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# SPENCER COUNTY SCHOOLS COMMUNICATIONS PROPOSAL

#### Prepared for:

Chuck Abell, Superintendent - Spencer County Schools  
110 Reasor Ave  
Taylorsville, KY 40071

#### Proposal Issued:

7.12.22

#### Proposal Valid to:

7.22.22



Dear Chuck,

I get it. The world of school PR is an ever evolving challenge that constantly has to shift to meet the demands of students, parents, teachers, your community, and every other stakeholder in Spencer County. But I was excited on Friday to talk to you and your team about the possibilities that exist in Spencer County. What a great culture you have and team you are building! I believe together, we can make a big impact!!

At The Alchemy Collaborative, we know exactly how hard and overwhelming it can be for school leaders to run their district AND ensure that communications continue to happen to benefit the people in your community. But just because this process is overwhelming for you doesn't mean it should be pushed to the back burner. That is why I have put together this proposal to fit your specific communication & marketing needs. I enjoyed listening to your challenges and tensions, but I especially loved hearing about your moonshots and aspirations for your school district. This custom plan addresses both your challenges and dreams to give you a plan you can be proud of.

In the pages to follow, you'll find the proposal that I've put together based on the size of Spencer County Schools and our conversation on what you need. This is just the beginning of our work and as an Alchemy client, you will have a special rate on any special projects in the future. The process is simple - just read through this proposal and sign the quote digitally via Freshbooks. From there, I will reach out to schedule our initial first steps to get to work. Don't waste another day worried about your communication and marketing strategy. Let us help you!

Your loyal marketing partner,

Brooke Goff  
Founder & Creative Director  
**The Alchemy Collaborative**



# YOUR CURRENT MARKETING NEEDS ▲

We love public education! I have spent my career in public education and the work happening in Spencer County is exciting and could be a model for the rest of the state. But how do we best tell your community the story of Spencer County Schools and give them the confidence in your communication?

How do we best support your team and their priorities to support the work happening at local schools? This is where we make gold!

# HOW WE CAN HELP

**Get back to doing only the things you can do and let us help with the rest.**

Our goal is to provide your district a layer of support to take the public relations and communication game to the next level! This is one of our core beliefs at The Alchemy Collaborative and we believe it's one of the greatest gifts we can provide your team. Get back to doing the things only YOU can do. Your community needs YOU to provide a phenomenal education; to ensure the students in Spencer County are safe and cared for; that you are preparing the next generation of Spencer Countians. Let us help you tell them how these things are happening in Spencer County. More time, more freedom & flexibility to focus on your priorities; increased trust & loyalty from your community; stronger relationships and ties to the people you serve and this is just the tip of the iceberg when you allow our team to support your vision of marketing and communications.



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# THE DESIGN LAB

A customized website where EVERY EMPLOYEE has access to EVERYTHING we create together!

## Headshots and Email Signatures

Professional headshots happen in every profession . . . except education. But our educators are professionals and should be treated as such. The Design Lab ensures every team member in Spencer County receive a headshot, which can be used throughout the year to celebrate and honor their work. In addition, we will use this to create custom email signatures for every employee. Showing their face in an email creates trust with parents and the community and provides consistency across schools and the district. Custom email signatures with headshots are our #1 most impactful item in our Design Lab as evidenced in family feedback in our partner districts.

## Graphic Design Support

Each month, every school + the district will receive a customized design asset through our team. The first month will be rounding up all the logos and logo assets and creating high quality vectors & logo assets for every school, including the district. Month two will consist of Canva Brand kits and access to a district stylesheet to begin allowing every employee to access consistent design support. Month three includes a custom letterhead for every school linked to the design lab. Month four and beyond allows schools and the district to begin selecting custom graphic support based on upcoming events and priorities. High quality + consistent brand communication = building trust within your school and district community. Excellence in the details.

## High Quality Photography

In addition to the headshots, our team will come on site 2x per year to take action shots of your students and teachers that will allow you to build a library of high quality images (including drone shots) to use on your website, social media, graphic support, and a thousand other ways!

## District Leadership Support

Each month, our team will have a 30 minute collab with your designated point of contact to support the work, develop a strategy to support further, and build capacity in your work. In addition, you will have access to the Gold Standard Academy, a collection of videos and tricks to support her work in Spencer County.

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## COMMUNICATION SUPPORT

*Our coaching program is focused on your PR Director or Communication leader. We will work with this person to develop leadership capacity at the local school level and streamline communication systems. This includes monthly collaboration sessions and a summer PD, specifically targeted to meet your districts, strategic communication goals.*

### Professional Development

The PD experience will be customized to the SCPS group of school communication leads. This will serve as an introduction to the communication strategy, systems and protocols that will be implemented during the 2022-23 school year. Additionally, school communication leads will have the opportunity (and system) to explore local goals for communication while building technical skill that aligns communication and builds trust and identity across the district.

### District Communication System

We will create a comprehensive district communication plan that will engage the community of Spencer County weekly. Our team will support on the set-up, design, and messaging while your team will deliver content that you want to communicate each week. The goal is to create a system of communication that is streamlined for you and easy for families to engage with.

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## TRANSFORMATION PROJECTS

*Our Transformation Elements are specific options for school districts to leverage with us, including magazines, videos, websites, communication structures, and other graphic design needs. We will engage collaboratively to identify these projects for the year and quote these transformative projects at the discounted annual client rate.*

### Spencer County Public Schools District Logo Rebrand

This Rebranding process will include mockups of 3 logos for the team to review with up to 3 revisions. Logo deliverables will include logo in png, jpg, svg in all logo varieties, custom letterhead, business card design, and a comprehensive Spencer County Public Schools Brand Guide (hex codes, pantones, and all creative guides).

### Spencer County Elementary Rebrand

This will be a specific logo but won't include the full branding package.

# THE INVESTMENT

# THE DESIGN LAB

**\$9,030**

**The Design Lab includes:**

- Headshots
- Email signatures
- A graphic design asset each month/school
- Action photos
- PR Director support + coaching

# COMMUNICATION SUPPORT

**\$10,150**

**INCLUDES:**

- Mailchimp and set up
- Organization on weekly basis
- Updates to website
- Weekly graphic
- PD & Local Support (\$1,800)

# TRANSFORMATION PROJECTS

**\$1,700**

**INCLUDES:**

- Logo Rebrand for District (\$1200)
- Spencer Elementary Rebrand (\$500)

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<b>Total</b>	<b>\$20,880</b>
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Mail checks to:

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Glendale, KY 42740

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Client's name / position

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Client's signature