


Bullitt County Public Schools

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MEMO

To: Board Members

From: Keith Davis 

Date: January 26, 2018

Re: Marketing/Public Relations Program Recommendation

As you recall, one of my approved “action items” was the investigation and recommendation of a public relations/marketing consultant. Given that there will be a new superintendent starting in July, this has become an even more important consideration. Ms. Sexton, Ms. Usher and I have conducted an in-depth search and evaluation of various firms that have some experience in this work, and are ready to make a recommendation. By approving this agreement, the incoming superintendent will have a road map to consult that will help him or her to effectively communicate with BCPS’s stakeholders. It will also benefit continuing leadership and school based communication staff in shaping and delivering an effective and coherent message.

Piper Public Relations is a Louisville based firm that provides services to a number of school districts. The firm has positive references from several superintendents and Ms. Piper was extremely professional and knowledgeable when we met to discuss services her firm may be able to offer.

Piper Public Relations first proposed a retainer based service that was very comprehensive, and we deemed it cost prohibitive. Instead, I asked her to please price out items agreed by Ms. Sexton, Ms. Usher, and me to be most beneficial to the district, as well as to the incoming superintendent.

- Community voice campaign and report: \$6,500
 - Based on about 50 hours, including active time, report development, and presentation to board. This encompass a combination of surveys, focus groups, and data from social media and web to determine what information the community wishes to have and how best to communicate that information.
- Development of a communication strategy: \$3,250
 - Based on 25 hours, this will be aligned with the community voice campaign and report and with the district’s CDIP.

- Professional communication coaching for district and school leadership: \$910
 - Based on a seven hour training. This is professional coaching for leadership who will be communicating at a school or district level with parents, media, etc. It encompasses personal social media involvement practices, letter/all call work, and on-demand speaking.
- Social media practices training: \$520
 - Four hour training. Unlimited audience numbers. This would include district leadership, school administration, and individuals at the school level who hold the School Public Information position.
- Social media tracking: \$2,000 over four months
 - This service allows P.P.R. to plug our social media into their robust software for data tracking. It also includes a monthly pulse check report on trends and a larger quarterly report with recommendations for optimizing our feeds.

The total for this expense for this package would be \$13,180. I recommend the Board approve the attached agreement with a start date of March 1, 2018. Upon completion of this contract on June 30, 2018, the incoming superintendent may evaluate the value of the service and recommend continuation for the coming year. Funds are available in the current year budget.

MEMORANDUM OF AGREEMENT
between
Bullitt COUNTY SCHOOLS
and
PIPER PUBLIC RELATIONS

I. Period and Activities

This professional services agreement is between the Bullitt County Schools and Piper Public Relations, herein referred to as Piper PR, and is effective March 1, 2018 through June 30, 2018.

Under this agreement, the Bullitt County Schools engages Piper PR to provide planning and communications services as described in the service provision below.

II. Service Provision

Piper PR of Central Kentucky, LLC proposes to complete the following:

1. Community voice campaign and report: \$6,500
Based on about 50 hours, including active time, report development, and presentation to board. This encompass a combination of surveys, focus groups, and data from social media and web to determine what information the community wishes to have and how best to communicate that information.
2. Development of a communication strategy: \$3,250
Based on 25 hours, this will be aligned with the community voice campaign and report and with the district's CDIP.
3. Professional communication coaching for district and school leadership: \$910
Based on a seven hour training. This is professional coaching for leadership who will be communicating at a school or district level with parents, media, etc. Encompasses personal social media involvement practices, letter/all call work, and on-demand speaking.
4. Social media practices training: \$520
Four hour training. Unlimited audience numbers. This would include district leadership, school administration, and individuals at the school level who hold the School Public Information position.
5. Social media tracking: \$2,000 over four months
This service allows PPR to plug our social media into their robust software for data tracking. It also includes a monthly pulse check report on trends and a larger quarterly report with recommendations for optimizing feeds.

Additional scope, schedule, and fee may be negotiated at any time. Additional scope must be agreed upon by both parties in writing.

III. Payment

Bullitt County Schools shall pay Piper PR a total of \$13,180 for services as described in the above provision. Piper PR will bill for hours accumulated on the first of each month. Hours billed shall not

exceed the total amount of \$13,180. Payments will be made within 30 days of invoice. Delay of payment may result in delay of services. If this agreement is terminated, client will be responsible for payment of all completed work.

This agreement may continue monthly thereafter if additional scope of services is negotiated in writing.

IV. Terms and Conditions

This agreement effective from March 1, 2018 through June 30, 2018. Agreement may be terminated at any time by either party for any reason with 30 days written notice.

This agreement does not include the cost of printing, website hosting, or third-party fees of any kind.

This agreement is the property of Piper PR of Central Kentucky, and may not be displayed, distributed, communicated or disseminated to any third party without the written consent and approval of Piper PR of Central Kentucky.

Piper PR will not, except as authorized or required for the completion of services, reveal or divulge to any person or entity any information concerning the organization, business, finances, transactions, or other affairs of the Bullitt County Schools which may come to Piper PR during the continuance of this agreement. This restriction will continue to apply after the termination of this agreement without limit in point of time but will cease to apply to information or knowledge which may come into the public domain.

In the event either party defaults in or breaches any of his or her respective obligations and duties as contained in this Agreement, then the defaulting and/or breaching party shall be responsible for and pay to the injured party, in addition to such other damages as any court may award, all of his or her attorneys' fees, court costs, and any other related expenses incurred to enforce the promises contained herein against the defaulting party.

Additional scope and fee may be negotiated at any time.

Bullitt County Schools

Keith Davis, Superintendent

Date

PIPER PUBLIC RELATIONS

Abby Piper, President/Founder

Date