



Addendum 14 to the MASTER SERVICES AGREEMENT dated January 25, 2023, and the Extension of RFP 03-23 Graphic Design, Communication, Marketing, and Special Event Support dated April 4, 2024.

FCPS Scope of Work for Fayette Forward

This document is in reference to the Advertising Services Agreement between the parties named below in this document. May it be known that the undersigned parties, for reasonable consideration, do hereby agree to the Scope of Work defined in this document. These assignments shall be made valid as if they are included in the original stated contract and are effective January 27, 2025. No other terms or conditions of the above-mentioned contract shall be negated or changed as a result of this addendum. The Scope of Work outlines services to be provided and terms of business under which Fieldtrip LLC ("Agency") is appointed by Fayette County Public Schools (FCPS) ("Client").

Goal Alignment

FCPS aims to guide students and families to and by exploring personalized education options, including accelerated, advanced, and alternative programs. This project, called Fayette Forward, aims to achieve the following:

- Build confidence and strengthen public and community support for FCPS.
- Lift all aspects of FCPS by promoting a unique competitive advantage to defend against charter, private, and home school options.
- Bolster continuous student enrollment with a distinct FCPS student benefit.
- Increase interest and enrollment in accelerated programs to improve student outcomes.
- Provide clarity and understanding for families regarding student options.

Scope of Work

The Agency will support the Office of Communications & Public Engagement in creating an online tool and promotional campaign.

Fayette Forward Interactive Experience

- Planning and Organization efforts include developing content and defining guided pathways.
 - **Technical efforts include:**
 - Provide recommendations for technical functionality, features, logic, and decision pathways.
 - Collaborate with the Office of Communications & Public Engagement to facilitate discussion and secure approval of the technical plan.
 - Develop web platform wireframes to define the structure of the interactive experience and a functionality matrix for approval.
 - Present to the FCPS Project Team
 - Present to the parent advisory committee.
 - One round of revisions is allocated following each presentation.
 - Upon approval of the web platform wireframes, the online tool's decision pathways, content areas, and framework will be set. Any changes to the interactive tool's structure after this approval point require a change order.

- **Design and Content efforts include:**
 - Provide content guides for the various sections of the online tool.
 - Support the Office of Communications & Public Engagement in the collection and coordination of leadership overseeing High Schools, Gifted and Talented, Special and Magnet Programs, Dual-Credit, Academies, CTE, Work-Based Learning, Alternative Programs, and others to define learning options, connections, descriptions, locations, student outcomes, and calls to action.
 - Collaborate with elementary, middle, and high school chiefs to identify and define each school's available programming and coursework.
- FCPS will provide all content and assets in the required format by January 31, 2025.
- Design and develop the Fayette Forward interactive experience.
 - The design concept presented in the November 12, 2024, meeting is the approved design style. It will be refined to meet the technical requirements and content format.
 - Design web platform under Fayette Forward sub-brand and district brand guidelines
 - Present to FCPS Project Team
 - One round of revisions is allocated
 - Polish FCPS provided content for consistent voice, tone, and thoroughness.
 - Create sitemap and wireframes for the FCPS Finalsite website to align content and organization with the free-standing Fayette Forward interactive tool. This includes a site map for the FCPS main site, wireframes for 15 pages + one school site example: site map + wireframes of 4 pages. The FCPS webmaster will implement this plan by February 28, 2025.
 - This platform will utilize Google Translate API to provide language translations.
- User-testing for the Fayette Forward interactive experience
 - Fieldtrip will produce a test version of the interactive experience for up to 4 identified audience groups for FCPS to facilitate platform testing to ensure quality and comprehension.
 - Fieldtrip will collect feedback and present recommended updates to the interactive experience with one round of revisions.
 - A change order will be needed if the user experience feedback calls for major changes beyond the approved wireframes and platform decision pathways.
- Pre-launch preparation of the Fayette Forward interactive experience ensures a quality product.
 - Perform a quality assurance process and provide a staging site to FCPS for a second quality assurance process.
 - Set up site referrals between FinalSite and Fayette Forward with FCPS webmaster.
 - Deploy the Fayette Forward tool and provide 30-day support for bug fixes.
- Plan and create a promotional campaign to introduce Fayette Forward to critical audiences.
 - Identify and outline topics for student video testimonials for FCPS to produce. Provide a content plan, interview guide, storyboard, video graphics, design guidelines, and ongoing consultation.
 - Design Fayette Forward assets to promote the interactive experience via paid, earned, and owned media. Assets include:
 - Social media and digital display ads
 - Website banners
 - Print collateral to include one version for each of the following formats: postcard, flyer, brochure, and a one-sheet

- Provide a multi-media campaign recommendation with a timeline, budget, tactics, and responsibilities estimated at \$50,000. This plan will be approved by an authorization to buy (ATB).
 - Support the Office of Communications and Public Engagement with earned and owned media efforts as requested.
 - Purchase and manage paid advertising according to the approved ATB.
 - Reconcile vendor invoices and provide a summary invoice.
- Post-launch platform maintenance
 - Tooling, Hosting: The hosting and tooling budget accounts for the ongoing monthly expenses required to operate a platform of this scale. This includes costs associated with server infrastructure, storage capacity, API usage, and essential third-party tools and services.
 - Monthly ongoing maintenance: Fieldtrip will provide five monthly maintenance hours that can be utilized for various tasks to keep the platform updated, secure, and functional.
- Project management
 - Conduct regular check-ins to ensure project continuity and proactive problem-solving.
 - Communicate and collaborate with the FCPS department and program partners as needed.

Exclusions

The following services are performed outside of the Scope of Work and are omitted. Examples include but are not limited to:

- Third-party expenses such as audio and video production, printing, photography, or other services
- Technical and content features outside the approved functionality matrix
- Legal advice for intellectual property, privacy, or other legal obligations and requirements in any jurisdiction

Client Responsibilities

- **Assignment:** While many Client members may be engaged in the work, one person must be designated as the primary point of contact for the Agency. This designated person will perform action items, collect feedback, secure approval, assess needs, and communicate timelines, budgets, and changes with the Client team. The designated point of contact is the Superintendent or his designee.
- **Approval:** The Superintendent or his designee is authorized to provide approval as needed and in this scope of work.
- **Access:** Client will provide Agency with access to individuals and assets, including, but not limited to, website access, program metrics, and strategic plans as requested.
- **Availability:** Agency requires a minimum weekly status call with the designated point of contact.
- **Collaboration:** The roles and responsibilities of Agency and Client marketing employees will be further defined to empower the respective teams to do their best work.
- **Deadlines:** Assets, feedback, and approvals are due as noted in the approved timeline. A request for a deadline extension may change the expected deliverable dates and costs. In the event of a delay by Client in granting any necessary authority or approval to Agency, which causes an increase in fees or expenses associated with the Work, or a delay in the completion date of the Work, Client shall be

solely responsible for such increased costs to agency or third-party vendor and delayed completion dates. Client agrees to pay the associated increased fees and expenses to Agency.

Agency Responsibilities

- Agency will provide one point of contact for all Client communications who will act as the liaison between the agency and Client, ensuring all communication flows effectively, budgets are adhered to, and timelines are met.
- Agency will work with Client to identify goals, objectives, timelines, and budgets.
- Agency will provide the services needed to perform the stated work.
- All changes requested by Client concerning deliverables are due back to Client as noted in the approved timeline.
- In the event of a delay by the Agency, the Agency shall be responsible for the delayed completion dates, completing the project without incurring additional agency fees for the Client.

Timeline

Upon approval of this scope and timeline estimate, a detailed timeline will be developed for FCPS approval. Once finalized, dates will be locked. Changes to locked dates may result in a change order.

Color Key

- Decision Pathways & Promotional Messaging
- Content
- Interactive Tool
- FCPS FinalSite pages
- Campaign Materials and Media Plan

Week	Deliverable	Description	Outcomes
1	FCPS gives approval for the project and sets the workshop date	Fieldtrip and FCPS have a conceptual agreement and can begin work while the full scope is formally approved.	Work begins
	Fieldtrip sends interactive tool draft decision pathways and updated messaging to FCPS for feedback.	Overarching, high-level promotional messaging is expanded to focus on personalization. More detailed promotional messaging is updated after content is finalized.	Updated decision pathways and promotional messaging are sent for review.
2	FCPS & Fieldtrip finalize interactive tool functionality	Examine the interactive tool system logic and decision pathways to define the functionality and features of current and future iterations.	Functionality needs are addressed, and the next steps for updates are identified.
	FCPS & Fieldtrip regroup in a workshop to finalize	Teams review the interactive tool draft decision pathways and high-	Decision pathways are discussed, and final revisions are clarified.

Week	Deliverable	Description	Outcomes
	interactive tool decision pathways & high-level promotional messaging.	level promotional messaging with FCPS leadership to talk through feedback and confirm the inclusion and categorization of programs.	
3	Fieldtrip delivers final high-level promotional messaging for approval.	Fieldtrip makes the final revisions identified in the full team workshop for both the high-level promotional messaging and delivers them to FCPS for final approval.	Final revisions to high-level promotional messaging are made.
	FCPS approves high-level promotional messaging.	FCPS approves the high-level promotional messaging.	With FCPS approval, the next phase of the project can begin.
4	Fieldtrip reviews updated interactive tool decision pathways with the parent advisory committee.	Fieldtrip makes the revisions identified in the full team workshop for the interactive tool decision pathways, presents them to the parent advisory committee, and collects feedback.	Parent feedback is collected on the interactive tool decision pathways.
5	Fieldtrip delivers final interactive tool decision pathways for approval.	Fieldtrip makes the final revisions identified by the parent advisory committee for the interactive tool decision pathway, and delivers to FCPS for final approval.	Final revisions to interactive tool decision pathways are made.
	FCPS approves interactive tool decision pathways.	FCPS approves the interactive tool decision pathways, allowing Fieldtrip to proceed with tool development and content guides.	With FCPS approval, the next phase of the project can begin.
	Fieldtrip delivers content guides for FCPS subject matter experts to complete	Fieldtrip creates a Google Doc content guide categorizing every program and describing prerequisites, connections, and locations.	Content gathering begins
	Fieldtrip delivers an interactive tool data sheet for FCPS team to complete.	Fieldtrip creates a Google Sheet (Excel) to collect the data that will populate the decision pathways in the interactive tool the FCPS team completes.	Data gathering begins
	Fieldtrip begins the creation of the interactive tool	With the decision pathways approved, the creation of the interactive tool begins.	Interactive tool creation begins.

Week	Deliverable	Description	Outcomes
	Fieldtrip delivers testimonial video scripts and guidelines for FCPS production.	The Fieldtrip will provide scripts and detailed guidelines for the FCPS video to shoot and produce testimonial videos.	Testimonial video production begins.
6	Fieldtrip delivers FinalSite reorganization sitemap and wireframes for FCPS webmaster implementation.	Fieldtrip provides a guide for reorganizing select areas of the FCPS FinalSite website information to better suit the user experience, with links to the Fayette Forward interactive tool.	FinalSite reorganization begins
8	FCPS provides all Fayette Forward content	The content guide Google Doc is returned to Fieldtrip with all content for Fieldtrip to copy-edit.	Content creation is with Fieldtrip for edits.
9	Fieldtrip returns the polished content guide to FCPS for final approval	The content in the content guide is copy-edited and polished for cohesion and comprehension.	The content is ready for approval.
10	FCPS approval of content is due	FCPS team reviews edits and approves the final version.	The content is complete.
11	FCPS webmaster completes FinalSite reorganization, and Fieldtrip begins quality assurance.	Once the FCPS webmaster reorganizes the main FinalSite website and the FCPS team has performed their quality assurance, the Fieldtrip team will conduct quality assurance to search for errors, bugs, or omitted information.	FinalSite is updated for Fieldtrip review.
12	Fieldtrip completes quality assurance of FCPS FinalSite update.	The Fieldtrip team reviews the updated FinalSite website for errors and submits final edits to the FCPS webmaster.	Fieldtrip quality assurance of FCPS FinalSite is complete.
13	FCPS webmaster makes updates to FCPS FinalSite following Fieldtrip quality assurance.	FCPS webmaster reviews the Fieldtrip quality assurance of the FCPS FinalSite and addresses errors with updates.	FCPS FinalSite update is complete.
	Fieldtrip delivers a user test version of the Fayette Forward interactive tool.	The interactive tool's user-testing version is ready for FCPS to begin user testing with various audiences and collecting feedback.	User testing is ready to begin.
13-15	FCPS conducts user testing of the Fayette Forwards interactive tool	FCPS conducts user testing focus groups of the Fayette Forward interactive tool with any identified	User testing is conducted.

Week	Deliverable	Description	Outcomes
		families, students, or other identified stakeholders. Throughout this process feedback for changes is collected.	
16	User testing feedback is returned to Fieldtrip	Feedback from user testing is returned to Fieldtrip following the FCPS focus groups, to be applied as revisions in developing the interactive tool.	User testing is complete and feedback is ready to be applied.
18	Interactive tool wireframe revisions are delivered for approval	The feedback from the user testing is applied, and updates to the interactive tool wireframes are delivered for approval. FCPS approves and Fieldtrip is clear to begin development.	Interactive tool revisions are approved.
	Fieldtrip presents the Fayette Forward campaign media plan	The paid media plan for the Fayette Forward campaign is presented to the FCPS team for review and feedback.	Media plan is delivered
19	FCPS provides feedback on the campaign paid media plan	FCPS team provides feedback for the Fayette Forward campaign paid media plan for Fieldtrip revisions.	Feedback for the media plan is due.
21	Fieldtrip delivers Fayette Forward campaign creative assets	All promotional materials for the Fayette Forward campaign are delivered to FCPS for district implementation.	Promo materials are with the FCPS team for review and feedback.
	Fieldtrip team delivers final campaign paid media plan and ATB	The revised campaign paid media plan and Final ATB are delivered to FCPS for approval.	The paid media plan and ATB are ready for approval
23	FCPS team delivers feedback for campaign promotional materials.	The FCPS team will review the Fayette Forward campaign materials and provide feedback for Fieldtrip to make revisions.	Feedback on promo materials are delivered to Fieldtrip.
	Fieldtrip delivers a complete interactive tool to FCPS for quality assessment.	The interactive tool is developed and the FCPS will test for errors and bugs. Fieldtrip provides an official quality assurance document for the FCPS team to log feedback.	The interactive tool is delivered to FCPS for quality assurance and approval.

Week	Deliverable	Description	Outcomes
	Fayette Forward is shared with school leadership.	A comprehensive overview of the Fayette Forward initiative, with a functional interactive tool and campaign material, is shared with principals, assistant principals, and other school leadership at June 5-6 sessions.	School leadership can begin preparing how they'll promote Fayette Forward in their communities.
24	FCPS provides quality assessment feedback for Interactive Tool	The FCPS team reviews the interactive tool for quality assurance, and feedback is delivered in the official quality assurance document.	Quality assurance needs are delivered to Fieldtrip for updating.
25	FCPS team provides final approval of paid media plan and signs ATB	The FCPS team provides the final approval for the paid media plan and ATB necessary to buy media.	Media plan and ATB approval are due.
	Fieldtrip delivers final Fayette Forward campaign creative assets	All revisions are made to promotional materials for the Fayette Forward campaign and final assets are delivered to FCPS for district implementation.	Revised campaign promotional materials are delivered
	Fieldtrip delivers an updated interactive tool for final approval	The interactive tool is updated following the FCPS quality assurance and FCPS approval.	The interactive tool is approved.
26	FCPS delivers final approval of Fayette Forward Interactive Tool	FCPS reviews the final iteration of the Fayette Forward interactive tool and approves for launch	Fayette Forward is ready to launch
	FCPS approves campaign promotional materials	FCPS team provides final approval of Fayette Forward promotional materials.	Campaign promotional materials are approved.
27	Fieldtrip launches the Fayette Forward interactive tool.	Now quality assessed, the approved interactive tool is live online for all audiences.	The interactive tool is live.
	30-day bug fix window for interactive tool begins	Following the launch of the Fayette Forward interactive tool, the Fieldtrip team will provide bug fixes for 30 days.	Fieldtrip fixes interactive tool bugs as they are identified.
	The maintenance agreement, which includes reporting and analysis, begins.	Fieldtrip and FCPS will enter into a long-term maintenance agreement to continually review the interactive tool, make fixes, and provide reporting on web metrics.	The interactive tool is maintained by Fieldtrip long-term.

Week	Deliverable	Description	Outcomes
September - November 2025	Deploy the Fayette Forward campaign.	Once all promotional materials are complete and the interactive tool is launched, the campaign is launched, and audiences are driven to the tool ahead of the special program application window.	The Fayette Forward campaign is active.
January - March 2026			
	Campaign reporting, analysis, and management	Throughout the Fayette Forward campaign, the Fieldtrip team will optimize campaign performance and report the campaign's success.	The Fayette Forward campaign is managed and optimized.
April 2026 and beyond	Project review, performance evaluation, and scoping of future needs.	Following the campaign, the FCPS and Fieldtrip teams will reconvene to review the campaign's success, evaluate future needs, and establish the next steps.	The campaign is wrapped up for the 2025-26 school year, and the next steps have been identified.

Invoice Schedule

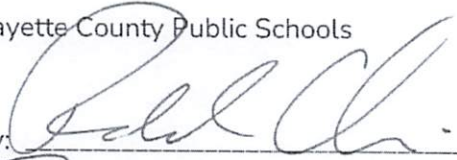
Client agrees to pay Agency for marketing services outlined in this SOW.

DELIVERABLE	TOTAL	INVOICE SCHEDULE	
Fayette Forward Interactive Experience and Promotional Campaign	\$157,896	2024-25 FY	
		Upon Signing	\$18,045.26
		Month 1	\$18,045.26
		Month 2	\$18,045.26
		Month 3	\$18,045.26
		Month 4	\$18,045.26
		Month 5	\$18,045.26
		Month 6	\$18,045.26
		2025-26 FY	
		Month 1	\$3,508.80
		Month 2	\$3,508.80
		Month 3	\$3,508.80
		Month 4	\$3,508.80
		Month 5	\$3,508.80
		Month 6	\$3,508.80
Month 7	\$3,508.80		
Month 8	\$3,508.80		
Month 9	\$3,508.80		

Interactive Experience Tooling and Hosting	\$2,000 annually	\$2,000 annually, starting July 2025
Interactive Experience Ongoing Maintenance	\$915 per month	\$915 monthly, starting July 2025
Fayette Forward Media Expense	Estimate \$50,000	Final costs will be invoiced upon the approval of the Authorization to Buy (ATB)

Company: Fayette County Public Schools

Company: Fieldtrip LLC

Approved by: 

Approved by: _____

Name: RONALD CHI

Name: _____

Date: Dec 18, 2024

Date: _____

Quote valid until January 29th, 2024.

