



MEMORANDUM

Date: June 14, 2023

To: Julie Colombero, California Connections Academy

From: Headstand Group

Re: PR Proposal/Budget Tiers

The following memo outlines Headstand's strategic recommendations to increase brand awareness and recognition across several tiered approaches and budget levels.

An immediate priority (across all tiers) will be to review and refresh the narrative and key messages, identify storytelling moments throughout the year and continue to identify and employ students, teachers and school leaders to help tell the organization's story. From there, we will focus on communicating these messages through a variety of proactive tactics outlined below.

PR Goals

- Increase brand awareness and recognition with target audiences
- Bolster the reputation of the organization and key leadership amongst target audiences
- Effectively manage the school's name change to maintain its established credibility

Strategies

- Create/refine a narrative and set of key messages to position California Online Public Schools as an empowering, effective and unique alternative to traditional schools
- Leverage key moments in time and employ proactive media outreach to introduce California Online Public Schools to relevant education, lifestyle and local metro reporters
- Augment storytelling efforts and highlight California Online Public Schools successes with an ongoing "case studies" program where we spotlight student and teacher stories
- Develop a reputation management program and thought leadership campaign for Dr. Richard Savage
- Craft and deploy a content campaign in which we collaborate on content/asset development for various social platforms

Budget Tiers

Tier One

- Earned Media Relations
 - Focus on key moments during the calendar year that will enable proactive storytelling moments, including:
 - Back to School season
 - Name Change
 - 20-year Anniversary
 - Open Enrollment
 - Graduation
 - Take advantage of other interesting moments or student milestones that occur during the course of the school year, including:
 - Holidays
 - Field trips
 - School club and team accomplishments on a case-by-case basis
 - When there are no key moments, build and deploy a bank of case studies to highlight the student successes and through proactive media relations

Budget: \$10,000/month

Tier Two

- All activities from Tier one are included
- Reputation Management
 - Thought Leadership
 - Headstand will create a thought leadership campaign for Dr. Richard Savage in which we help create and communicate his vision for the school and the “industry” of online learning
 - We will bring this campaign to life through:
 - Speaking engagements
 - Byline development
 - Media interviews
 - Awards
 - Headstand will develop a strategic awards and recognition platform to enable the school, the administration, teachers and students to be recognized for their achievements
 - From a tactical standpoint, Headstand will draft and submit award submissions for the school and top administrators and offer strategic oversight for student and teacher submissions

Budget: \$15,000/month

Tier Three

- All activities from Tiers One & Two are included
- Content & Social Program
 - Headstand will develop a content program for use on social platforms
 - Tactical considerations, include:
 - Calendar development
 - Identify dates for content development
 - Content creation
 - Headstand will assist in developing content mapped to the content calendar
 - Influencer identification
 - Headstand will identify key influencers with whom to engage

Budget: \$18,000/month

Included in All Budget Tiers

- Narrative and message refinement
 - Given some of the exciting news to come, Headstand will conduct a narrative and messaging development workshop to extract unique insights, trends and cutting-edge narratives that will serve as the crux of our storytelling efforts
 - Headstand will create a refreshed messaging matrix and ensure key audiences can clearly understand California Online Public Schools' unique offerings
- Measurement
 - During our onboarding, we will work with you to create measurable KPIs in line with your broader goals
 - At the end of any media engagement, we will provide coverage totals, media highlights and an analysis of what worked well and what we can improve upon next time
- Account Management
 - Standing monthly calls will provide us the opportunity to keep you apprised of our key activities and priority initiatives for the week. It will also offer the chance for you to share any new and/or relevant information from your side that supports PR initiatives
 - At the end of each month, you will receive a monthly report that recaps PR activity. As we onboard, we will work with you to determine the best format for these reports based on how they will be used internally