

January 26, 2006

TO: David Owens, Carol Vallencourt, Bruce Bickner

FROM: David R. Voss

RE: Communications proposal

In light of our inability to set a meeting date, I offered Carol to write a proposal so we would have a basis for a phone conversation. Basically, my understanding is that the School Board wants to scale back the Strategic Communications Plan to high priority projects at a lower cost than my original retainer fee. Therefore, I have listed below the strategies in the plan and put a price next to each one. Please call when you care to discuss.

1. Produce Realtors package so people who informed new residents are well informed about schools. *\$2,500 for electronic publication, which can be revised and printed at the district's discretion. Includes writing, photography and graphic design. This price is far below market value due to retainer fees already collected.*
2. Develop parent involvement campaign to increase parent participation in their children's education. *\$10,000 for all materials, including parent help DVD/video and print package, PSAs, posters and billboards, and parent reference materials. This is far under cost because it will be a shared cost with other districts. The campaign is being produced regardless of whether the Clay School Board decides to use it.*
3. Research automated phone notification system (just collect information and pricing at this point – no financial commitment). *No charge. I will set up presentation with NTI ConnectEd and advise*

- staff on how to set up and use the system. No obligation...just good information.*
4. Create Superintendent's Key Communicators Network (external, influential group) *No charge. I will do this as part of past retainer fee.*
 5. Start School Ambassadors Program (two from each school, trained and ready to speak to media, make speeches, outreach, etc.) *No charge for advice and consultation to set this up. \$1,500 per full day for training.*
 6. Conduct communications training for staff (message, media, presentations, internal communications, handling upset people, etc. – fee per session) *\$1,500 per full day of training.*
 7. Website redesign and marketing (staff doing redesign; still need to market it to drive traffic to website) *No charge for marketing campaign. Will find sponsor to pay for the whole thing.*
 8. Consider new logo design to reflect school mission/vision. *\$1,000 for up to 5 options for new logo design.*
 9. Publish new strategic plan/vision print piece when completed. *\$5,000 includes research, writing, photography and graphic design (not printing). This is far below market value due to time already spent and fees paid.*