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Submitted by  
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# Facility Project Communications Plan & Implementation - Phase 1

## **Nova Classical Academy**

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Prepared for  
Dr. Brett Wedlund  
Executive Director

September 26, 2024



## How We Can Help

CEL Marketing PR Design (CEL) will develop and implement the strategic communications plan for the Phase 1 of the Nova Classical Academy (NCA) facility project. As the strategic communications partner to NCA, CEL will deliver key messages, create a comprehensive communications plan with a detailed timeline, and provide ongoing support throughout Phase 1 of the project. The plan will address the opportunities, challenges, and specific needs of your school community, considering the available resources—people, time, and funding—while also accounting for recent external changes in the macro-environment.

With more than 35 years of experience working with schools, education, and communities, CEL understands the trends affecting education, particularly within charter school communications. Our team brings integrated marketing expertise to the project, ensuring content is delivered across multiple formats—including print, digital, and web—while adhering to best practices in content creation, brand consistency, ADA compliance, and seamless integration of all communications. We have collaborated with schools of all sizes, managing both public-facing communications and internal communications for boards, staff, students and families. Our CEL service model is designed to offer the communication support your team needs, especially when time, resources, or capacity are limited. Examples of our diverse communications and marketing work can be found at [celpr.com](http://celpr.com).

### FACILITY PROJECT COMMUNICATIONS - Phase 1

#### DELIVERABLES

- 1. Develop a Strategic Communications Plan**
  - a. Establish a comprehensive plan for effective communication throughout the facility project. This plan will include key messages, timeline, and a proactive approach to addressing potential challenges, ensuring transparency, and managing community feedback.
- 2. Design a Strategic Roadmap Timeline**
  - a. Create a flexible communications roadmap that responds to recent changes in the education landscape, sets realistic expectations, and outlines how to adapt to evolving circumstances.
- 3. Build and Maintain Trust with Stakeholders**
  - a. Foster ongoing trust with the school and key stakeholders. Internal and external communications will clearly convey the “why” behind the facility project, address concerns, ensure transparency, and proactively manage feedback.



## DELIVERABLES continued

The Strategic Communications Plan\*\* will include:

- Goals
- Prioritized target audiences
- Objectives for each audience
- Strategies, tactics, timelines, responsibilities, budget
- Evaluation and continuous improvement cycle
- Key messages
- Fact sheet
- Identify creative and effective storytelling opportunities focused on student, family and staff experiences
- Timeline

\*\*Specific tactics will be outlined within the plan. CEL implementation services include copywriting and editing, graphic design consistent with Client brand, communications materials as outlined within the plan, interviews and writing of 3 articles, communication consultation to leadership, and related communications outlined in the Phase 1 plan.

## DATES OF SERVICE

October 1, 2024 - completion no later than December 31, 2024

## INVESTMENT & TERMS

CEL will bill based on the payment schedule outlined below. The first payment is due as indicated to initiate work. The remaining payment(s), plus any direct expenses incurred or sales tax as required, will be due based on the agreed upon schedule. See Terms and Conditions section 3 for additional payment and expense details.

Invoice #1 in the amount of \$7,900. will be due upon signing to initiate work

Invoice #2 in the amount of \$7,900. will be due on November 1, 2024

Invoice #3 in the amount of \$7,900. will be due December 1, 2024

## We Would Love to Work With You!

If you, the Client, are satisfied with the Scope of Work, Deliverables and Pricing as stated in the preceding pages, please read the following Service Agreement Terms and Conditions. Upon your approval to proceed, sign and date this service agreement on the signature lines below and return to CEL. Upon receipt of the signed agreement, CEL will initiate work.



## SERVICE AGREEMENT

THIS SERVICE AGREEMENT is made between CEL Public Relations, Inc., referred to as "CEL," and Nova Classical Academy (NCA) referred to as the "Client." The Client hereby contracts with CEL to provide the services listed, in accordance with the terms and conditions set forth within the prior pages and in the following section. This Service Agreement #2724 will begin October 1, 2024 and will end upon completion no later than December 31, 2024 for services covered under this contract, unless a mutual agreement to extend the completion date has been made between CEL and the Client. The Deliverables section lists the services to be provided by CEL for the Client in accordance with this Service Agreement.

## TERMS & CONDITIONS

1. This price estimate and service agreement will be honored if signed by Client within 30 days from the day it was submitted.
2. All estimates may vary +/-10%. Any deviation from original project scope and schedule as described in the scope of work may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in price changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.
3. Should the Client accept this estimate and terms and conditions, any down payments, as outlined in the payment portion of the agreement, is due upon signing. The remaining payments (see Pricing & Payment Terms section), plus any direct expenses will be due upon completion.
4. Additional services and/or deliverables not defined in the scope of work, but agreed to and directed by the Client will be billed on an hourly basis and must have written approval by the Client to initiate work.
5. Both CEL and the Client agree that CEL will act as an independent contractor in the performance of the duties covered under this Agreement. CEL shall be free to contract with others and to engage in any other activities insofar as such activities do not impair the ability to perform the obligations under this Agreement.
6. In the event Client has not paid such billings within thirty (30) days of stated due date, Client agrees to pay in addition to the amount billed, interest at the rate of two-thirds percent (2/3%) per month or eight percent (8%) annual interest on any balance outstanding in excess of thirty days. Further, if legal and/or other collection action becomes necessary for the collection of such billings, Client agrees to pay CEL all expenses and costs of collection at any time incurred by CEL under this Contract, including, without limitation, reasonable attorney fees, whether or not in connection with a judicial proceeding. In the event that legal and/or other collection action becomes necessary for the collection of billings, all amounts outstanding become immediately due, whether current or past due.
7. We agree that CEL reserves the right to withdraw services in the event that the Client fails to pay fees and costs upon reasonable demand. It is also agreed that, should the client relationship with CEL be terminated prior to the resolution of this matter, CEL shall, upon payment of outstanding fees and costs, return original documents to the Client.

I have read the terms of this agreement and do hereby understand and agree to the terms as stated:

\_\_\_\_\_  
Client Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

*Cynthia S. Leines*  
CEL Signature

Cynthia S. Leines, CEO  
Printed Name

September 26, 2024  
Date

We are honored to help school leaders effectively **communicate** and **engage** with students, families, staff and communities to **advance** the mission, goals and objectives.

Together, what can we make happen today?

## AWARDS



National School Public Relations Association



**TOP 25 PR FIRMS**  
2011-2023

### NSPRA GOLD MEDALLION AWARDS

- Strategic Employee Engagement for Innovation: Minnetonka Public Schools\*
- Finance / Millage / Referendum Campaigns: Minnetonka Public Schools (MN) & Franklin Public Schools (WI)\*

### NSPRA GOLDEN ACHIEVEMENT

- Rebrand: Richfield Public Schools
- Bridge to Trust Community Engagement: Franklin Public Schools WI\*
- A Celebration of Excellence (Employee Recognition): Minnetonka Public Schools
- Launch Your Future Here: New Code Academy
- Rebrand: South Washington County Schools

### NSPRA PUBLICATIONS AND DIGITAL MEDIA EXCELLENCE AWARD

- Website – District 196
- Website – Minnetonka Public Schools
- Branding Expansion – Robbinsdale Area Schools
- Website – San Diego County Office of Education
- Marketing Publication – Robbinsdale Area Schools
- Website – South Washington County Schools
- Video – Robbinsdale Area Schools
- Video – Robbinsdale Virtual Academy
- Today's Mission: Love Your Job - Fountain-Fort Carson School District 8
- Website – Osseo Area Schools
- 'We R All In' DEI e-newsletter – Robbinsdale Area Schools

### PERSON OF THE YEAR

Wayzata Area Chamber of Commerce

### ENTREPRENEUR OF THE YEAR

Twin West Chamber of Commerce

**Signature:**

**Email:**