BLAKELY ATHERTON
CONSULTING

Proposal for Consulting Services for
San Leandro Unified School District Communications Project

Scope of Work

The scope of work for this proposal includes two components:

- Communications Strategy and Plan Development
- Execution of tactical communications components
- Development of communications systems and protocols for employees

Goal

The goal of these marketing services is to help the San Leandro Unified School District effectively communicate its' recent successes to its constituents and the broader community. Through these services, SLUSD will gain a strategic plan for reaching their constituents as well as the tactical execution of that plan.

Approach

Upon signing of contract, I will meet with members of the team and develop an outline/plan for activities over the next few months. After initial research and information gathering, I will develop a comprehensive communications strategy and plan. The plan will includes all relevant tactics as appropriate, including, but not limited to: email communications, collateral development, website content creation, social media, and advertising. The available marketing budget will help guide the specifics of the elements in the plan.

Once an initial draft of the marketing plan has been developed, I will meet with the administrative team to confirm the recommended course of action and will make adjustments and revisions to the plan as necessary. Implementation of marketing tactics will commence after the marketing plan has been finalized and specific elements have been highlighted for development.

Objectives

The specific objectives associated with this project will include:

I. Develop a comprehensive communications strategy and plan that will outline specific tasks and due dates to help achieve objectives for short term and longer term;
II. Complete specific tactical elements as defined by communications plan

Proposed Deliverables

The specific deliverables associated with this project include:

I. Communications strategy and plan: this will include an outline of recommended tactical marketing elements (website, direct marketing, social media, advertising, etc.); note that the tactical elements may change depending on discussions after the final plan has been completed.
II. Tactical execution of plan elements with approximately 10 hours per week devoted to the project.

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Timeline

Work on this project will commence immediately upon signing of a consulting agreement between Blakely Atherton and SLUSD. An overall project timeline along with specific deliverable dates for each task will be determined once the project begins. The project will run between February 2 and June 19, 2015.

Development of communications materials will commence after the marketing plan has been finalized and will occur on an ongoing basis throughout the course of the project.

Pricing

Fees for the project will be $36,750. Any additional communication pieces or additional work outside the scope of the initial plan will be billed on an hourly basis at an agreed upon rate. Upon signing of contract, a project deposit of $10,000 will be due, and the remainder of the project fees will be billed in 8 equal invoices roughly every 2 weeks through the term of the contract. Terms for payment of these invoices will be net 15.

Any travel outside of the San Francisco Bay Area or other expenses such as postage fees or other miscellaneous expenses will be paid by SLUSD and included in invoices. All expenses will be approved by SLUSD prior to being incurred.

Timeline

Weeks 1-3:

The project will commence with information gathering and communications plan development. Specifically, the following tasks will be completed:

- Research with target markets & key stakeholders
- Marketing plan development, revisions and creation of select materials as needed
- Meetings with team and key stakeholders

Weeks 4-20:

- After the initial plan is developed, I will work with the SLUSD team through June to develop all communications pieces and build systems to ensure an ongoing communications loop with constituents.

Thank you again for the opportunity to submit this proposal. I look forward to helping the San Leandro Unified School District communicate its successes and strengthen its relationship with the broader community. Please let me know when you would like to talk and determine next steps.

Best,

Blakely