

**Sauk Valley Community College**  
**March 16, 2026**

**Action Item 5.8**

**Topic:**                   **Contract Approval – Modernize Digital Sign at the Corner of Sauk Road and Alan Pfeifer Drive**

**College Health Metric:**           **Marketing – The College uses multiple contemporary marketing strategies to increase enrollment and retention of students and to promote the SVCC brand.**

**Presented By:**           **Drs. David Hellmich and Lori Cortez**

**Presentation:**

The College is proposing to replace the existing electronic message sign located at the corner of Sauk Road and Alan Pfeifer Drive. The current sign has reached the end of its useful life and has become increasingly unreliable, and replacement LED panels are no longer manufactured. Installing a new 8mm electronic message display will improve visibility, reliability, and the college’s ability to communicate campus announcements, events, and important information to students, employees, and visitors entering campus.

The digital sign operates as part of the college’s existing digital signage system and sign management software platform used by the marketing team to manage campus messaging. Replacing the sign with compatible hardware allows the College to maintain integration with the current software, templates, and communication workflows without requiring additional software purchases, system conversion, or staff retraining.

Contracts for integrated software systems and services are exempt from public solicitation of bids under the Public Community College Act (110 ILCS 805/3-27.1) and SVCC Board Policy 305.01. Procuring the replacement sign through the existing vendor ensures continued compatibility with the college’s digital signage system and preserves operational continuity.

**Funding Source:**

The cost of this project will be recorded as a capital asset and funded through restricted-use tax-exempt bond proceeds authorized for capital improvements, equipment replacement, and technology infrastructure upgrades.

**Recommendation:**

The administration recommends the Board approve the contract with Nesper Sign Advertising, Inc. in the amount of \$39,203 for the replacement and installation of the electronic message display located at the corner of Sauk Road and Alan Pfeifer Drive.