




Bullitt County Public Schools

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MEMO

To: Board Members

From: Jesse Bacon 

Date: September 6, 2018

Re: Marketing/Public Relations Program Continuation

Last year, the Board approved a contract to work with Piper Public Relations through June 30, 2018. Since that time, Ms. Piper has pursued another opportunity. Her colleague Olivia McKinney was heavily involved in the work that was completed and has since founded her own business, SmartFox Solutions LLC, and is available to contract for the scope of services proposed in the previous contract.

Presented is a Memorandum of Agreement with SmartFox Solutions to provide planning and communication services. The agreement is effective October 1, 2018 through June 30, 2019.

- Implementation of the action items from the Communication Strategy completed in Spring 2018
- Professional communication coaching for district and school leadership
- Crisis and reputation management
- Social media tracking and training
- Brand management
- Community Voice campaign and report
- Development of a communication strategy

The total for this expense is \$14,850, billed at \$1,650 per month, and payable within 30 days of invoice. Services rendered by SmartFox are not to exceed a maximum of 135 hours to include the provisions in the agreement.

I recommend the Board approve the attached agreement with a start date of October 1, 2018. Funds are available in the current year budget.

MEMORANDUM OF AGREEMENT

between

Bullitt County Public Schools

and

SmartFox Solutions LLC

I. Period and Activities

This professional services agreement is between the Bullitt County Public Schools (BCPS) and SmartFox Solutions LLC, herein referred to as SmartFox, and is effective October 1, 2018 through June 30, 2019.

Under this agreement, the Bullitt County Public Schools engages SmartFox to provide planning and communication services as described in the service provision below.

II. Service Provision

SmartFox Solutions LLC proposes to complete the following within the duration of the agreement:

- Implementation of the action items from the Communication Strategy completed in Spring 2018:
Goal planning and SWOT analysis between SmartFox and school leadership will be conducted Fall 2018 to plan, strategize, and implement action items across all levels of BCPS to create a unified organization across the district by utilizing the qualitative and quantitate data derived from the 2018 Communication Strategy and Community Voice Report.
- Professional communication coaching for district and school leadership:
This is professional coaching for leadership who will be communicating at a school or district level with parents, media, etc. Encompasses personal social media practices, letter/all call work, and speaking or presenting as needed and requested by the Superintendent.
- Crisis and reputation management:
SmartFox offers email and phone contact by school leadership for the duration of the agreement to provide guidance and support at times of crisis within the district as well as overall reputation management solutions for BCPS in communications with the community, faculty, media relations, and etc.
- Social media tracking and training:
Training and development provided to the Superintendent, Communications department, and other appropriate parties as needed. This service allows SmartFox to incorporate data tracking. It also includes a monthly pulse check report on trends and a larger quarterly report with recommendations for optimizing feeds (as needed and recommended by SmartFox).

- Brand management:
SmartFox will draw upon information collected from each school within the district of BCPS in order to develop an action plan alongside school and district leadership to ensure that branding, marketing, and positioning across BCPS are in alignment with the goals of the district leadership and community.
- Community Voice campaign and report:
In order to determine further areas for improvements a second Community Voice Report and Communication Strategy will be conducted in Spring of 2019 to 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 as a tool for comparison for future planning and development for BCPS.
- Development of a communication strategy:
Based upon the findings and results of the Community Voice campaign, a Communications Strategy will be written to include recommendations and action items for improvement to the schools system and its counterparts.

III. Payment

Bullitt County Schools shall pay SmartFox a total of \$1,650.00 per month at a total of \$14,850.00 for services as described in the above provision for the duration of the agreement. Services rendered by SmartFox are not to exceed a maximum of 135 hours to include the aforementioned provisions. SmartFox will bill at a monthly rate whereby 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 thereafter if additional scope of services is negotiated in writing.

IV. Terms and Conditions

This agreement effective from October 1, 2018 through June 30, 2019. Agreement may be terminated at any time by either party for any reason with 90 days written notice.

This agreement is for professional services and does not include the cost of printing, marketing materials, website hosting, or third-party fees of any kind outside of the scope of the aforementioned services; these costs will be paid directly by BCPS in full as authorized by the Superintendent.

This agreement is the property of SmartFox, and may not be displayed, distributed, communicated or disseminated to any third party without the written consent and approval of SmartFox Solutions LLC.

SmartFox 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 BCPS which may come to SmartFox 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, schedule, and fees outside of this agreement may be negotiated at any time, to be agreed upon in writing by both parties.

Bullitt County Public Schools

Jesse Bacon, Superintendent

Date

SmartFox Solutions LLC

Olivia McKinney, President

Date