

Santa Rosa City Schools District

Proposed Communication Services - May 2025

May 19, 2025

OVERVIEW

In an effort to bridge a gap in communications and engagement expertise in the district, due to the departure of the Public Information Officer (PIO), SRCS would contract with a seasoned school communicator to assist in drafting stories about student achievements at the end of the 24-25 school year. As well as provide guidance and assist in development of informational messaging related to the consolidation and reconfiguration of schools.

GOALS

1. Collect and share positive stories about the learning and achievement happening in the SRCS district
2. Work with a variety of teams in SRCS to ensure that students, staff, and families have the information needed in the transitional period before the 25-26 school year
3. Create communication systems that allow for easy and effective ongoing communication in preparation of the hiring of a new PIO

SCOPE OF WORK

Based on an initial discussion of the district's immediate needs, the following projects and estimated hours have been tentatively identified:

- On-Site Work Up to 40 hours/\$6,000
 - Visits to campuses to meet with leaders and staff
 - Visits to campuses to collect content about teaching and learning
 - Campus and district trainings as needed to increase capacity for positive storytelling
 - Potential partial and full days identified: May 22, 23, 28, 29, 30 and June 2
- Off-Site Work Up to 60 hours/\$9,000
 - Virtual meetings with campus and district leaders
 - Development and posting of positive stories

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- Development of communication trainings and processes
 - Development of informational materials related to the reconfiguration of schools for all audiences
 - Strategic communication guidance as needed
 - Time period identified: May 22 through August 15

The total for on-site and off-site work will not exceed \$15,000 unless prior authorization is obtained from SRCS.

STAFFING

The SRCS contract will be handled by Trinette Marquis, APR, a communications expert and founder of SchoolPRPro. With more than 20 years experience in the field, she regularly leads workshops for school public relations professionals and educators on communications, marketing, and strategic planning. She is accredited through the Public Relations Society of America.

PRICING

The School PR Pro general hourly rate is \$200, however considering the district's current financial challenges and the great need for support, the rate will be lowered to \$150. This amount does not include hotel or meal costs which will be documented and billed separately.

If the work requires less time than expected, SRCS will only be charged for the necessary hours. If the project needs more hours than expected, SRCS will be consulted for their preference to change the scope of the work or to add additional hours.

Board Approved: _____

Lisa August
Interim Superintendent
Santa Rosa City Schools

Trinette Marquis
APR, Communications Expert
SchoolPRPro