



Rise Prep Mayoral Academy

Standing Board Meeting

Published on October 1, 2024 at 10:04 AM EDT

Date and Time

Tuesday October 1, 2024 at 10:00 AM EDT

Location

30 Cumberland Street
Woonsocket, RI 02895

RISE Prep Mayoral Academy Board of Directors Meeting

October 1, 2024 | 10:00AM
30 Cumberland Street, Woonsocket, RI 02895

Zoom Link to Access Meeting Virtually:
<https://us04web.zoom.us/j/8615357511?pwd=VVhWdElmLzRRWWhvOFZDQVVBZzQrZz09#success>

Note: Members of the public can provide public comment virtually, but the Board of Directors must participate in the meeting in-person.

A vote may be taken on any agenda item.

Agenda

	Purpose	Presenter	Time
I. Opening Items			10:00 AM

	Purpose	Presenter	Time
A. Call the Meeting to Order			
B. Record Attendance			
C. Public Comment			
D. Approve Minutes	Approve Minutes		
II. Executive Director Updates			
A. First Month of School Recap	Discuss	Rosalind DaCruz	
<ul style="list-style-type: none"> • Highlights & Challenges • Priorities for Quarter 2: <ul style="list-style-type: none"> ◦ Solidifying Culture ◦ Tier 1 Instruction/Academics ◦ Schoolwide Systems 			
B. Major Amendment Request Update	Discuss	Rosalind DaCruz	
C. High School Facilities Update	Discuss	Rosalind DaCruz	
D. RISE Prep High School Ribbon Cutting Celebration	FYI	Rosalind DaCruz	
<ul style="list-style-type: none"> • October 24, 2024 10:00AM 			
E. Committee Meetings Update	Discuss		
<ul style="list-style-type: none"> • Determine standing monthly meeting dates with respective committee members for the following committees: <ul style="list-style-type: none"> ◦ Communications ◦ Development ◦ Governance 			
F. Conflict of Interest Sign Off	Discuss	Rosalind DaCruz	
G. Grant Updates	FYI	Rosalind DaCruz	
<ul style="list-style-type: none"> • New Schools Venture Fund Grant Submitted 			

	Purpose	Presenter	Time
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- Calder Family Foundation Grant Submitted

III. Consideration of Public Relations RFP Bids

- | | | | |
|-----------------|---------|-----------------|--|
| A. TMS Bid | Discuss | Rosalind DaCruz | |
| B. Newberry Bid | Discuss | Rosalind DaCruz | |

IV. Finance Committee Update

- | | | | |
|---------------------------------|---------|------------|--|
| A. Q1 Budget to Actuals | Discuss | Kat Waller | |
| B. Major Amendment Implications | Discuss | Kat Waller | |
| C. ERC Update | Discuss | Kat Waller | |

V. November Meeting Agenda Items

- | | | | |
|---|---------|-----------------|--|
| A. Board Code of Conduct Draft | FYI | Rosalind DaCruz | |
| B. Input from Board for additional agenda items | Discuss | Rosalind DaCruz | |

VI. Closing Items

- | | | | |
|--------------------|------|--|--|
| A. Adjourn Meeting | Vote | | |
|--------------------|------|--|--|

Coversheet

Approve Minutes

Section:	I. Opening Items
Item:	D. Approve Minutes
Purpose:	Approve Minutes
Submitted by:	
Related Material:	2024.09.03.RPA Board Meeting Minutes.pdf

**RISE Prep Mayoral Academy
Board of Directors Meeting
September 3, 2024 | 10:00AM
30 Cumberland Street, Woonsocket, RI 02895**

Zoom Link to Access Meeting Virtually:

<https://us04web.zoom.us/j/8615357511?pwd=VVhWdElmLzRRWWhvOFZDQVVBZzQrZz09#success>

Note: Members of the public can provide public comment virtually, but the Board of Directors must participate in the meeting in-person.

A vote may be taken on any agenda item.

Agenda	
❖ Welcome	The meeting began at 10:00 AM. In attendance were Paulette Hamilton, Raymond Leveille, Carolyn Dias, John O'Rourke, Georgetta Gassey, Rosalind DaCruz, Colleen Colarusso, Kat Waller, and Stephen Izzi.
❖ Public Comment	
❖ Consideration of Meeting Minutes	<ul style="list-style-type: none"> ➤ July 9, 2024 - Annual Retreat ➤ August 13, 2024 <p>Ms. Gassey made a motion to approve the July 9 and August 13 minutes. Mr. O'Rourke seconded, and the motion passed unopposed.</p>
❖ Introduction & Welcome: Colleen Colarusso, RISE Prep Academies Superintendent	<p>Ms. Colarusso introduced herself to the Board as RISE Prep's new Superintendent. She discussed her plans for a strong school year launch, with a focus on Tier 1 instruction, which is the base level of instruction for all scholars.</p> <p>Ms. Dias asked about school operations and the balance with academics. She wanted to know about plans for the vacant principal role and how Ms. Colarusso sees her role in partnership with Ms. DaCruz as Executive Director. Ms. Colarusso said that the current plan is to focus on stability and search for a principal later in the year. She and Ms. DaCruz discussed the plan to spread the principal duties between the remaining leadership team members on a temporary basis.</p> <p>Mr. Izzi asked about the high school, and Ms. Colarusso said that the Boys and Girls club facility has been great.</p>
❖ Executive Director Updates	<ul style="list-style-type: none"> ➤ First Week of School Recap <p>Ms. DaCruz reviewed the week and said it went well at both schools. Ms. Dias asked about academic gaps, and Ms. DaCruz discussed the incoming 9th grade needs. Remediation is necessary. The incoming kindergarten class has several high needs scholars. Kindergarten scholars were very young children during the pandemic and likely spent too much time on tablets.</p>

Mr. Leveille asked about enrollment, and Ms. DaCruz said that the school had to redirect a potential North Smithfield family to their town administrator due to North Smithfield not signing on to the high school

➤ Consideration of Revised Bylaws, and Classification

Ms. DaCruz presented the updated document. It more closely reflects the current practices and board membership. The committee section will need to be updated in the future. Ms. Gassey motioned to approve the Bylaws and Classification of Directors. Ms. Dias seconded, and the motion passed unopposed.

➤ Conflict of Interest Sign off

Ms. DaCruz requested that all members sign the Conflict of Interest before leaving.

➤ Major Amendment Request Update

Ms. DaCruz said that the major amendment was submitted by the deadline, but has not been posted publicly yet. Ms. Dias asked if there would be any fallout, and Ms. DaCruz replied that she wasn't sure. She plans to connect to the Governor's office to seek their support. It is not clear if the sending districts have been informed, but they will need to submit a fiscal impact statement. It seems as though RIDE is onboard with the request overall.

Ms. Dias asked for a detailed pension analysis at the next finance committee meeting.

➤ Committee Meetings Update

- Finance Committee to resume end of September 2024

- Governance, Communications, & Development Committee Meetings to begin October 2024
- All committees have members.

➤ Networking for New RISE Prep Board Member Recommendations

Ms. DaCruz said she was hoping to reach 11 members on the full board.

❖ Consideration of RFP Bid Awards

➤ Public Relations

Ms. DaCruz reviewed the bids and the pricing per item per month. Ms. Dias said that Scituate uses one of the firms and spends around \$50,000 per year. Ms. DaCruz said that TMS seemed more school-oriented, while Newberry is more non-profit oriented. She said that if the board wants Newberry to bid on the RFP directly, then the deadline needs to be extended, as their bid is in response to a prior RFP.

Mr. O'Rourke suggested stipending staff members to manage the school's social media, but Ms. Dias noted that teaching should be their priority. The board discussed the goal of outsourced PR, and wondered how to define success in that area. The board agreed to extend the bid by two weeks until September 17.

➤ Auditor

Ms. Waller reviewed that there were no additional bids, and PPA remains the only bidder. She will ask them to assign new personnel to the audit to comply with the financial policies.

Ms. Gassey made a motion to approve PPA as the auditor. Ms. Dias seconded, and the motion passed unopposed.

❖ Discussion of RISE Prep High School Ribbon Cutting Celebration & Establishment of Planning Team
The ceremony is scheduled for September 26 at 10 AM. Ms. Dias asked who has been invited, and suggested inviting the Governor and the Commissioner of Education. Ms. DaCruz said that it will be a small one hour event. The board discussed inviting local and state representatives. Parents will be invited.
❖ October Meeting Agenda Items
➤ Board Code of Conduct Draft
➤ Input from Board for additional agenda items
❖ Brief Walkthrough of RPA High School
Ms. DaCruz offered to walk the Board through the high school. Ms. Dias suggested delaying the tour until the ribbon cutting or the October board meeting.
❖ Adjournment
Mr. Leveille motioned to adjourn the meeting. Ms. Gassey seconded. The motion passed unopposed and the meeting ended at 11:20 AM.

Coversheet

TMS Bid

Section:	III. Consideration of Public Relations RFP Bids
Item:	A. TMS Bid
Purpose:	Discuss
Submitted by:	
Related Material:	PR Bid_TMS.pdf

RESPONSE TO RFP: Public Relations Bid for Communications and Marketing Services



Within this document you will find a response to the RFP proposal for communications and marketing services for RISE Prep Mayoral Academy.

Within this document you will find two options to answer the RFP. The first is a direct response outlining exactly what was requested. The second is a retainer model and is identical to the proposal TMS previously submitted. We share both of these so that you can see services and associated costs side by side.



Understanding education

Understanding the Education Industry

TMS has led school districts in education since 2006 – first, in financial, business, and operations management, and then expanding to curriculum and instruction, communications, human resources, operations, and leadership. TMS’s mission is to make it easier for organizations to focus their efforts on achieving success in doing what they do best: educating students. Our experience means we understand how each aspect of a school district needs to work together to achieve that goal. No department should be isolated and everyone should have a seat at the table.

Today, with 17 staff, TMS brings our financial management, strategic planning, and marketing communications expertise to school systems and education focused organizations up and down the east coast, including Rhode Island, Massachusetts, Vermont, and Connecticut, Pennsylvania, Georgia, North Carolina, and Louisiana. This experience allows us to bring best practices and theories not just from a region but from across the nation.

An ongoing communication

Option 1: Scope and Services

In this case, TMS interprets scope as developing plans that encompass public relations, communications, social media development, and branding. While they are separate pieces within the RFP, it is our firm believe that these elements are intricately and necessarily connected. In the current media enviroment, social media serves as ongoing public relations and communications. The brand is more than logo and colors - it is a mission and connection with the community - and is woven throughout the aforementioned efforts.

We propose a single plan/scope that encompasses all three elements, and we offer to provide the following: a communications, social media, public relations and brand audit audit; a year-long comprehensive marketing and communications plan that outlines how the school should use traditional media, social media, RISE's current digital assets, and the RISE Mayoral brand to expand the school's reach; and a basic brand guide for how to write and talk about RISE and how to use the logo and colors.

Communications and Marketing Audit

A full audit of current communications and branding efforts is essential to creating a proper plan and scope of services. It will identify what RISE is doing well and what it can do better.

An audit includes, but is not limited to:

- Anonymous school contact and visits (to evaluate your first contact with prospective families)
- Review of commonly sent emails and communications (newsletters, reminders, etc.)
- Analysis of media coverage and identification of media contacts
- Audit of website content and user experience
- Brand review - colors, logo, messaging, and usage
- Social media audit - frequency, content, and response



An ongoing communication

- Media review (photo, video, and design) - quality, timeliness, brand connection, and message

Comprehensive Communications Plan

In the current media and educational landscape, a year long communications plan is essential and marketing and communications are directly linked in every medium. That said, a comms plans need to flexible in order to be effective, and TMS designs plans with that in mind.

The above audit will lead directly into a plan that is (a) effective and (b) able to be implemented quickly and adjusted as necessary. The audit informs what RISE should continue to do and what can be done to improve communications and the school's spot in the educational marketplace.

- A year long review of needs and goals
- A year long plan that is scheduled out month-by-month plan
- Each month will include separate elements for social media, press releases, school to home communications.
- The plan will account for key dates and campaigns, including but not limited to lead-ups to open houses, recruiting and enrollment, graduations
- The plan will also highlight opportunities for advertising for recruitment
- The plan may include specific topics for press releases (graduations, open houses, pre-planned occurrences), but many press releases will rely on ongoing identification of media-worthy happenings.
- Branding and advertising opportunities throughout the year



An ongoing communication

Costs

For initial scopes and plans, the cost is **\$5200**.

Additional services are billed at a rate of **\$140 per hour**.

In items D-G, there is a lot of overlap in what those are and what medium is being used. Below are sample costs, but this list should not be considered all inclusive.

Ongoing press releases, 1/month

3.5 hours per press release (includes research, interviews, writing, editing, distribution)

\$490 per press release

12 press releases = \$5880

Social media management

Includes posting stories to current social media accounts, monitoring of local social media for opportunities, coordination with all schools and district offices to plan out social for the month, quarter, year.

Option A: 7 hours per week (includes planning, posting for 4-7 days (depending on content available), writing, research, graphic development and interviews)

\$980 per week

Option B: 5 hours per week (includes planning, posting for 2-4 days (depending on content available), writing, research, graphic development and interviews)

\$560 per week

Social media post series

Good for developing one shot pushes of information. Approximately 3 hours per series (includes research, interviews, writing, editing, design, distribution).

\$420 per series



Student, Staff, and Alumni Profiles - text and photos

One of the best tools to explain the results of RISE's programs are success stories - stories of students that prospective students, families, staff, and community members can see themselves as part of. We will design versions of student profiles which will act as comprehensive testimonials (case studies, if you will) that work for both printed one sheets that can be distributed and targeted to specific audiences, social media storytelling, and as news releases.

Development of student profile (includes interviews, surveys, writing, editing, and possible photography, depending on the profile). Recommend a minimum of 12 (1 per month, including summers).

3-5 hours per profile

\$420 - \$700 per profile

\$5040 - \$8400 (for 12 profiles)

High School Viewbook

Highlight programs, offerings, accomplishments. Designed to recruit/keep students in district. Good for promoting the quality of education at the upper level of the school district. Distribute to middle school students, real estate agents, town offices, doctor's offices, etc.

50+ hours (includes research, design, writing, photography, photo editing, interviews, print coordination).

*\$7000+**



Brochures about specific programs

Brochures offer an in detail look at specific programs or initiatives - which can help students and parents make better decisions. They also give the community more detail about what is happening in their schools. High quality photography of these activities as well as detail descriptions of who it benefits, why it's offered, and how it's delivered can instill appreciation and pride in the community.

10-15 hours per brochure (includes research, design, writing, photography, photo editing, interviews, print coordination)

*\$1400 - \$2100 per brochure**

Infographics/posters

Highlight specific efforts via graphics. Distribute to social media and printable for schools and community display.

2 hours (includes research, design, writing)

\$280 per infographic

One sheets

Similar to brochures, but typically communicating a single idea.

4 hours (includes research, design, writing)

*\$560 per one sheet**

**does not include printing costs*

Video

Single video: 10-14 hours

\$1400 - 1960

Video series: varies based on subject and how many videos. This tends to be more cost effective as filming takes place all at once.



An ongoing communication

Option 2: Year-Round Communications Services

TMS offers year round, comprehensive communications services that starts with developing a plan that addresses RISE Prep's strategic goals so that, together, we can tell the school's whole story over the course of the year.

The monthly on-going efforts include 30-40 hours worth of services per month. These services may include:

- Communications Survey, Audit, and Plan with planning for recruitment
- Website content management (rewrites, photo changes, addition of video content)
- Video production (filming and editing, averaging 2 videos per month)
- Event coverage
- Photography for current and future use
- Press releases (average of 2 per month)
- Social media management
- Graphic design, including social media graphics, brochures, viewbooks, ads
- Ad production and placement
- Email development
- Newsletter review
- Script and speech development as needed
- Crisis communications support

Not all services will be engaged every month. For instance, during graduation season and for fundraisers, speeches and statements may need to be written, but only during that time of year. Ad design and placement may happen only a few times per year. Social media management, on the other hand, will occur every month, and video production will happen nearly every month (filming may occur in one month, with videos produced over the next several months).

Monthly cost: \$4650



References

References

Reference: Scituate School Department

Address: 3 George Washington Highway, Clayville, RI 02815

Contact: Laurie Andries, Superintendent of Schools

Phone: 401-647-4100

Email: laurie.andries@scituateschoolsri.net

Reference: Greenfield Public Schools

Address: 195 Federal Street, Greenfield, MA 01301

Contact: Emre Evren, Former School Committee Chair

Phone: 413-772-1300

Email: karpat1@gpsk12.org

Reference: Southern Berkshire Regional School District

Address: 491 Berkshire School Road, Sheffield, MA 01257

Contact: Dr. Beth Regulbuto

Phone: 413-229-8754

Email: bregulbuto@sbrsd.org



Contact us

Connect with us

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Coversheet

Newberry Bid

Section:	III. Consideration of Public Relations RFP Bids
Item:	B. Newberry Bid
Purpose:	Discuss
Submitted by:	
Related Material:	PR Bid_Newberry.pdf



RESPONSE TO REQUEST FOR PROPOSAL FOR

Public Relations Services for RISE Prep Academies

Prepared and submitted by

Newberry
PUBLIC RELATIONS &
MARKETING, INC.

September 17, 2024

PROPOSAL

12 - MONTH CAMPAIGN :
OCTOBER 8, 2024 THROUGH OCTOBER 8, 2025

Public Relations Services Proposal

A. Provide a year-long scope of work for PR and communications

Newberry Public Relations and Marketing (“NPRM”) will work closely with RISE Prep Academies (“RISE Prep”) Executive Director and key leadership to define the year-long campaign’s goals, strategy, timeline, target audiences, and tactics for PR and communications initiatives. This **strategic planning** will drive and define our scope of work, as we plan out an annual **editorial calendar** for various RISE Prep topics.

Regular monthly meetings, conducted via Zoom, phone or in person, will be held to spend time to plan ahead, review key deliverables and track implementation status. These meetings will not only serve as touchpoints for assessing progress but also as opportunities to update and discuss current and new public relations/communications tactics and media opportunities. NPRM will also report on media coverage.

Additionally, NPRM will establish a **detailed production schedule** to manage task completion and will continually monitor progress to ensure all deliverables are met throughout the campaign.

As part of our scope of work, NPRM will also oversee the planning and implementation of any RISE Prep **major events** designed to celebrate milestones and highlight important achievements, such as groundbreaking for a new Upper Academy location or the Open House to celebrate the establishment of the Upper Academy. Each event will be coordinated to ensure all details are accounted for, from start to finish, creating a seamless and impactful experience. NPRM will handle inviting state and local dignitaries as well as other VIPs to ensure their presence enhances the significance of each occasion. For every major event, a detailed “run of show” agenda (with speaking points) and timeline will be created to guide the flow of activities. Additional responsibilities include managing event logistics onsite, overseeing media interactions, and ensuring all event elements align with the planned agenda.

B. Provide a year-long scope of work for social media development and management

NPRM will plan and implement an efficient web- and email-based system of receiving and approving **content and images** from RISE Prep key personnel on a regular basis and important messages as they happen, for posting to Facebook and Instagram. This plan will include a mutually agreed-upon system for managing expectations of the timing and priorities for copywriting or graphic design turnaround for content posts. For example, we would agree in advance on the length of time NPRM staff will be expected to write a social post about results of a basketball championship as that would be a different timeline vs. priority posting during the day about an early unexpected dismissal.

NPRM will create a **content calendar** that includes 2-3 posts per week, based on input from RISE Prep personnel. This will involve creating social media-sized graphics branded for RISE Prep Academies and curating images provided by RISE Prep or researched/found by NPRM on free stock photo sites. The calendar will reflect relevant school holidays, academic milestones, and local events.

NPRM will curate information provided to us by RISE Prep as well as develop our own calendared content to publish to Facebook and Instagram on behalf of RISE Prep. Our staff can be responsible for publishing content Monday through Friday (excluding our company holidays) between the hours of 9:00 a.m. and 5:00 p.m.

Creative publishing work will also involve the development of graphics to enhance the visual appeal of posts, when necessary.

NPRM will also monitor comments, likes and shares of posts throughout the project duration and advise RISE Prep's executive leadership of feedback. NPRM will also compose suggested comments for the school district to post in response to comments left by members of the community.

Based on the editorial calendar developed for PR and communications purposes, NPRM will further define the "voice" of each Academy and the administration to best inform our content.

The calendar will help guide and define our scope of work for the frequency, style and type of posts that will drive the most engagement and brand visibility for RISE Prep.

NPRM can train a RISE Prep staffer on creating and publishing posts, such as but not limited to Academy closings due to weather or other posts of an immediate nature.

All content will be reviewed and approved by RISE Prep before it is published unless otherwise noted or submitted as is to NPRM. RISE Prep will be responsible for obtaining and maintaining release forms authorizing the use of photographs, videos and names of scholars, teachers, staff, Board, parents, and others who may be mentioned or visually represented in a RISE Prep social post.

At our **regular monthly meetings**, social media management will be an agenda topic for planning, review and progress discussion. **Analytics monitoring** will be an important part of our social media campaign to benchmark and determine continuous improvements.

Additionally, NPRM will establish a **detailed production schedule** to manage task completion and will continually monitor progress to ensure all deliverables are met throughout the campaign.

C. Develop a plan for messaging and branding for RISE Prep Academies

This planning involves facilitating a 3-hour **Strategic Marketing Planning session** with RISE Prep executive leadership to review and discuss the vision and strategic goals; plot enrollment revenue streams; demographics for target audiences; challenges and successes to date; review past and current PR/marketing and communications efforts; brainstorm creative marketing and branding strategies; and to align messaging across multiple audiences with the goal of sustaining RISE Prep Academies over time.

This session will inform RISE Prep’s messaging, direction and priorities for marketing and PR outreach, and to help direct the branding, positioning and visibility for the Academies in the months and years ahead.

Topics for discussion will include a SWOT analysis (strengths, weaknesses, opportunities and threats); review of awareness initiatives to date; brainstorming tactics for potential PR, marketing and promotional activity; “niche” expertise and visibility; and measurement tactics. Additionally, NPRM would like to speak with a curated list of scholars (wait list and current), parents and teachers (up to 12 individuals) as a mini Focus Group to glean primary research findings.

Information gleaned will help to determine a realistic framework for our efforts.

Add Ons:

D. Cost to provide positive stories and visuals on school events, scholar activities and achievements

E. Cost to write Opinions and Editorials for newspapers as needed

F. Write and share press releases with local media outlets

As needed, NPRM will **write, revise/edit, format and proofread** news releases, opinion pieces and editorials/letters to the editor to ensure clarity and impact. Customized “pitches” will be crafted as needed to highlight the unique aspects of each and tailored to specific media outlets to solicit coverage.

NPRM staff can cover major school events and scholar activities as needed, in order to capture **photos and videos with our iPhones** that will accompany the positive stories and achievements. These can be for use in publicity to local media outlets or for publishing to social media and the RISE Prep website.

A targeted list of media contacts will be developed for the effective **distribution** of press releases and/or editorials. **Media relations** outreach will focus on securing coverage, providing background information, and coordinating follow-ups. NPRM will also monitor and report on coverage in local news outlets to assess the reach and effectiveness of each story.

After media placement efforts are complete, NPRM will publish the releases on RISE Prep’s website, ensuring the information remains accessible and continues to engage the community through the school’s online platform.

G. Develop and assist in crisis communications as needed

Accredited in public relations by the Public Relations Society of America, NPRM’s President Betty Galligan, APR is highly experienced in crisis communications and can work to prevent or manage RISE Prep through any crisis that arises.

NPRM recommends working with RISE Prep on scenario planning to identify crises that either have occurred in the past or have the potential to happen and impact the RISE brand, its reputation, or have great impact on its scholars, parents, teachers, staff and other audiences.

By working ahead of a crisis when possible, RISE Prep will save on hourly crisis fees and have the luxury of time without pressure to either respond or act accordingly.

H. Develop an enrollment/recruitment marketing plan for RISE Prep Academies to increase enrollment and recruitment at all schools with a focus on RISE Prep's new Upper Academy

NPRM recommends that this initiative become part of the Strategic Marketing Planning session (as outlined in section C of this proposal), with its own set of goals/objectives and strategic tactics for each Academy.

As such, we would like to speak with Lower and Upper Academy scholars, parents and teachers (up to 10 people) in order to help glean primary research information that is useful to our marketing efforts.

C O S T P R O P O S A L

A. Provide a year-long scope of work for PR and communications: \$1,500 /mo

B. Provide a year-long scope of work for social media development and management: \$500 for each social media platform, or \$2,000/mo

C. Develop a plan for messaging and branding for RISE Prep Academies: Project fee of \$7,500 (see also H)

D. Cost to provide positive stories and visuals on school events, scholar activities and achievements: \$1,500/mo

E. Cost to write Opinions and Editorials for newspapers as needed: Included in the \$1,500/mo as listed with D, above

F. Write and share press releases with local media outlets: Included in the \$1,500/mo as listed with D

G. Develop and assist in crisis communications as needed: Pre-crisis planning is \$180/hour; crisis hourly rate is \$400/hour

H. Develop an enrollment/recruitment marketing plan for RISE Prep Academies to increase enrollment and recruitment at all schools with a focus on RISE Prep's new Upper Academy: This would be included in the \$7,500 project fee as listed in C

**Thank you for the opportunity to provide this proposal.
We look forward to a mutually beneficial relationship with you!**

REFERENCES

NPRM does not have any recent PR or social media contracts with a school or educational organization.

Similar contracts for public relations, social media, branding and marketing planning references are as follows:

Reference: Aldersbridge Communities

ADDRESS: 40 Irving Avenue, East Providence, RI 02914

PHONE: (401) 438-4456

KEY CONTACT PERSON: Rick Gamache, Chief Executive Officer

BRIEF DESCRIPTION OF SERVICES PROVIDED: Led the rebranding of the organization from United Methodist Elder Care to Aldersbridge Communities. Handles public relations, crisis communications (COVID-19, deaths, accidents, HR issues, positive stories), branding (signage, parking lot, vehicle wraps), and social media for 7 platforms as follows: Aldersbridge, its four communities: Arbor Hill, Winslow Gardens, St. Germain, and The Loft at Linn (handled the rebranding from Linn Health & Rehabilitation to The Loft at Linn assisted living memory care); as well as its two programs: Aldersbridge Navigator and Aldersbridge Physical Therapy and Wellness Center. Handle all of the major events including the annual Gala, grand openings). Rebuilt website and continue to keep it updated.

Reference: Brown Medicine

ADDRESS: 110 Elm Street, 2nd Floor Providence, RI 02903

PHONE: (401) 865-6546

KEY CONTACT PERSON: Tammy Lederer, Chief Human Resources Officer and/or Giovanna Mercurio, Project Manager - HR/Marketing

BRIEF DESCRIPTION OF SERVICES PROVIDED: Led the rebranding of the organization from University Medicine to Brown Medicine. Handled public relations, crisis communications, branding (signage, new building), and public relations for the organization and departments. Initiated two podcasts featuring doctor interviews and handled all of the crisis PR (COVID-19 communications and HR issues). Developed and managed a major Colon Cancer Awareness event including a “Blue Light Walk” that drew media attention and the general public. Wrote and published a full-color quarterly newsletter that was also available in patient areas. Managed all major events including the opening of the building at 375 Wampanoag Trail and the new Smithfield location. Handled website home page content refresh of the content blocks on a regular basis.

Reference: CareLink RI

ADDRESS: 400 Massasoit Ave. Suite 300, East Providence, RI 02914

PHONE: (401) 490-7610

KEY CONTACT PERSON: Robyn Earley, Chief Clinical Officer

BRIEF DESCRIPTION OF SERVICES PROVIDED: Manage positive public relations for this large nonprofit organization including staff and Board announcements, crisis communications for negative Indeed reviews and other HR issues, major events such as the grand opening of their new headquarters office. Manage website updates and blog posts on a regular basis.

Why Choose NPRM?

Experience working with local media (nearly 40 years)

Accredited, highly professional/ethical public relations services

Strategic thinking and implementation of targeted tactics

Long-term relationships with clients who act as our best spokespeople

Proven strategic planning and creative skills, energy, and attention to detail

High-quality creative and professional services for clients within reasonable working budgets



Company Overview

Newberry Public Relations & Marketing, Inc. is a full-service public relations, marketing, advertising, business consulting, and strategic planning firm.

Tagline: “Making It Happen”
Year Founded: 1997
Type: S-Corporation
Owner: **Elisabeth (Betty) Galligan, APR**, President
Team: **Candace Brooks-Cafarella**, Creative Production Manager
Steve Laxton, Account Executive
Cecilia Cooper, Public Relations/Marketing Specialist
Sharon Johnson, Administrative/Office Manager

Sub-contractors and vendors hired when needed
Highly rated college intern program in place year-round

NPRM is a Certified Women-Owned Business Enterprise by the State of Rhode Island Office of Diversity, Equity & Opportunity

Memberships: Public Relations Society of America; The Counselor's Academy of PRSA; East Providence Area Chamber of Commerce; Association of Marketing Professionals-Rhode Island; RI CEO Council

Coversheet

Q1 Budget to Actuals

Section:	IV. Finance Committee Update
Item:	A. Q1 Budget to Actuals
Purpose:	Discuss
Submitted by:	
Related Material:	Budget to Actuals 2023-24.pdf

	2024 Budget	Actuals through 06/30/2024	Surplus (Deficit)	Comments
State Share	5,593,727	5,623,585	29,858	Includes MLL Categorical
Local Share	1,550,551	1,627,437	76,886	
MLL Categorical	29,924		(29,924)	
<i>Total State and Local Tuition</i>	<i>7,174,202</i>	<i>7,251,022</i>	76,820	
Title I	299,680	264,009	(35,671)	
Title II	30,820	-	(30,820)	
Title IV	29,216	31,661	2,445	
IDEA Preschool	1,078	2,767	1,689	
IDEA	167,819	159,807	(8,013)	
ARP IDEA	-	-	-	
ARP Preschool	-	-	-	
Charter Support Initiative	400,000	375,174	(24,826)	Actual award was less than promised
Charter School Start Up	364,900	343,406	(21,494)	
Implementation	395,804		(395,804)	
ESSER II	-	-	-	
ESSER III	-	549,323	549,323	Final Application was approved- these are mostly prior year expenses
<i>Total Federal Programs</i>	<i>\$ 1,689,318</i>	<i>\$ 1,726,146</i>	36,828	
Contributions and Donations	200,000	202,532	2,532	
Non-Cash Donations	-	-	-	
Other Grants	-	-	-	
In Kind Contributions - Rent	-	-	-	
Restricted Grants-Intermediate Sources	559,179	-	(559,179)	
<i>Total Development Revenue</i>	<i>\$ 759,179</i>	<i>\$ 202,532</i>	<i>(556,647)</i>	
Earnings on Investments	-	7,322	7,322	
Other Fees	-	-	-	
Refund of Prior Year Expenditures	-	29,697	29,697	Payback of signing bonus from team member who left
Housing Reimbursement	379,329	1,917,574	1,538,245	
Miscellaneous	-	370	370	
<i>Total Other Revenue</i>	<i>\$ 379,329</i>	<i>\$ 1,954,963</i>	1,575,634	
<i>Total Revenue</i>	<i>\$ 10,002,028</i>	<i>\$ 11,134,662</i>	1,132,635	
			-	
			-	
School Salaries	4,115,244	3,845,021	(270,223)	Staffing changes, parental leaves
LEA Salaries	505,872	484,866	(21,006)	
<i>Total Salary</i>	<i>\$ 4,621,116</i>	<i>\$ 4,329,886</i>	<i>(291,230)</i>	Staffing changes, parental leaves
Bonuses	-	-	-	
After School	10,000	32,877	22,877	Additional sports
Vacation Day Buy Back	39,300	29,600	(9,700)	
Summer School Stipend	20,940	17,315	(3,625)	
Tuition Reimbursement	8,000	12,788	4,788	
<i>Total Program Incentives</i>	<i>\$ 78,240</i>	<i>\$ 92,580</i>	14,340	Staffing changes
Health Premiums	471,241	461,779	(9,462)	
Dependent Care Benefit	60,000	55,690	(4,310)	
Vision	1,816	5,564	3,748	
Life Insurance	7,034	7,604	570	
Dental Premiums	17,854	21,582	3,728	
FICA	297,193	274,026	(23,167)	
Medicare	69,463	63,699	(5,765)	
Retirement Contributions	127,942	130,198	2,256	
Unemployment	50,688	57,113	6,425	
Worker's Comp	11,946	11,557	(389)	
<i>Total Fringe Benefits</i>	<i>\$ 1,115,177</i>	<i>\$ 1,088,811</i>	<i>(26,366)</i>	Scales with staffing

	2024 Budget	Actuals through 06/30/2024	Surplus (Deficit)	Comments
Professional Development-School	-	-	-	
Professional Development and Training Services	138,483	113,756	(24,728)	
Curriculum Development	-	-	-	
Conferences / Workshops	6,370	450	(5,920)	
Employee Travel - Non-Teachers	10,000	2,588	(7,412)	
Employee Travel - Teachers	2,000	-	(2,000)	
Travel-Other	-	-	-	
<i>Total Professional Development Expenses</i>	<i>\$ 156,853</i>	<i>\$ 116,794</i>	<i>(40,059)</i>	
Administrative Support	-	-	-	
Speech Therapists	-	57,417	57,417	SLP went on Parental Leave
Occupational Therapists	-	-	-	
Physical Therapists	4,718	5,355	638	
Evaluations	5,300	27,252	21,952	
Consultants, Special Education Services	20,000	2,100	(17,900)	
Supplies	3,500	2,355	(1,145)	
<i>Total Special Education Expenses</i>	<i>\$ 33,518</i>	<i>\$ 94,478</i>	<i>60,961</i>	
Physicians	1,200	1,185	(15)	
Contracted Nursing Services	3,433	605	(2,828)	
<i>Total Student Medical Expenses</i>	<i>\$ 4,633</i>	<i>\$ 1,790</i>	<i>(2,843)</i>	
Interpreters/Translators	3,000	1,288	(1,712)	
Auditing/Actuarial Services	12,800	53,950	41,150	PPA's ERC Service Fee is \$37,500--not owed until IRS disburses payment
Other Services	32,640	32,890	250	
Legal Services	51,000	58,053	7,053	
Medicaid Claims Provider	-	-	-	
Data Processing Services	51,572	52,242	671	
Other Charges	-	3,569	3,569	
<i>Total Business Services Expenses</i>	<i>\$ 151,012</i>	<i>\$ 201,991</i>	<i>50,979</i>	
Shipping and Postage	6,007	962	(5,045)	
Catering	24,400	20,963	(3,437)	
Telephone	1,500	1,152	(348)	
Wireless Communications	-	9,600	9,600	Decided to keep a few phones
Internet Connectivity	8,694	10,439	1,745	
Custodial Supplies	20,000	20,426	426	
Rental of Equipment and Vehicles	39,228	10,813	(28,415)	Copiers are considered differently now
Transportation Contractors	290,365	309,558	19,192	Sports transportation
Student Accident Insurance	-	650	650	
Errors & Omissions Ins (Dir & Officers)	5,601	5,826	225	
Advertising Costs	12,360	13,325	965	
Printing	18,400	6,383	(12,017)	
Office Supplies	34,000	8,462	(25,538)	We consistently overbudget in this area
Food Service Contractors	6,000	15,729	9,729	
<i>Total Building and Office Expenses</i>	<i>\$ 466,555</i>	<i>\$ 434,289</i>	<i>(32,266)</i>	
Document Copying	10,561	12,537	1,976	
General Supplies and Materials	195,678	135,065	(60,613)	We consistently overbudget in this area
Uniform/Wearing Apparel Supplies	9,520	13,754	4,234	
Other Technical Services--Classroom software	64,825	82,091	17,267	
Medical Supplies	5,100	3,367	(1,733)	
Honors/Awards Supplies	1,800	9,360	7,560	
Textbooks	6,260	16,375	10,115	
Library Books	16,928	2,320	(14,608)	We consistently overbudget in this area
Reference Books	600	1,023	423	
Subscriptions and Periodicals	-	36	36	
<i>Total Instructional Expenses</i>	<i>\$ 311,271</i>	<i>\$ 275,929</i>	<i>(35,342)</i>	

	2024 Budget	Actuals through 06/30/2024	Surplus (Deficit)	Comments
Other Dues and Fees	20,000	12,176	(7,824)	Field trips were less than expected
Officiating Fees	1,000	-	(1,000)	
Bank Fees	300	482	182	
License & Permit Fees	-	200	200	
Other Miscellaneous Expenses	-	1	1	
<i>Total Other Expenses</i>	<i>\$ 21,300</i>	<i>\$ 12,859</i>	<i>(8,441)</i>	
Renting Land and Buildings	69,975	7,626	(62,349)	Leases are considered differently
Water	1,000	1,194	194	
Sewage/Cesspool	480	421	(59)	
Other Purchased Property Services	-	-	-	
Alarm and Fire Safety Services	2,472	11,097	8,625	
Moving	16,310	13,471	(2,839)	
Inspections	433	3,361	2,929	
Natural Gas	13,708	11,408	(2,300)	
Electricity	81,030	96,831	15,801	Underestimated power usage
Building Improvements	-	-	-	
Landscaping	4,500	5,039	539	
Elevator maintenance	4,120	25,355	21,235	
Roof maintenance	-	-	-	
Rubbish Disposal Services	17,034	16,092	(942)	
Snow Plowing Services	9,000	9,360	360	
Custodial Services	121,490	138,000	16,510	
Rodent and Pest Control Services	2,000	1,500	(500)	
Property and Liability Insurance	53,966	38,124	(15,842)	
Electrical Service maintenance and repairs	12,000	3,331	(8,669)	
HVAC Service Contract	9,470	22,006	12,536	
Plumbing Service Contract	5,150	195	(4,955)	
<i>Total Occupancy Costs</i>	<i>\$ 425,137</i>	<i>\$ 404,413</i>	<i>(20,725)</i>	
Software	-	-	-	
Other Technical Services	79,521	94,387	14,867	
Technology Services	26,800	26,495	(305)	
Computers	326,942	191,247	(135,695)	We didn't get one of the grants, so we didn't buy the computers
Equipment	110,958	103,292	(7,666)	
Furniture and Fixtures	288,188	166,558	(121,630)	
<i>Total Furniture, Fixtures, and Equipment Expenses</i>	<i>\$ 832,409</i>	<i>\$ 581,980</i>	<i>(250,428)</i>	We didn't get one of the grants, so we didn't buy the furniture
Contingency	\$ -	-	-	
Total Operating Expenses	\$ 8,217,220	\$ 7,635,800	(581,420)	
Earnings before Interest and Depreciation	\$ 1,784,808	\$ 3,498,863	1,714,055	
Interest	599,390	398,662	(200,728)	Gym loan closed later than planned
Net Operating Cash Flow	\$ 1,185,418	\$ 3,100,201	1,914,783	
Depreciation: Software	-	-	-	
Depreciation: Hardware	-	-	-	
Depreciation: Equipment	9,260	-	(9,260)	
Depreciation: Furniture and Fixtures	-	-	-	
Depreciation: Building	398,361	97,343	(301,018)	
<i>Total Depreciation Expense</i>	<i>\$ 407,621</i>	<i>\$ 97,343</i>	<i>(310,278)</i>	Haven't calculated it yet.
Net Income or Loss	\$ 777,797	\$ 3,002,858	2,225,060	
Principal Payments	1,005,307	2,428,532	1,423,225	Housing aid pass through
Professional Fees	-	-	-	
Building Purchase	-	-	-	
School and District Construction	80,000	-	(80,000)	
Capital Equipment	-	-	-	
<i>Total Capital Investments</i>	<i>\$ 1,085,307</i>	<i>\$ 2,428,532</i>	1,343,225	
Net Cash Flow	\$ 100,111	\$ 671,669	571,558	

	2024 Budget	Actuals through 06/30/2024	Surplus (Defecit)	Comments
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Metric	2024 Budget	Actual through 06/30/2024
Debt Service Coverage Ratio	1.1	1.2
Current Ratio		3.6
Days Cash	45.54533436	43.0
Total Margin	0.08	0.27
Aggregate 3 Year Margin		
Debt to Asset Ratio		0.47