

Superintendent Cheryl Baker
Tomahawk School District
1048 East King Road
Tomahawk, WI 54487



May 27, 2014

Dear Superintendent Baker,

Thank you for the opportunity to speak with you and your Board member last week about your communication efforts related to referendum communication. I promised that I would provide you more information on the type of communication support that the CESA 6 communication professionals can provide for your district.

Phase One:

First, all our work is customized to the district. If you decide to work with us, I would want to talk with you again to clarify more details and to gather more specific information. This could be a Skype, Google Hang-out, or other remote, but face-to-face meetings. Then, I would come to your district to work with you, and possibly a designated group to hear more ideas before developing a time bound plan.

As an outcome of that work, a time bound plan would articulate a sequence of public information strategies that would be used to inform the public about your upcoming referendum over the course of approximately one year (or until the referendum date). Within the plan there would be several tactics identified from the various tactics listed below.

Communication tactical plan: Cost estimate \$1500-\$1680 (plus mileage)

This would include one remote visit with you as the superintendent, one on-site visit, including working with you and/or your designated team to better understand your district's needs, follow-up phone calls with you, and a written time-bound plan for you to implement. (Estimate includes up to 14.5-16 hours on-site and/or remote work.)

Phase Two:

Without knowing your district yet, I cannot predict which of the following public information tactics would be recommended. Therefore the list below provides you with an overview of the typical tactics that we would normally provide and associated costs for CESA 6 support:

- Standardized presentation and messaging: Cost estimate: \$1,050-\$1500. We would work with you and designated group (not more than 5 people) to develop the district's referendum message in easy-to-understand language.
- Frequently Asked Questions: Cost estimate: \$750 for initial set of questions; hourly as new questions are identified and answers are written. This can be provided in written form, and also used on the website.

- On-site facilitation (one or two days): Cost estimate: \$1,065/8 hour day, plus mileage. (If we can combine activities on the days I'm in district, this is most cost effective for your district).
- Fact sheets: Single sheet, graphically designed to present concise language and visuals (usually front and back) for the district to use as a hand-out or information sheet at various venues. Cost estimate: \$750-\$1050 (7-10 hours) for first fact sheet (up to revisions can be completed on an hourly basis).
- Direct Mail: 6 x 9 postcards. Cost Estimate: \$750 for the first one and includes copywriting and design; postage and mailing costs to be determined. \$500 for subsequent postcards, using similar design. (Estimate three (3) in one year.)
- Direct Mail: Newsletters. Cost estimate: \$1250 to write and design 4 page letter; postage and mailing costs to be determined (Estimate one (1) or two (2) in one year). May consider inserting into local paper, etc.

Phase One and Two Estimate:

The estimate range for the development of a plan and implementation of basic tactics is between \$8,115-\$11,360.

Additional considerations include:

- Social Media: Cost estimate: \$210 for CESA 6 consulting time to set up a social media calendar; \$200-\$300 per month to write posts and or assist with maintenance when social media is used for referendum messages.
- Website: Help develop a website page(s) and maintain the website presence. Hourly.
- Email blast: Help write, design and manage e-mail messaging to staff and parents, and other target groups.
- Press Releases: Cost Estimate: 2-3 hours CESA 6 consulting time and writing per press release.
- Print Ads: Cost Estimate: to be determined, estimate approximately \$500 per ad.
- Posters: Cost on time and material basis (approximately \$500).

Terms and Pricing:

All projects are based on a rate of \$105/hour. Travel time is \$50/hour and mileage is from Oshkosh to destination district. These prices are for estimate purposes only and effective through June 30, 2014. We can arrange another time to talk, by phone or in person, to clarify recommendations and pricing. We certainly want to be a help to you, if you think our services match your requirements. If you desire a contract for these services, a proposal can be prepared for your approval.

Sincerely,
CESA 6 Communication and School Public Relations Services

Dorreen Dembski
CESA 6 Director of Communication

IAP2 Spectrum



International Association
for Public Participation

of Public Participation

Increasing Level of Public Impact

Public participation goal

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

Promise to the public

We will keep you informed.

We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

We will implement what you decide.

Example techniques

- Fact sheets
- Web sites
- Open houses

- Public comment
- Focus groups
- Surveys
- Public meetings

- Workshops
- Deliberative polling

- Citizen advisory committees
- Consensus-building
- Participatory decision-making

- Citizen juries
- Ballots
- Delegated decision