

## **MEMORANDUM OF UNDERSTANDING**

This MEMORANDUM OF UNDERSTANDING (“MOU”) is effective as of January 1, 2022, by and between the DESOTO Independent School District, herein called “District” or “DESOTO ISD,” and, The COMMIT Partnership, a Texas non-profit corporation, herein called “COMMIT.”

The parties hereto agree as follows:

### **BACKGROUND**

- A. From 2015 to 2019, Dallas County has made progress on 3<sup>rd</sup> Grade Reading (+7%pts). A key driver of this progress has been an increase in Pre-K enrollment, which has increased by 14%pts since the 2014-2020 school year. Since 2014, COMMIT has aligned districts across Tarrant, Collin, and Dallas County to a common Pre-K registration week and shared enrollment strategies.
- B. The objectives for the 2022 Pre-K regional media campaign are to increase the effectiveness and efficiency of creating awareness for the importance of Pre-K enrollment among DFW Pre-K eligible families and to increase the number of eligible children enrolled in Pre-K across DFW.
- C. At least 14 districts have verbally committed to participate in a collaborative regional media buy to increase the Pre-K registration campaign’s reach and align on a common Pre-K Registration Week beginning April 1<sup>st</sup>, 2022 to leverage marketing and communication around the event. Each district is being asked to sign a Memorandum of Understanding with COMMIT, committing to participate in the campaign.
- D. Additionally, in order to help families navigate the process of Pre-K and child care center registration, COMMIT and participating districts have also agreed to market a regional website to families interested in early learning opportunities for their children to support them with enrollment.
- E. COMMIT and DESOTO ISD have chosen to use BrandEra as the TV, radio, and digital and social media buy company.

### **PURPOSE AND SCOPE**

- A. The purpose of this partnership is for COMMIT and DESOTO ISD to jointly communicate with parents about Pre-K registration through a regional school locator website, radio and TV ads, physical marketing collateral, and via digital social channels (Facebook, Instagram, Pandora, etc.).
- B. The scope of this partnership is January 1, 2022 to October 30, 2022.

### **COMMIT RESPONSIBILITIES UNDER THIS MOU**

- A. COMMIT will convene partner organizations to share data and best practices leading to increased Pre-K Enrollment.
- B. COMMIT will fundraise to amplify district messaging.

- C. COMMIT will receive no money from DESOTO or BrandEra through this campaign.
- D. COMMIT will survey parents to understand decision points around enrollment and messaging and supports to increase Pre-K enrollment.
- E. COMMIT will maintain the regional website with a school locator that will enable parents to search for quality early learning centers near them.
- F. COMMIT will negotiate rates with and manage BrandEra to execute the following services:
  - a. Creation of a comprehensive marketing and communication strategy that reaches our target audience and creates a measurable impact.
  - b. Purchase TV and Radio spots leading up to the Pre-K Registration week and the start of the school year.
  - c. The production of radio and TV ads that will promote the importance of early learning, Pre-K registration week, “back to school”, and regional website.
  - d. The production and placement of targeted social media ads to promote awareness of the importance of early learning, Pre-K registration week, “back to school”, and regional website.
  - e. Execution of geofencing and other digital media strategies to promote Pre-K enrollment.
  - f. Designing, printing, and/or distribution of flyers for district partners to help spread the word about Pre-K Enrollment.
  - g. The production of videos and social media ads that can be edited and branded by the District for its own marketing purposes.
- G. COMMIT appoints Nicholy Johnson as the main contact for COMMIT.

#### **ISD’s RESPONSIBILITIES UNDER THIS MOU**

- A. The parties agree to a joint regional media buy of at least \$150,000, assuming the participation of 14 districts across DFW districts representing approximately 30,588 students. District agrees to pay \$2,407.10 of the total costs of the media buy to BrandEra, which is based on the 2021-22 Pre-K student count for participating districts and the District’s percentage of that total enrollment. See **Exhibit A** for enrollment breakdown by district. In the event additional districts join the regional campaign, either the total amount of the media buy may be increased or the District’s costs will be decreased according to the same formula, but in such case, the District’s costs will not increase beyond \$2,407.10 without District’s consent. In the event districts on Exhibit A do not participate, the media buy will be decreased unless the District consents to pay a larger amount towards the media buy.
- B. District will join in overall campaign, by:
  - a. Facilitation of any vendor or procurement processes for BrandEra through appropriate ISD channels by February 15, 2022.
  - b. Payment of the above contribution to the regional campaign directly to BrandEra by dates noted on the invoice from BrandEra.

- c. Integrating regional marketing tools including video and social media into District pre-k marketing plans.
- d. Promoting regional tools including the regional website and through District pre-k marketing plans.
- e. Dedicate a marketing and Pre-K staff resource to:
  - i. Attend a maximum of 3 two-hour meetings to approve and give input into regional marketing materials.
  - ii. Send District logos to be included in all materials in December and January.
  - iii. Send district designs for flyers (one side English, one side Spanish) for printed materials by February 1<sup>st</sup>, 2022.
  - iv. Send district designs for yard signs (one side English, one side Spanish) for printed materials by February 1<sup>st</sup>, 2022.
  - v. Assist in connecting to parents for interviews and other various requests that could take up to 2 hours per week during December and January.
  - vi. Send District GIS files and 2022 Pre-K school site information to ensure school locator tool accuracy by February 20<sup>th</sup>, 2022.
- C. District will provide COMMIT with Pre-K registration information and Frequently Asked Questions (FAQs) COMMIT to support updates to the regional website.
- D. District will provide monthly Pre-K enrollment reports to COMMIT by campus and age by the 5<sup>th</sup> of each month from April to October.
- E. DESOTO ISD appoints \_\_\_\_\_ as the main contact.

**JOINT RESPONSIBILITIES FOR COMMIT AND ISD**

- A. COMMIT, DESOTO ISD, and other participating districts will mutually agree on development and design of shared messages, strategy and scheduling for regional campaign materials.

**EFFECTIVE DATE AND SIGNATURE**

This MOU shall be effective upon the signature of COMMIT and the DESOTO ISD authorized officials. It shall be enforced from January 1, 2022 to October 30, 2022 COMMIT and DESOTO ISD indicate agreement with this MOU by their signatures.

*Dottie Smith*

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Dottie Smith  
President  
The COMMIT Partnership

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District Administrator  
Title  
DESOTO Independent School District

**Exhibit A**

**Estimated Share of Total Cost Based on 2021-2022 Pre-K Enrollment**

| <b>Participating Districts</b>       | <b>2021-22 # of PK Students</b> | <b>% of Total Students</b> |
|--------------------------------------|---------------------------------|----------------------------|
| <b>ARLINGTON ISD</b>                 | 3171                            | 10.37%                     |
| <b>CARROLLTON-FARMERS BRANCH ISD</b> | 1129                            | 3.69%                      |
| <b>CEDAR HILL ISD</b>                | 295                             | 0.96%                      |
| <b>CROWLEY ISD</b>                   | 1015                            | 3.32%                      |
| <b>DALLAS ISD</b>                    | 11033                           | 36.07%                     |
| <b>DESOTO ISD</b>                    | 418                             | 1.37%                      |
| <b>DUNCANVILLE ISD</b>               | 487                             | 1.59%                      |
| <b>FORT WORTH ISD</b>                | 4384                            | 14.33%                     |
| <b>GARLAND ISD</b>                   | 2289                            | 7.48%                      |
| <b>GRAND PRAIRIE ISD</b>             | 1898                            | 6.21%                      |
| <b>MESQUITE ISD</b>                  | 1545                            | 5.05%                      |
| <b>MIDLOTHIAN ISD</b>                | 153                             | 0.50%                      |
| <b>PLANO ISD</b>                     | 1237                            | 4.04%                      |
| <b>RICHARDSON ISD</b>                | 1534                            | 5.02%                      |
| <b>Total</b>                         | <b>30588</b>                    |                            |

Total Cost to BrandEra for DESOTO ISD - **\$2,407.10**

