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**SPENCER COUNTY PUBLIC SCHOOLS**

**Board of Education Agenda Item**

Meeting Date **7/25/2022**

Topic/Title **ALCHEMY COLLABORATIVE APPROVAL**

Presenter(s)  **Chuck Abell**

**Type of Information/Board Action**

Information only. No Board action required.

Action requested at a future meeting: **Click or tap to enter a date.**

**Consent agenda for approval at this meeting.**

**Action requested at this meeting.**

**Board review is a result of:**

State or federal law or regulation.

Board of Education policy.

Past practice.

Other:

**Previous Review, Discussion, or Action**

No previous Board review, discussion, or action.

Previous review/action on: **Click or tap to enter a date.** Action: **Click or tap here to enter text.**

**Background/Summary of Presented Information**

The Alchemy Collaborative is a storytelling agency, committed to helping school districts with a dream tell a powerful story to their community.  With 30+ combined years in public education, they are committed to working with educators to develop a marketing strategy that includes:  graphic design, videography, social media, website design, and anything and everything in between.  Your district is doing impactful and courageous work and making a difference in the lives of students every day but how we tell that story to the community and stakeholders can make a huge district on the perception of the district. Alchemy has the creative eye to best communicate the vision of the district.  Proposal is attached.

**Financial Considerations**

There is NO financial impact on resources.

There is a financial impact on Board resources. Chief Financial Officer must review.

**GKM** Chief Financial Officer’s initials, if required

Since this is not a recurring expense, at least not initially, the cost can be taken from the General Fund’s Unassigned Fund Balance.

**Superintendent’s Recommendation**

To approve the proposal with the Alchemy Collaborative.