



Exhibit B

Two Initial Major Projects for 2022-2023

Projects | PSD intends to hire a multi-service marketing firm to complete two major marketing campaigns by about summer 2023. The district’s mission is “Educate... Every Child, Every Day.” To that end, our district priorities are literacy, mental health/wellness/belonging, and that all students not only graduate from high school but do so with several options for their future, whether in the Armed Forces, higher education, or the workforce. PSD is committed to embedding diversity, equity and inclusion in all our work.

Aligned with those priorities, PSD staff have identified two major projects for the summer of 2022, 2022-23 school year and summer of 2023.

- A. **Student recruitment and retention campaign:** Like other public-school districts across the State of Colorado and nation, PSD’s enrollment has decreased by several thousand students over the past few years. Staff don’t know for certain where they all went or why they left PSD; there are some limited data and theories, however. Enrollment data show a shift from PSD schools to state- and PSD-authorized charter schools, private schools, homeschooling, as well as to other parts of Colorado and out of the state. Our goals would be to:
- a. understand why students have left; what potential we have for enrollment growth in the future; and
 - b. how best to market PSD to increase enrollment in the coming years – thereby increasing state funding to our district.

PSD has not done medium- or large-scale marketing efforts in the past, partly because it wasn’t needed when enrollment was flat/increasing and partly because the Communications Department has not had money for dedicated marketing until this budget cycle.

- B. **Mental health awareness and resources campaign:** The mental health needs of our students and staff have increased in the past two to three years and escalated significantly during and because of the pandemic. Students have told staff that they want to reduce the stigma around mental health and increase awareness of the resources available to support them in this space.

They say they don’t know:

- a. What resources exist in PSD.
- b. What resources exist in our communities.
- c. How to access these resources.

We want to make sure that staff also have access to and awareness of resources and want to tailor this campaign appropriately. There is a significant opportunity to partner with community agencies/providers/partners to offer programming that complements communications and marketing for this campaign, and it is our expectation that programming be part of the overarching strategic plan.

Estimated timeline | PSD intends to hire a firm for these two campaigns in summer 2022, with work starting in earnest thereafter. The estimated timeframe for both campaigns is from August 2022 to June 2023. PSD is open to adjusting this, if needed.

Funding | PSD allocated some one-time funding in the 2022-23 fiscal year to support these projects. Funding has been designated for contracted communications and marketing services, as well as for production of products (printing, advertising, etc.).

Next steps | We ask that interested firms put together a presentation (slide deck) and proposed plans for both campaigns. These will be presented in-person to a committee of PSD staff and, potentially, community partners, students, or parents/guardians, as possible.