



Exhibit A

Scope of Work for Full-service Marketing and Research Firm

The need | Poudre School District, which serves about 27,000 students at 53 schools in Northern Colorado, seeks to build a multi-year relationship with a communications and marketing firm, or other organizations, that can provide these services:

Research: This may include but isn't limited to the development and administration of surveys to garner data; hosting engagement sessions and synthesizing feedback; analyzing and developing an appropriate strategy using demographic and enrollment data and district/state/national mental health data; analysis of what other public-school districts/organizations have done in these areas to inform best practices and strategy development; and more. Ideally, we are looking to work with a firm that can provide interpretation and translation services in order to best serve all students, staff, families and communities.

Strategic communications/marketing plan development: Based upon the firm's experience and expertise; data gathered and analyzed; and best practices, development of a strategic communications/marketing plans that:

- Have clear goals,
- Target specific audiences across appropriate platforms,
- Use key messages for clear and transparent communication,
- Involve appropriate stakeholders from within PSD and the communities we serve,
- Include a detailed timeline with project meetings, deadlines, and milestones; a content calendar; and more,
- Include Key Performance Indicators (KPIs) and analysis of the KPIs throughout the project and at its conclusion to determine effectiveness of the campaign.

Collaboration: The work should address the need to collaborate effectively with staff, students, parents/guardians, families, and community partners.

Production of collateral: The scope of work includes creation of content, including but not limited to printed collateral (i.e. posters, fliers, rack cards, etc.); graphics (for web, social and print); photography (either in-house or contracted with a subcontractor); and video production/editing. Vendor must establish a clear processes for the firm's development of content and review by identified district staff prior to posting/release. Ideally, we are looking to

work with a firm that can provide translation services in order to best serve all students, staff, families and communities.

Coordination of marketing and branding with outside vendors/sites: Must provide support with research and scheduling for such advertising platforms as radio, TV, etc., in alignment with the strategic marketing/communications plan.

Social media management: With approval and training from district staff, have access to schedule and monitor social media posts with campaign content.

Presentation of strategy and key milestones: A representative or representatives must be willing to present to the superintendent's leadership Cabinet and/or the PSD Board of Education about the progress of these campaigns in a public board meeting setting. This would be done in partnership with the executive director of Communications. There is a possibility for remote presentation.

Metrics: Based on district goals and campaign research and data, establish Key Performance Indicators (KPIs) and provide analysis of the KPIs throughout the project/at its conclusion to determine effectiveness of the campaigns.

Complementary practices: Anticipating that a multi-year relationship would mean working together on one or more campaigns and/or projects, we expect to see threads that tie pieces together, so they don't come off as products from different school districts.

Sustainability planning: Strategic communications/marketing plans would need to include recommendations for how to continue work on a given campaign and/or topic into the future. PSD would also require ownership of collateral produced for any campaigns and/or projects, to effectively communicate down the road.