



Oak Park Elementary School District 97

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TO: Members, Board of Education

FROM: Dr. Carol L. Kelley, Superintendent of Schools

RE: Request for External Communications and Engagement Work (Equity Policy and Planning)

DATE: September 10, 2019

At its March 12, 2019 meeting, the Board of Education of Oak Park District 97 approved ***Policy 7:12 Ensuring Racial and Educational Equity***. Implementation of the policy is required to begin on August 2019 for the 2019-2020 school year following a comprehensive, transparent planning process with the community.

Given the timing of the resignation of our Senior Director of Policy, Planning and Communication, and the recent appointment of our new Director of Communications, Amanda Siegfried (both approved by the BOE on August 13, 2019), we sought out an immediate solution to provide support of our communications and engagement work around our equity policy and planning. Given that BOE Policy 7:12 allows for experienced, external support, I reached out to the Southern Education Foundation, a national leader in equity training, for recommendations. KQ Communications was highly recommended.

KQ Communications is a highly-awarded, minority-owned firm with a proven track record of success in marketing communications, digital marketing and branding services. Also, they have a reputation for consistently delivering above and beyond the requests of their clients while maintaining the highest levels of excellence. KQ's experience in the aforementioned areas has been built alongside such notable education partners as Shelby County Schools, SchoolSeed Foundation, Atlanta Public Schools, Spelman College, Southern University, Morehouse University and the Southern Education Foundation. The firm's strong command of research-based initiatives allows them to consistently ensure our clients positively stand out from their competition.

Their work with the district will include, but not be limited to the following activities:

- In conjunction with internal D97 staff, plan and promote three special BOE meetings to gather specific feedback requested by the BOE;
- Audit our current communication and engagement strategies;
- Develop a Communications & Engagement Plan to support the district's implementation of BOE Policy 7:12 (Plan will include goals, objectives, strategies, tactics, editorial calendar, timeline, key messages, etc. for each)

We are requesting the board's approval to enter into an agreement with KQ Communications through October 1, 2019. We believe they will be able to provide experienced capacity following the recent resignation of one of our communications team members. Given our planned restructure of the Communications Department, ***the additional (net) expense to our 2019-2020 budget will be approximately \$2,000.***