

**35765**  
ADOPTED—BOARD OF TRUSTEES  
COMMUNITY COLLEGE DISTRICT NO. 508  
FEBRUARY 5, 2026

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

**STRATEGIC RESEARCH AND ANALYTICS CONSULTING  
THE HANOVER RESEARCH COUNCIL, LLC  
THE OFFICE OF INSTITUTIONAL ADVANCEMENT  
DISTRICT WIDE  
(AGREEMENT)**

**THE CHANCELLOR RECOMMENDS:**

that the Board of Trustees authorizes the Chair, upon final approval of the General Counsel of the legal form of such agreement, to execute an agreement with The Hanover Research Council, LLC 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 commencing no sooner than March 1, 2026 and continuing for three (3) years after such commencement date, at a total cost not to exceed \$312,000.00 for the term of the agreement.

**VENDOR:** The Hanover Research Council, LLC  
4401 Wilson Blvd, 9<sup>th</sup> Floor  
Arlington, VA 22203

**USERS:** Office of Institutional Advancement

**TERM:** The term of the agreement shall commence no sooner than March 1, 2026, and continue for three (3) years after such commencement date.

**SCOPE OF SERVICES:**

City Colleges of Chicago (CCC) seeks to continue its partnership with the Hanover Research Council, LLC (Hanover) 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. This agreement 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. This agreement includes funding for student incentives and interview panels.

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 grant 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 expert 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**

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 to measure progress over time. There is also an opportunity to measure prospect, applicant, and student behaviors and preferences over time.

### **Survey Incentives**

This agreement includes a roll-over of \$8,233.90 towards 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. The exemption allows for the purchase of materials without competition if the materials are Copyrighted or Patented and only available from the Copyright/Patent holder.

## **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:** \$312,000

**Charge to:** Office of Institutional Advancement

**Source of Funds:** Education Fund

**Budget Line:**

**FY26:** \$12,875 530000/540000-00003-0017002-80000

**FY27:** \$51,875 530000/540000-00003-0017002-80000

**FY28:** \$53,375 530000/540000-00003-0017002-80000

**FY29:** \$40,875 530000/540000-00003-0017002-80000

**FY26:** \$12,375 530000/540000-00003-0019020-80000

**FY27:** \$49,875 530000/540000-00003-0019020-80000

**FY28:** \$51,375 530000/540000-00003-0019020-80000

**FY29:** \$39,375 530000/540000-00003-0019020-80000

**Respectfully submitted,**

**Juan Salgado**  
Chancellor

February 5, 2026 - Office of Institutional Advancement