



# CELINA CITY SCHOOLS

Retainer for Communication Consulting Services

PREPARED FOR:

**Brooke Gessler, Superintendent**

PREPARED BY:

**Joseph Gagne, CEO**

February 6, 2025

# SITUATION ANALYSIS

Celina City Schools is one the most tight-knit school systems in northwestern Ohio. Celina City Schools are facing a significant need to increase their communication and outreach to the community. Like Allerton Hill Communications (AHC), the district shares in the belief and need to communicate with the public in a very open and transparent way.

To prepare and meet the mounting needs and challenges facing the district, Celina City Schools must engage its many stakeholders in a strategic manner.

## OBJECTIVES

### OUR OBJECTIVES FOR THIS PROJECT INCLUDE:

- Assist in the ongoing strategies related to the district's current communication needs
- Offer high-quality, long-term, strategic communications and a marketing and outreach plan so that Celina City Schools are successful in reaching their goals
- Offer additional services to assist the district in employing outreach techniques and products in a consistent and creative way

## VALUE TO CELINA CITY SCHOOLS

- Educate and inform the public and dispel the misinformation that exists
- Assist with targeted, effective research-based messages
- Access to best practices through work with other high achieving and excellent public entities and communities
- Access to more than seventy-five years of marketing and communications experience

## MEASURES OF SUCCESS

### OUR METRICS WILL INCLUDE:

- Increase the community awareness and understanding of the successes and challenges facing Celina City Schools
- Raise the level of community engagement and dialogue
- Enhance the level of consistent and strategic communications and messaging

# COMPREHENSIVE COMMUNICATION CONSULTING \$5,000/MONTH

## REVIEW OF CURRENT COMMUNICATION PLAN

Review and offer recommendations regarding the district's current comprehensive long-term communications plan.

## SOCIAL MEDIA MANAGEMENT

AHC will manage the district's primary social media platforms. This includes Facebook, Twitter, and Instagram.

## DEVELOP AND COMMUNICATE KEY FACTUAL INFORMATION

AHC will work with the district to develop factual points that will help inform the district's stakeholders about the issues facing the school system.

## REGULAR CONSULTATION MEETINGS

AHC will conduct regular consulting meetings (both in-person and through video/telephone conference calls) with the district to talk about overall communications strategies and challenges that face the district.

## OUTREACH ANALYSIS

Outreach directly relates to the vehicles of communication such as print and electronic media. So, for example, AHC reviews what the district currently issues and assesses the effectiveness based on best practices.

## SUPERINTENDENT BRAND MANAGEMENT

Align the superintendent's communications and branding identity with the school systems needs, the board goals and community expectations. This entails seeking opportunities to increase the superintendent's profile through local, regional and national presentations and publishing.

## CONTENT DEVELOPMENT

AHC will draft communication pieces as needed and as part of the communication strategy (i.e. newsletter articles, editorials in the newspaper, district communication, graphic design and videos).

## PROFESSIONAL DEVELOPMENT

AHC may provide professional development opportunities to the staff, cabinet administrators and/or Superintendent as needed during the school year.

## PREVIEW AND EDIT MEDIA RELEASES

A review of all media releases with at least 48-hour's notice prior to releasing.

## CRISIS COMMUNICATIONS ASSISTANCE

AHC will be ready to assist Celina City Schools if a crisis occurs. That way Celina City Schools can communicate with the public in a quick, clear, and timely manner.

## VIDEO DEVELOPMENT

AHC will work with the district to develop video content that communicates the district's story in a concise and positive manner.

## NEWSLETTER DEVELOPMENT

AHC will work with the district to create newsletters that focus on the critical work and issues facing the district.

# JOINT ACCOUNTABILITIES FOR COMMUNICATION CONSULTING SERVICES

## OUR ACCOUNTABILITY INCLUDES:

- We will respond promptly.
- Adherence to agreed-on deadlines.
- All administrative, travel, and office costs paid for by Allerton Hill Communications, LLC, with no "hidden extras."
- General availability and prompt response, barring previous notification or extenuating circumstances.
- No Advocacy Related Services. The parties expressly understand and agree that this agreement is not intended to and does not encompass or include any advocacy-related services in connection with any current or future campaigns. Accordingly, as part of the Public Policy and Engagement Services, AHC will not provide any such advocacy services to, or for the benefit of Celina City Schools under or pursuant to this Agreement.
- No Legal Advice. The parties expressly understand and agree that this agreement is not intended to provide and does not encompass or include any legal advice in connection with consultation or guidance otherwise provided by AHC. Celina City Schools acknowledges that they will contact their own attorney to obtain advice with respect to any legal matter, including but not limited to any proposed external communication or publication of content suggested by AHC. Accordingly, it is the sole responsibility of Celina City Schools to ensure that any such communication complies with all applicable laws and Celina City Schools agrees to hold harmless AHC from any claims, actions or liabilities that may result.

## YOUR ACCOUNTABILITY INCLUDES:

- Prompt reply to all phone calls and emails from AHC.
- Access on mutually convenient dates for consultation.
- Payment for all paid social media advertising.

## OUR JOINT ACCOUNTABILITIES INCLUDE:

- We will check in regularly to assess Celina City Schools satisfaction level with the service provided and determine what, if any, changes need to be made.
- We will achieve reasonable accommodation for conflicts, unforeseen events, and other priorities.
- We will respect each other's confidentiality, proprietary materials, and approaches.
- No Limitation of Services. It is expressly understood and agreed that AHC will not unreasonably limit its work to the steps outlined herein, but will extend its services as necessary to ensure that all appropriate services for, or related to, the community engagement efforts are provided to or on behalf of Celina City Schools in a professional and satisfactory manner. If Celina City Schools requests are deemed to be excessive or fall outside the scope of services outlined, AHC will notify Celina City Schools before providing such services it feels may require additional compensation.

# TERMS AND CONDITIONS

The terms and conditions of this proposal are effective from February 15, 2025 through February 14, 2026. The cost of the comprehensive communication consulting services outlined in this proposal totals \$5,000 per month to be billed monthly.

This agreement will automatically renew on February 15, 2026 for the period of one year, and each consecutive year thereafter. If either party wishes to non-renew the agreement, the party must provide written notice of non-renewal at least 30 days before expiration of the term.

Either party can terminate the contract with a 30-day notice of termination. Refunds will be prorated based on the time of the termination of the contract.

## ACCEPTANCE

Your signature indicates acceptance of the terms of this proposal

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ALLERTON HILL COMMUNICATIONS

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CELINA CITY SCHOOLS

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DATE