

JESSE BACON, SUPERINTENDENT

ADRIENNE USHER, ASSISTANT SUPERINTENDENT

BRANDY HOWARD, CHIEF ACADEMIC OFFICER

TROY WOOD, CHIEF OPERATIONS OFFICER

MEMO

TO: Bullitt County Board of Education

CC: Betsy Nutt

From: Kali Ervin

Date: June 1, 2023

Re: Request for Approval: Contract Agreement with SchoolComm Consultants

We are seeking approval to continue our contract with SchoolComm Consultants for \$30,025 beginning July 1, 2023 and running through June 30, 2024. Eric Farris currently has this contract under review as to form and legality. Please see accompanying pricing structure and contract.

Link to Contract

[Link to Pricing Structure](#)

BULLITT COUNTY PUBLIC SCHOOLS IS AN EQUAL EDUCATION AND EMPLOYMENT INSTITUTION

Bullitt County Public Schools
Contract for Communications Services for School Year 2023-2024

Scope of Work:

1. **Strategic Planning Support: \$14,500**
 - a. General strategic planning support: \$11,300
 - b. Core Values Project: \$3,200

2. **Summer 2023 Social Media: \$650**
 - a. Three posts/week for the weeks of 6/5/2023 – 7/31/2023 (summer break weeks)
 - b. Student Spotlight, Staff Spotlight, one other curated by SCC

3. **Social Media: \$6,600**
 - a. Student/Staff Spotlights
 - b. Curated & shared posts
 - c. National Days calendar/posts
 - d. Stat & engagement tracking

4. **General Communications Support: \$3,750**

5. **Crisis Communications Support: \$4,500**
 - a. Basic messaging for 25 crisis scenarios

Timing: This contract shall be in effect from Jun 1, 2023 – May 31, 2023

Investment: The above outlined work is not to exceed \$30,000, to be billed as \$10,000 on August 1, 2023; \$10,000 on December 1, 2023; and \$10,000 on March 1, 2024. Travel for above work is included in pricing. Any other out-of-pocket costs, including printing, postage, etc, shall be approved and billed separately, at cost.

For Bullitt County Public Schools:

Jesse Bacon, Superintendent

Date

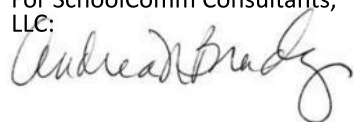
Darrell Coleman, Chair, Board of Education

Date

Andrea N. Brady, Partner

Date

For SchoolComm Consultants,
LLC:

A handwritten signature in dark ink, appearing to read "Andrea N. Brady", written over a light blue rectangular background.

June 1,
2023

Bullitt County Public Schools Communications Support
Estimate for 2023-2024 School Year (incl. summer 2023)
5/31/2023

Background: SchoolComm Consultants (SCC) has been providing additional strategic planning and communications support to BCPS Director of Communications Kali Ervin for the past two years. This work serves two purposes: 1) it helps Ms. Ervin with the strategic planning process and provides support and input on key issues; 2) it serves as an “assistant” to remove miscellaneous tasks from her plate, allowing her to focus on larger projects and ongoing planning needs.

Overview: The strategic planning work outlined provides Ms. Ervin with support throughout the year, as we have done the past two years. In addition, SCC recommends providing additional input on the Core Values project, which aligns directly with her position goals and which will likely benefit from a third-party facilitator in the development process.

For communications support, this estimate includes areas that were covered last year that are time-consuming for Ms. Ervin and can easily be completed by someone else with communications experience. SCC can provide these services with very basic direction from Ms. Ervin; as we do not require ongoing management, we will not add to Ms. Ervin’s load, but instead be able to lighten it significantly. The basic tasks SCC shall take on are: District-level social media postings and general support to track social media stats; creating items such as flyers or other materials needed by schools, as directed by Ms. Ervin; other projects that arise that can be done offsite by SCC.

We will also develop messaging and support for crisis communications scenarios.

This estimate includes travel required for work outlined.

Estimates: Total \$30,025

Work will be billed by SCC in thirds: the first third billed on August 1, 2023; the second on November 1, 2023; and the third on March 1, 2024.

1. Strategic Planning: \$14,500

- a. General strategic planning support: \$11,300
- b. Core Values Project: \$3,200
 - i. Facilitate planning meetings and support Ms. Ervin specifically with this process: 5 meetings estimated

1. Note: Other support for this project will be provided under general strategic planning support; this would be attending and facilitating meetings of a task force

2. Summer 2023 Social Media: \$675

- a. Three posts/week for the weeks of 6/5/2023 – 7/31/2023 (summer break weeks)
- b. Student Spotlight, Staff Spotlight, one other curated by SCC

3. Social Media: \$6,600

- a. Continue weekly Student & Staff Spotlight posts
 - i. These have been shown to be high-engagement posts
 - ii. Additional nominations provide easy access to high-quality content for summer postings
- b. 2 additional posts/week
 - i. Combination of curated and shared from school pages
 - ii. Focus on photos of people
 - iii. Do not continue with Throwback Thursday posts as they were not garnering high levels of reach or engagement
- c. National Days calendar
 - i. Update calendar on a monthly basis
 - ii. Post for those days deemed as “important” by Ms. Ervin
 - iii. Focus on photos of people when possible
- d. Stat & engagement tracking
 - i. Focus on Facebook as we continue to determine what is working/where opportunities lie
 - ii. Twice/year: at semester break & at end of school year

4. General Communications Support: \$3,750

- a. Up to 5 hours/month from August 2023-May 2024 for general communications tasks as required by Ms. Ervin (i.e., press releases, flyers, etc)

5. Crisis Communications Support: \$4,500

- a. This estimate is based on 25 outlined scenarios that Ms. Ervin is populating on a staff website i. Assumes several back-and-forths to ensure messaging is appropriate for district
- b. Basic messaging for 25 crisis scenarios that can be adapted for specific in-district situations as needed
- c. Support messaging for up to 25 school/classroom situations
- d. Information can be uploaded to website for an additional cost (or as part of the General Communications Support) to take this off Ms. Ervin’s plate.

*Travel for above work is included in pricing.

** Any other out-of-pocket costs, including printing, postage, etc, shall be approved and billed separately, at cost.