



FLYLIGHT CREATIVE

COMMUNICATION CONSULTING PROPOSAL

THE MAIN STREET ACADEMY

DATE

1 JUNE 2018

PROPOSED BY

ARIANA SANTIAGO

EXECUTIVE SUMMARY

The Main Street Academy is once again proving its allegiance as a community school: listening and creating space for a healthy communication exchange. In order to create a space that facilitates healthy communication, TMSA needs to complete large projects and implement recommendations to improve communications, but also needs external partnerships to effectively execute.

Flylight Creative is proposing four projects to implement throughout the 2018-2019 school year:

- Edlio Integrated Communication Software Roll-out
- Listening Tour Phases II & III
- Communications Strategy, Plan and Design
- Rebranding Process, Design and Strategy

These projects, their deliverables, and outcomes will provide a holistic solution to the communication concerns and pain points that the organization seeks to eliminate. The impact from these solutions will provide an enhanced, positive experience for members of the TMSA community, resulting in increased parent and teacher satisfaction, staff and student retention, community awareness, and recruitment of new families.

Flylight Creative specializes in supporting education institutions from ideation to impact and beyond. We build custom solutions, manage implementation, design, and provide ongoing creative services to organizations pushing towards dramatic results for the communities they serve. We understand that impact and achievement for students and families is the bottomline. As industry experts, we can anticipate challenges and provide best practice solutions. Knowing the nature of schools, we remain flexible, consistent, innovative and collaborative to help you achieve your goals.

We love working with schools like The Main Street Academy who embrace the changes required for growth while still honoring their values and commitment to community. With this attitude a partnership with Flylight Creative can transform the way the TMSA community communicates.

This proposal outlines how we'll do it, and what you can expect along the way. Together, we can prove, once again, that excellence is the TMSA standard.



SCOPE OF WORK

EDLIO INTEGRATED COMMUNICATION SOFTWARE ROLL-OUT & ONGOING MANAGEMENT

Flylight Creative will provide project management for the full roll-out and community-wide adoption of the Edlio integrated communications software, as well as, ongoing management, content creation and professional media.

PROJECT OUTLINE

- Liaise directly with the Edlio account representative to ensure timely completion of web development, providing materials, files, information, and other needs and requests.
- Provide training and support to all backend users before launch for complete set-up.
- Manage community-wide launch marketing campaign with support from TMSA Communications Committee.
- Ensure SSO is integrated properly to allow for full-community access, and manage troubleshooting and technical issues with Edlio during community launch phase.
- Manage teacher support and adoption, supporting the development of teacher and grade-level pages, optimizing usage of parent notification and communication features.
- Develop, manage and support TMSA through design process to optimize usability for parents and teachers, ensure the proper information is provided, and presentation is clean, concise and informative.
- Train Communications Committee and other backend users on News Alert features, and other quick updates for community.
- Manage ongoing content creation, including professional photography, videos, success and innovation highlights of student achievement and teaching practice.
- Additional support as needed to ensure smooth, community-wide roll-out and ongoing support.

TIMELINE

- Edlio development, integration, training and adoption: June - July 2018
- Edlio Community Launch: August - September 2018
- Edlio optimization (in response to community survey): October 2018
- Platform professional content design, editing, and installation: September - December 2018
- Content Management: November 2018- May 2019

SCOPE OF WORK

LISTENING TOUR PHASE II & III

Flylight Creative will support the Communications Committee in launching and implementing Phase II and III of the Listening Tour, conducting in-depth interviews, and managing marketing campaigns for the community-wide survey. Flylight Creative will also aggregate and present high-level data, insights, and recommendations.

PROJECT OUTLINE

- Support Communications Committee in conducting in-depth interviews with 30 pre-selected community members.
- Support Communications Committee with community-wide survey design and implementation.
- Conduct marketing campaigns to achieve survey completion goals.
- Ensure smooth and seamless survey launch.
- Aggregate high-level data, insights and revised recommendation implementation plan into community-facing presentation.

TIMELINE

- In-depth Interviews: July - September 2018
- Survey design: early-July 2018
- Survey implementation and marketing campaign: August - September 2018
- High-level data, insights, and recommendations presentation: October 2018

SCOPE OF WORK

COMMUNICATIONS STRATEGY, PLAN AND DESIGN

Flylight Creative will collaborate with the Communications Committee, Principal Parker and other TMSA representatives to create a communications strategy, plan and calendar. This strategy also will definitively outline types of communications, purpose, and intended audience, along with standard templates and revision of current internal communications material.

PROJECT OUTLINE

- Initial strategy design sessions to review and adopt recommendations from the discovery session.
- Complete communications strategy, plan and calendar for standard year-long communications.
- Implementation of communication plan aligned to school communications calendar.
- Design standard templates for easy use by TMSA staff and consistency across channels.
- Train TMSA staff and faculty on accessing and using communications templates.
- Manage social media through Edlio.
- Review, revise and redesign internal communications material. (i.e. Parent Handbook, New Hire Handbook, Faculty and Staff Handbook, Styleguide, etc.)
- Create communications policies in tandem with legal guidance.

TIMELINE

- Communications strategy design, plan and calendar development: June - July 2018
- Communications Plan implementation: July 2018 - May 2019
- Template designs completed and staff training: September 2018
- Revise and redesign internal communications material: September - October 2018; April - May 2019
- Social Media Management: July 2018- May 2019

SCOPE OF WORK

REBRANDING PROCESS, DESIGN AND STRATEGY

Flylight Creative will guide TMSA Governing Board through the rebranding process from ideation to final launch and implementation. This process includes ideation session designs and facilitation, stakeholder input reports, concept presentations, revisions, all digital brand assets, and Styleguide.

PROJECT OUTLINE

- Design and facilitate ideation sessions for brand concept/messaging, brand visualization, and brand strategy.
- Design brand concepts and presentations.
- Redesign and align with edits and revisions to align.
- Develop Brand Story video for website.
- Clearly define brand positioning, promise, personality and purpose.
- Create brand strategy to support full implementation school-wide
- Create Styleguide, including all visual brand guidelines.
- Create communications policies in tandem with legal guidance.

TIMELINE

- Brand Ideation Sessions: February 2019
- Brand concept design: March 2019
- Brand concept design revisions and final approval: April 2019
- Brand video shoot and final cut: May 2019
- Brand strategy and implementation plan: May - June 2019
- Brand Styleguide and all digital brand assets: June 2019

CONSULTATION TIMELINE

JUNE 2018

- Edlio development, integration, training and adoption
- Communications strategy design, plan and calendar development

JULY 2018

- Edlio development, integration, training and adoption
- Communications strategy design, plan and calendar development
- Listening Tour Phase II and III: In-depth Interviews, survey design
- Communications Plan implementation
- Social Media Management

AUGUST 2018

- Edlio Community Launch
- Communications strategy design, plan and calendar development
- Listening Tour Phase II and III: In-depth Interviews, survey implementation and marketing campaign
- Communications Plan implementation
- Social Media Management

SEPTEMBER 2018

- Communications strategy design, plan and calendar development
- Edlio platform professional content design, editing, and installation
- Listening Tour Phase II and III: In-depth Interviews, survey implementation and marketing campaign
- Communications Plan implementation
- Template designs completed and staff training
- Revise and redesign internal communications material
- Social Media Management

OCTOBER 2018

- Edlio platform professional content design, editing, and installation
- Edlio optimization (in response to community survey)
- High-level data, insights, and recommendations presentation
- Communications Plan implementation
- Template designs completed and staff training
- Revise and redesign internal communications material
- Social Media Management

NOVEMBER 2018

- Edlio platform professional content design, editing, and installation
- Content Management
- Communications Plan implementation
- Social Media Management

CONSULTATION TIMELINE

DECEMBER 2018

- Content Management
- Communications Plan implementation
- Social Media Management

JANUARY 2019

- Brand Ideation Session Prep
- Content Management
- Communications Plan implementation
- Social Media Management

FEBRUARY 2019

- Brand Ideation Sessions
- Content Management
- Communications Plan implementation
- Social Media Management

MARCH 2019

- Brand concept design and presentation
- Content Management
- Communications Plan implementation
- Social Media Management

APRIL 2019

- Brand concept design revisions and final approval
- Content Management
- Communications Plan implementation
- Social Media Management

MAY 2019

- Brand video shoot and final cut
- Brand strategy and implementation plan
- Relaunch communications survey for evaluation
- Content Management
- Communications Plan implementation
- Social Media Management

JUNE 2019

- Brand strategy and implementation plan
- Brand Styleguide and all digital brand assets
- Content Management
- Communications Plan implementation
- Social Media Management



WORKING TOGETHER

The relationship between TMSA and Flylight Creative will be managed in full by the Communications Committee to relieve the Governing Board and Administration of communications responsibilities.

Flylight Creative will work with TMSA's Communications Committee through a regular check-in cadence. This relationship will support execution of the projects outlined in this consulting agreement, specific additional communications needs, and deliver monthly reporting to the Governing Board.

MONTHLY REPORTING

This monthly report, crafted by Flylight Creative with input from the Communications Committee will provide insights, analytics updates and recommendations to the Governing Board for each monthly board meeting.

This report will include:

- Survey results and themes from community members' communication-specific suggestions
- Updates on execution of projects within consulting agreement
- Monthly forecast of the communications plan and execution
- Web analytics and insights from Edlio (including statistics on usage, integration, mass emailing, views, etc.)
- Links to communications-related information and first-looks to media and design projects (i.e. photography, videography, templates, branding updates, etc.)

The information detailed above may change or include additional details determined by the Communications Committee.

RENEWAL

This agreement will renew automatically at the end of each month unless either The Main Street Academy or Flylight Creative provides written notice of cancelation. Either party can terminate the agreement for any reason with 30 (thirty) days advance written notice to cancel. If The Main Street Academy does not provide proper notice the month it intends to cancel, retainer fees are due in full for that month.

PAYMENT

The Main street Academy agrees to pay a fixed amount of \$2,250 (two thousand, two-hundred and fifty dollars) per month. This amount retains Flylight Creative for a minimum of 40 hours per month, including all deliverables, campaigns, content, consulting and trainings, etc..

The Main Street Academy will be invoiced at the end of the monthly period, and payable by the 10th business day of the month.

The initial payment of \$3000 should be rendered within the first 48 hours of proposal and contract approval to begin services.

To accept this proposal as a binding agreement, please sign and date below:

Ariana Santiago | **Flylight Creative**

Representative | **The Main Street Academy**



FLYLIGHT CREATIVE

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