



# Fayette County Public Schools

## Executive Summary Fayette County Public Schools Board Meeting Agenda Item

**MEETING:** Planning

**DATE:** 1/13/2025

**TOPIC:** Fieldtrip Contract for Fayette Forward

**PREPARED BY:** Teri Wilson

**Recommended Action on:** 1/27/2025  
Action Item for Vote (REGULAR MEETING)

**Superintendent Prior Approval:** No

**Recommendation/Motion:** A motion is in order to approve the contract with Fieldtrip to provide a web platform and marketing campaign services for student and family navigation of FCPS accelerated and alternative programs.

**Background/Rationale:** The Fayette Forward initiative, developed by Fieldtrip alongside the offices of Public Engagement and High School Leadership, is an innovative marketing and communications campaign to provide Fayette County families with an interactive experience to explore FCPS programs and offerings and identify personalized paths for students. The research and strategic foundation for this work is complete. Fieldtrip will engage FCPS staff and families to finalize the pathways and logic of the platform, develop the platform, and create a campaign to introduce the tool to explore the district's unique learning options.

**Strategic Priority:**

- Student Achievement     Unity, Belonging & Student Efficacy
- Highly Effective, Culturally Responsive Workforce
- Outreach & Engagement     Organizational Health & Effectiveness

**Data Considerations:** This work would impact all FCPS audiences, and once developed, the platform has the potential to be a highly effective form of collecting data on student and family needs, demographics, interests, and desired education outcomes.

**Policy:** 01.11 Purchase over \$40,000

**Fiscal Impact:** \$157,896 (Grant Funded)

**Attachments(s):** Fieldtrip Contract