

35436
ADOPTED – BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
MARCH 6, 2025

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

LINVIO LICENSES
CARASOFT TECHNOLOGY CORP.
THE OFFICE OF INFORMATION TECHNOLOGY
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, to authorize the execution of an agreement with Carahsoft Technology Corporation to provide Linvio licenses for the period from March 26, 2025, through March 25, 2026, at a total cost not to exceed \$37,018.70.

VENDOR: Carahsoft Technology Corporation
11493 Sunset Hills Road, Suite 100
Reston, VA 20190

USER: District Wide

TERM:

The term of this agreement shall commence no sooner than March 26, 2025, and will end on March 25, 2026

SCOPE OF SERVICES:

CCC's agreement with Carahsoft will provide an events management tool to streamline the advertising and promotion of virtual and in-person student recruitment events, to organize event registration and attendance, and to measure the impact of each event on established key performance indicators. The selected tool will integrate seamlessly with the new Student Lifecycle CRM, and will provide prospective students with an online interface to discover and register for upcoming events.

BENEFIT TO CITY COLLEGES OF CHICAGO:

The Linvio events management tool will play a crucial role in CCC's Student Lifecycle CRM platform, significantly enhancing our engagement with prospective and current students and improving our enrollment processes by...

- **Enhanced Event Registration:** Prospective and current students can easily view and register for events based on their college or program of choice.
- **Streamlining Communications:** The event management tool -> CRM -> mass emailing tool (Marketing Cloud) connection ensures that polished event invite and

reminder messages are delivered to the intended audience and those who are already RSVP'd can be suppressed from reminders.

- **Improved Tracking:** CCC Enrollment and Recruitment teams can closely monitor event registrations and attendance, enhancing planning efforts. CRM reports can access event metrics.
- **Outcome Insights:** CCC can track pivotal outcomes for event attendees, such as:
 - Number of attendees who applied.
 - Number of attendees who registered for classes.
 - Completion of required checklist items.
 - Successful completion of New Student Orientation.
- **Potential Impact on Enrollment Rates:**
 - **Increased Engagement:** By providing a streamlined event registration process, prospective students are more likely to engage with CCC early on.
 - **Data-Driven Decisions:** Enhanced tracking and insights allow for targeted follow-up with prospective students, increasing the likelihood of enrollment.
 - **Improved Conversion Rates:** Tracking pivotal outcomes helps identify successful strategies, leading to higher conversion rates from event attendees to enrolled students.
- **Pilot:** MarCom and Kennedy-King College piloted Linvio for their Instant Admission Day and Spring 2025 New Student Orientation.
 - Instant Admission Day
 - Audience: Prospective KKC students and applicants
 - RSVP's: 341
 - Spring 2025 New Student Orientation
 - Audience: KKC Spring 2025 new students
 - RSVP's: 57

VENDOR SELECTION CRITERIA:

Carahsoft Technology Corporation is part of our participation in various purchasing consortiums to leverage the aggregate purchasing power of the community colleges in Illinois. Pursuant to Board Reports #29816 and #32583, the Board approved the use of the Educational and Institutional Cooperative Service (E & I). Carahsoft Technology Corporation was awarded in accordance with the procurement procedures as detailed in RFP #683525, Cloud Solutions and Services Distributor.

MBE/WBE COMPLIANCE:

The Office of Procurement Services has reviewed the proposed compliance plan and recommends a full waiver of the Board Approved MBE/WBE Contract Participation Plan due to the nature of the agreement (Linvio software licenses) and the absence of subcontracting opportunities.

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: \$37,018.70

Charge to: The Office of Information Technology

Source of Funds: Education Fund, Capital Fund

Budget Lines: 53/540000-00003-0023004-80000

53/540000-92015 0023004-80000

Respectfully submitted,

**Juan Salgado
Chancellor**

March 6, 2025 – The Office of Information Technology