



JESSE BACON, SUPERINTENDENT

ADRIENNE USHER, ASSISTANT SUPERINTENDENT

BRANDY HOWARD, CHIEF ACADEMIC OFFICER

TROY WOOD, CHIEF OPERATIONS OFFICER

TO: Dr. Jesse Bacon, Superintendent

FROM: Dr. Adrienne Usher, Assistant Superintendent

RE: The Alchemy Collaborative Services Agreement

DATE: February 10, 2025

The attached services agreement between Bullitt County Public Schools and The Alchemy Collaborative is to continue support communications within the district. This additional agreement provides additional hours to run communication and media services, photography, public relations project management, etc. for the remainder of the 2024-2025 school year. The cost of the additional services agreement is \$42,940 and will be paid through the communications budget.

OUR MISSION IS TO INSPIRE AND EQUIP OUR STUDENTS TO SUCCEED IN LIFE

BULLITT COUNTY PUBLIC SCHOOLS IS AN EQUAL EDUCATION AND EMPLOYMENT INSTITUTION



prepared for :
bullitt county public schools

proposal date:
february 11, 2025

proposal

bullitt county public schools
adrienne usher
1040 highway 44 east shepherdsville, ky 40165



brooke goff
creative director + founder
brooke@alchemycollab.com

name	price
<p>alchemy access hours (226 hours)</p> <p>deliverables:</p> <ul style="list-style-type: none">• project management system• flexible service use• priority scheduling• flexible service use• regular progress reports	<p>\$42,940.00</p>

to accept this proposal, initial here.

proposal total **\$42,940.00**

Currently	Feb 4 - June 30
Monday Comm Strategy Meeting	Monday Comm Strategy Meeting
Creative Request Form (Approved by JB/AU)	Creative Request Form (Approved by JB/AU)
Social Media -Staff Spotlights -Student Spotlights -Monthly Board Recognitions	Social Media -Staff Spotlights -Student Spotlights -Monthly Board Recognitions
Thrillshare Support -Weekly Mtg w/Thrillshare Liaison -Support Tickets (Teachers / Staff)	Thrillshare Support -Weekly Mtg w/Thrillshare Liaison -Support Tickets (Teachers / Staff)
On Site (1 Day/Weekly) Bacon Bit & Beyond the Bell	On Site (1 Day/Weekly) Bacon Bit & Beyond the Bell
	On Site (1 Day/Weekly) Creative Campaign around Aspiration Statements / Pillars: Campaign Overview <i>"Changing the lens on accountability: A closer look at how BCPS is #MovingForward."</i> <i>This campaign reframes traditional accountability by using the metaphor of a lens—highlighting how BCPS schools are bringing aspiration into focus and zooming in on the details that drive their success. Each week, a school will be featured to showcase how their unique strengths align with the Aspiration Statements.</i> <i>The campaign connects the broader goal of community-based accountability (CBA) to tangible, inspiring stories, all while creating energy around celebrating progress</i>

	<p><i>and innovation.</i></p> <p>The process would mirror the structure of <i>Beyond the Bell</i> but evolve into a weekly initiative, enabling purposeful on-site media coverage. The primary objective is to produce more positive, impactful content for local media outlets, as well as for use on the website and social media platforms.</p>
	<p>Looking Ahead to the 2025-2026 School Year</p> <p>During the February to June 2025 timeframe, our goal is to lay a strong foundation for the Director of Communications role in the 2025-2026 school year. This period will serve as an opportunity to evaluate and refine existing processes while addressing key priorities to ensure the DOC position is equipped for success. Specifically, we will focus on the following objectives:</p> <ul style="list-style-type: none">• Strengthening Existing Systems: Continue to support and refine the systems and processes currently in place, ensuring smooth operations and identifying opportunities for improvement.• Annual Recognition Planning: Develop a comprehensive plan aligned with board meetings to include initiatives like Teacher of the Year, MF/CVA reboot, and recognition for various groups.• Streamlining Creative Needs: Establish an annual printing and video plan to anticipate and organize creative projects more effectively.• Recruitment and Retention Strategies: Collaborate with HR to develop a forward-thinking

	<p>plan for recruitment and retention for the 2025-2026 school year.</p> <ul style="list-style-type: none">● Survey and Feedback Transition: Partner with HR to transition the Energage Survey responsibilities to this team.● Instructional Collaboration: Work with the Instructional Department to transition School Report Card responsibilities and enhance the Teacher of the Year planning process.● Event Planning Support: Partner with DLCs to transition the KSBA Banner planning process to this team. <p>These initiatives align closely with BCPS's mission to innovate and create impactful systems that serve students, staff, and the broader community. This period of strategic planning will allow us to test, refine, and prepare a more robust structure for communications that meets the district's goals while maximizing efficiency and effectiveness.</p>
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meet our team



brooke goff
founder & ceo



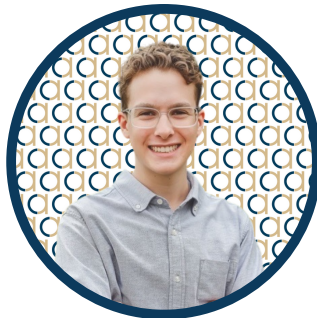
kristen waits
chief creative officer



karri evans
director of operations



kathleen riggs
creative director



landon huff
technology strategy coordinator



marissa toms
marketing support coordinator

With over 35 combined years of experience in education, design, photography, communications and marketing, our team is excited (and equipped!) to help transform your communication strategy.



abby gortney
graphic designer + illustrator



chase goff
education leadership +
policy advisor



cameron mason
illustrator



alieta & jesse sampley
marketing + advertising team

our values



the alchemy
collaborative



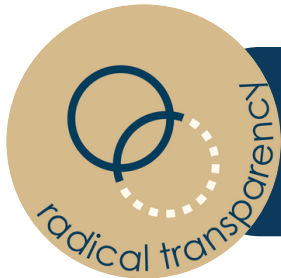
prioritize people

We understand our value is not based on what we produce. We seek to listen before speaking, ask questions before giving answers, and always put people over profit.



relentless wow

We create products that are excellent in the details, crush mediocrity, and inspire organizations to innovate and think bigger about their work continually.



radical transparency

We do not settle for mediocrity in our projects or relationships with clients or each other. We build systems that allow us to have hard conversations and hold each other accountable.



future forward

We are inspired by thinking about the future. We are agile so we can alleviate stress and worry through constant evolution and understanding of changing market demands.



mission driven

We believe our purpose is greater than creating great work. We work with people that feel called to a higher purpose and live intentionally to bring this vision to life.

Invoice 1235



Adrienne Usher
Bullitt County Public Schools
1040 Highway 44 East
Shepherdsville, KY 40165

DUE DATE
03/08/2025

TOTAL DUE	\$42,940.00
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THANK YOU.