge to:** Harry S Truman College

**Sources of Funds:** Restricted (Grant) Fund

**Budget Line:** 538000-21000-4000100-80000-507742440

539000-21000-4000100-80000-808922440

**Respectfully submitted,**

**Juan Salgado  
Chancellor**

**June 5th, 2025 – Harry S Truman College**