

35671
ADOPTED – BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
NOVEMBER 6, 2025

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

STRATEGIC RESEARCH AND ANALYTICS CONSULTING
THE HANOVER RESEARCH COUNCIL
OFFICE OF INSTITUTIONAL ADVANCEMENT
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 an agreements with The Hanover Research Council for comprehensive research services to advise the ongoing student experience enhancements, enrollment management initiatives, and various continuous improvement efforts and a subscription to their full grants portal services district-wide for the period from November 7, 2025 through November 6, 2028, at a total cost not to exceed \$297,000.00 for the term of the agreement.

VENDOR: Hanover Research
4401 Wilson Blvd, 9th Floor
Arlington, VA 22203

USERS: Office of Institutional Advancement

TERM:

The term of the agreement shall commence on November 7, 2025, and end on November 6, 2028.

SCOPE OF SERVICES:

City Colleges of Chicago (CCC) seeks to renew its partnership with Hanover Research to continue supporting district-wide planning and strategic initiatives. Since October 2019, Hanover has provided essential research services that have strengthened CCC's institutional decision-making, including during the COVID-19 pandemic. The renewal will ensure continuity in planning efforts and provide external expertise to augment internal capabilities across key areas such as student recruitment, marketing, branding, student experience, retention, persistence, institutional climate, and national benchmarking—ultimately contributing to CCC's long-term institutional health.

In addition to research services, the contract includes access to Hanover's grants portal, which enhances CCC's ability to identify and pursue external funding opportunities. The portal offers advanced funding research through customized searches aligned with CCC's strategic priorities, expert review and editing to improve proposal competitiveness, and content development support for sections where internal

expertise may be limited. It also includes customizable training for Principal Investigators and grants of staff, helping to build internal capacity for both pre- and post-award grant management. This resource is designed to strengthen CCC's overall grant strategy and increase the likelihood of securing targeted funding.

BENEFIT TO CITY COLLEGES OF CHICAGO:

Panels

Hanover Research is structured to provide research expertise through a team of researchers, survey experts, analysts, statisticians, and grant professionals to support the entire higher education decision spectrum. Their model also includes the use of expert panels and consumer panels to augment research projects. Client panels are a common trend in market research that CCC can leverage to provide insights into district-wide marketing, branding and advertising operations.

Panels can also be used to support competitive analysis regarding perceptions of CCC colleges, advertising campaigns, website usability, and brand messaging.

Benchmarking

Hanover deploys over 1 million surveys annually with a dedicated education solutions team partnering with postsecondary institutions and other education providers. Hanover is able to quickly deploy proprietary survey instruments to CCC stakeholders (prospects, applications, students, alumni, employers, community organizations, etc.) in addition to similar stakeholder groups nationwide. In addition to providing insights on internal areas of performance outcomes, use of nationally distributed research instruments will continue to provide CCC with valuable benchmarking insights to help the district and colleges evaluate their comparative weaknesses and strengths against those of national higher education peers. This information can be used to identify best practices and gaps from various stakeholder perspectives that will ultimately shape the prioritization of improvement opportunities. Benchmarking tools also include dashboards with national benchmarking metrics such as completion and retention) that leverage federal Integrated Postsecondary Education Data System (IPEDS) outcomes data.

Performance Monitoring Over Time

Renewal of this agreement supports a long-term relationship model that allows Hanover to measure and deliver critical performance outcomes over time. The deployment of annual or routinely scheduled survey instruments that have been customized to suit CCC's unique needs since our original agreement began in 2019, can be administered multiple times over the term of the contract renewal to measure progress over time. There is also an opportunity to measure prospects, applicants, and student behaviors and preferences over time.

Survey Incentives

The current contract includes the cost of survey incentives for research projects that necessitate additional survey response attainment strategies when conducting research on hard to reach populations such as students who have discontinued their postsecondary education.

Fixed Cost Model

Hanover's fixed cost model provides flexibility and efficiency that allows CCC to leverage an unlimited number of successive research projects over the period of the contract term. CCC will not incur any additional costs for survey incentives or expert panels deemed critical to the design of any standard or customized research project.

VENDOR SELECTION CRITERIA:

The purchase of software, pursuant to the State law is exempt from the District's competitive bidding requirements.

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 (subscription service) 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: \$297,000

Charge to: Office of Institutional Advancement

Source of Funds: Education Fund

Budget Line:

FY26: \$49,500 530000/540000-00003-0017002-80000

FY27: \$49,500 530000/540000-00003-0017002-80000

FY28: \$49,500 530000/540000-00003-0017002-80000

FY26: \$49,500 530000/540000-00003-0019020-80000

FY27: \$49,500 530000/540000-00003-0019020-80000

FY28: \$49,500 530000/540000-00003-0019020-80000

Respectfully submitted,

Juan Salgado
Chancellor

November 6, 2025 - Office of Institutional Advancement