

Called Board Meeting
Monday, July 28, 2025 5:15 PM

Cleburne ISD Boardroom
505 N. Ridgeway Dr., Suite 100
Cleburne, TX 76033

Agenda

1. **CALL TO ORDER**
 - 1.A. Pursuant to Texas Government Code Sections 551.071, attorney-client privilege conversation.
 - 1.B. Pursuant to Texas Government Code Section 551.072 Consider Purchase, Exchange, Lease or Value of Real Property.
 - 1.C. Pursuant to Texas Government Code Section 551.074, to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee.
 - 1.D. Pursuant to Texas Government Code Sections 551.076, 551.089, to deliberate regarding security devices or security audits
 - 1.E. Pursuant to Texas Government Code Section 551.082, .0821, to deliberate a matter regarding a student or student discipline
2. **RECONVENE**
 - 2.A. Pledge of Allegiance
 - 2.B. Texas Pledge of Allegiance
 - 2.C. Invocation
3. Action from closed session, if any
4. **PUBLIC COMMENT**
 - 4.A. Addressing the School Board: A public speaker must sign up in person before 4:30pm the day of the meeting. All handouts/presentations must be delivered at this time and will not be allowed during the meeting. A speaker will be limited to three (3) minutes to make comments. The Board shall not answer questions and shall not deliberate or decide regarding any subject. Board policy prohibits the discussion of complaints against district employees and/or students during public comment.
5. **ACTION ITEMS**
 - 5.A. HUMAN RESOURCES DEPARTMENT
Presenter: Dr. Myrna Blanchard
 - 5.A.1. Consider and approve 2025-2026 compensation plan
6. DISTRICT SUPERINTENDENT
Presenter: Dr. Coby Kirkpatrick
 - 6.A. Consider and approve proposal with edVantage
7. **ADJOURNMENT**

**BRANDING & MARKETING
SERVICES**
Proposal

Cleburne ISD
July 15, 2025

MEET YOUR *ed*VANTAGE

From strategy to execution, we partner with you to create meaningful, long-term success.

edVANTAGE Strategy Group specializes in the Education Industry delivering strategic communications, public relations, branding, crisis management, and marketing services to public school districts across the country. Our team takes pride in working on key initiatives that elevate public education and shine a spotlight on students and educators. We work on all types and sizes of projects for districts in the largest cities to the smallest communities. Most of our work has been in the great state of Texas where we are headquartered, but we have a national reach.

We love serving and working alongside the public sector! With a team of professionals with 57-plus combined years of community and public service experience, along with non-profit leadership as parents and community members, we understand how local school systems, businesses, and communities work together to build a foundation and a future for children. Our successful strategies have added over \$17 billion into public schools and cities - dollars that have improved teaching and learning environments for students, teachers and the community.

Your *ed*VANTAGE Team



Ronna Johnson
CHIEF EXECUTIVE
OFFICER



Travis Cram
DIRECTOR,
CLIENT EXPERIENCE



Kimberly Smith
EXECUTIVE DIRECTOR,
PARTNER RELATIONSHIPS



Tracy Lau
ASSISTANT DIRECTOR,
MARKETING AUTOMATION



Sydnee Cust
DIGITAL MEDIA
MANAGER



Blake Johnson
DATA MANAGER

PROVEN RESULTS OVER 15 YEARS

94% WON
BONDS

100+ SCHOOL
DISTRICT
CAMPAIGNS

\$17+ BILLION
PASSED

94% WON
TAX
RATE **ELECTIONS**

PROPOSAL FOR MARKETING & COMMUNICATIONS SERVICES

Our Expertise in Education

Navigating an election process in today's ever-changing, digitally rich world requires targeted communications and defined messaging. Working with short timelines and utilizing various media layers, we help you create awareness, engagement, and, ultimately mobilization. Our team also helps you respond to the community and the media when questions—or crises—arise. From training Board members to marketing to press releases and social media content, our expertise supports you throughout the election and beyond.

Bond elections require a deeper understanding and knowledge of the elections process, election laws, and how to message complicated topics, such as public-school finance, educational programs, and most importantly, the impact of passing or not passing a Bond and its effect on teaching and learning.

Our team of experts at edVANTAGE Strategy Group, a Texas-based Public Relations and Marketing firm specializing in branding and campaign management, has over 57 years of combined experience in K-12 education.

Situational Analysis

Cleburne Independent School District is preparing to call a Bond Election for November 2025. As a marketing firm specializing in serving K-12 School Districts, we appreciate the opportunity to submit a Proposal for our marketing and communication services in order to serve the CISD Trustees, Superintendent, District Executive Leadership Team, and Staff.

Campaign Objective

CISD intends to create awareness of its financial position, instructional programs, facility needs, and strategic goals through community engagement and messaging that ultimately educates voters to participate in an election.

Our Proposal

As your communication strategy partner, edVANTAGE can help CISD navigate the elections landscape. We can help your communications team:

- create consistent messaging;
- target and reach key audiences;
- collect data and track campaign KPI's;
- and strengthen the CISD brand and increase awareness.

PROPOSAL FOR MARKETING & COMMUNICATIONS SERVICES

Exhibit A Scope of Services:

Creative Services & Digital Advertising

1. Creative Services consultation, collaboration and development of all creative deliverables: communication tactics, video scripting, filming and production, print work, and direct mail (postage and printing costs paid by CISD);
 - Messaging (1 document) – no revisions after approval
 - District Brand Development - Logo or brand for campaign
 - Mass Notification Plan – weekly text/email schedule with messaging points to district parents and staff in the district mass notification system
 - Ethics Card (1) & Training
 - Campus Messaging Schedule
 - Bond Website Consulting & Plan
 - District Video Scripts - One Overview Video and up to six (6) 60-second+ videos with two revisions
 - District Videos – One Overview Video (6-9 minutes) and up to six (6) 60-second+ videos
 - Social Media Plan – includes local staff training, Meta Verification process, establish Ad Manager & Business Account, content, graphics design, animation, video, weekly analytics, and cost of targeted ads
 - Booklet 11x17 (1) – up to three revisions
 - Direct Mail (4 mailers)
 - Stickers (2)
 - Pushcards (1)
 - Posters (1)
 - Final Summary Report with analysis and presentation upon completion

*Ability to run political ads on Meta (Facebook and Instagram), dependent on the current Business portfolio setup and accessibility.

**Printing and postage costs are not included and is the responsibility of the district. Printing and postage can be included once the Scope of Work is defined.

2. Digital Advertising to all Registered Voters (26,000) and Target Voter Universe for 45 days average reach – (\$12,500)
Meta Social Media, Search & Display/Programmatic and OTT/CTV Streaming Apps.

Meta Social Media & Digital Ads – 45 days average reach

- a. Develop a 10-week Meta social media paid advertising plan with four (4) posts per week, totaling over 40 posts;
- b. Develop content and graphics;
- c. Provide the Target Audiences;
- d. Meta Verification and training process;
- e. Set up district Ad Manager & Business Account;
- f. Launch campaigns and ads (ads billed to edVANTAGE);
- g. Provide tracking dashboard, monitoring, testing, and weekly reporting & analysis.

PROPOSAL FOR MARKETING & COMMUNICATIONS SERVICES

Digital Advertising – Search Ads & Display/Programmatic and OTT/CTV Streaming Apps - 45 days average reach

- a. Develop a 45-day digital advertising plan for Search Ads & Display/Programmatic and OTT/CTV Streaming Apps with up to four (4) 15- to 30-second video ads and up to six (6) display ads;
- b. Provide the Voter Universe (Total Registered Voters / Target Voters / Children in HH / Senior Citizens / Geo-Targeting);
- c. Collaborate and develop ad content, video and graphics;
- d. Launch campaigns and ads (ads billed to edVANTAGE);
- e. Provide advertising dashboard, monitoring, testing, and weekly reporting & analysis.

Fee: \$85,000

Community Bond Steering Committee Facilitator

Provide external Facilitator to plan and manage all aspects of the community committee process. Includes building the Committee meeting plan, all meeting agendas, staff training, pre-and post-meeting debriefs, meeting prep, & collaborate on the development of all Committee meeting agendas for up to three (3) meetings.

Fee: \$24,000

TOTAL FEE: \$109,000

- All travel and reimbursable expenses included. This Proposal is English only. Fees can be adjusted to include multiple translations. District pays for printing and postage. Direct mail costs (printing and postage) can be added if the district wants to outsource. The pricing contained in this Proposal is valid until August 1, 2025. If CISD chooses to contract with edVANTAGE Strategy Group, Inc. after that date, there will be an additional fee, "late adopter fee", of \$15,000.00.