



NEW HAVEN PUBLIC SCHOOLS
AGREEMENT COVER SHEET

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Please Type

Contractor full name: Janice Christopher Agency

Doing Business As, if applicable: Marketing Firm

Business Address: 943 Grand Avenue, New Haven, CT 06511

Business Phone: 203-903-1070

Business email: support@janicechristopher.com or janice@janicechristopher.com

SS# OR Tax ID #: 044-38-3642

Funding Source & Acct # including location code: 2704-33-02-56697

Principal or Supervisor: Robert McCain

Agreement Effective Dates: December 14, 2020

Hourly rate or per session rate or per day rate: Varies

Total amount: \$10,000

Description of Service: Please provide a one or two sentence description of the service. *Please do not write "see attached."*

The service is to re-brand and re-market Barnard School as an Environmental and Robotics STEM school by helping to create a marketing strategy as we create a new Operations Plan, using Reputation Management Applications to suppress in old internet information and replace it with a positive presence, create digital ads and create scripts to market various social media outlets.

Submitted by: Robert McCain Phone: 475-220-3510



NEW HAVEN PUBLIC SCHOOLS

Memorandum

To: New Haven Board of Education Finance and Operations Committee
From: Robert McCain
Date: December 7, 2020
Re: The Janice Christopher Agency

Please **answer all questions and attach any required documentation as indicated below.** Please have someone **ready to discuss** the details of each question during the Finance & Operations meeting or this proposal might not be advanced for consideration by the full Board of Education.

1. **Contractor Name:** Janice Christopher Agency
2. **Description of Service:** The service is to re-brand and re-market Barnard School as an Environmental and Robotics STEM school by helping to create a marketing strategy as we create a new Operations Plan, using Reputation Management Applications to suppress in old internet information and replace it with a positive presence, create digital ads and create scripts to market various social media outlets.
3. **Amount of Agreement and hourly or session cost:** \$10,000 for one year service
4. **Funding Source and account number:** 2704-33-02-56697
5. **Continuation/renewal or new Agreement?**
 - a. **If continuation/renewal, has the cost increased? If yes, by how much?**
 - New Agreement
 - b. **What would an alternative contractor cost:**
 - The same amount of money but services would be less based on interviews and past experiences
 - c. **If this is a continuation, when was the last time alternative quotes were requested?**
 - New Agreement
 - d. **For new or continuation: is this a service existing staff could provide. If no, why not?**
 - NA
6. **Type of Service:**
 - a. Professional Development? - No

- i. If this is a professional development program, can the service be provided by existing staff? If no, why not?
- b. After School or Extended Hours Program? – No
- c. School Readiness or Head Start Programs? – No
- d. Other: (Please describe) – Marketing and re-branding strategies for Barnard.

7. Contractor Classification:

1. Is the Contractor a Minority or Women-Owned Business?

- ☐ Women-Owned Business

b. Is the Contractor Local?

- ☐ Yes

c. Is the Contractor a Not-for-Profit Organization? If yes, is it local or national?

- ☐ No

d. Is the Contractor a public corporation?

- ☐ No

e. Is this a renewal/continuation Agreement or a new service?

- ☐ New Service

f. If it is a renewal/continuation has cost increased? If yes, by how much?

- ☐ N/A

Will the output of this Agreement contribute to building internal capabilities? If yes, please explain:

Marketing Agency will be working together with school staff to manage reputation and social media presence and engagement. Members of the school team involved in the marketing process will develop skills in both of these areas and will be able to use these skills to benefit the marketing of the school even after the contract is completed.

8. Contractor Selection:

What specific skill set does this contractor bring to the project? If a new contractor, please attach a copy of the contractor's resume.

- We are looking to someone with a good reputation and wants to make a difference for the school. They need to understand concepts such as geofencing, video production, TV/Radio connections and time slots, brochures and marketing advertising. Ultimately, they have to care and be flexible.

How was the Contractor selected? Quotes, RFP/RFQ, Sealed Bid or Sole Source?

- I researched marketing firms from New Haven and contacted them. I asked a series of questions to determine flexibility with working with a school and a website review of their company

Please describe the selection process including other sources considered and the rationale for selecting this Contractor:

- The marketing firm has to have experience and an understanding of what the school is trying to do. They need to be flexible and strategic in their approach to help us

9. Evidence of Effectiveness & Evaluation

What specific need will this contractor address and how will the contractor's performance be measured and monitored to ensure that the need is met?

- By the number and percentage of increased applications to the school
- By the number of family shadow visits during the school day
- By the number of families attending Open Houses
- By improving the reputation of the school by acquiring positive reviews on Google and potentially other review sites

If this is a renewal/continuation service attach a copy of the evaluation or archival data that demonstrates effectiveness.

- NA

How is this service aligned to the District Continuous Improvement Plan?

"New Haven Public Schools is committed to ensuring all students are engaged in their learning. The School Choice Program supports students' educational success by offering a diverse set of schools with unique themes and programming designed to engage students' interest. The program is open to students in grades PK3 - 12. Through an application process, families have the opportunity to select schools that match their child's academic interests. Annually this application is available to students

entering grades PK3 – 12. The application is available in both English and Spanish, is available online and typically opens in February”.

10. **Why do you believe this Agreement is fiscally sound?**

- I have working with marketing companies for the past 7 years at CREC to market schools. The price is very reasonable for the amount of service we would receive based on past experiences.

11. **What are the implications of not approving this Agreement?**

- I believe we will continue to have difficulty attracting students to New Haven Public Schools and to Barnard. This not only helps recruit families (suburban and New Haven) but it raises the level of expectations with the teaching staff.

Rev: 8/10/2020



NEW HAVEN PUBLIC SCHOOLS

AGREEMENT
By And Between
The New Haven Board of Education
AND

The Janice Christopher Agency

FOR DEPARTMENT/PROGRAM:

Barnard Environmental Magnet School

This Agreement entered into on the 1st day of December 2020, effective (*no sooner than the day after Board of Education Approval*), the 14th day of December, 2020, by and between the New Haven Board of Education (herein referred to as the “Board” and Janice Christopher Agency located at 943 Grand Ave in New Haven (herein referred to as the “Contractor”).

Compensation: The Board shall pay the contractor for satisfactory performance of services required in the amount of \$10,000.

The maximum amount the contractor should be paid under this agreement: Ten Thousand dollars (\$10,000). Compensation will be made upon submission of an itemized invoice which includes a detailed description of work performed and date of service.

Fiscal support for this Agreement shall be by **Barnard Environmental School Inter-district Magnet Grant** of the New Haven Board of Education, **Account Number:** 2704-33-56697
Location Code: 0002.

This agreement shall remain in effect from December 14, 2020 to June 30, 2021.

SCOPE OF SERVICE: *Please provide brief summary of service to be provided.*

The service is to re-brand and market Barnard Magnet as an Environmental and Robotics STEM school by helping to create a marketing strategy as we complete a new State required Plan of Operation. This strategy will include a positive digital presence, creation digital ads and scripts to market on various social media outlets.

Exhibit A: Scope of Service: Please attach contractor's detailed Scope of Service on contractor letterhead with all costs for services including travel and supplies, if applicable.

Exhibit B: Student Data and Privacy Agreement: Attached

APPROVAL: This Agreement must be approved by the New Haven Board of Education *prior to service start date*. Contractors may begin service no sooner than the day after Board of Education approval.

HOLD HARMLESS: The Contractor shall insure and/or indemnify the Board and its members, employees and agents against all claims, suits, and expenses, including reasonable attorney's fees, in connection with loss of life, bodily injury or property damage arising from any neglect act or omission of the Contractor or its employees or agents. Further, the Contractor covenants and agrees that it shall hold the Board and its members, employees and agents harmless against any and all claims, suits judgments of any description whatsoever caused by the Contractor' breach of this agreement or based upon the conduct of the Contractor, or its agents or its employees or arising out of in connection with their activities under this agreement.

TERMINATION: The Board may cancel this agreement for any reason upon thirty (30) days' written notice sent to the Contractor by certified U.S. mail, return receipt requested; provided however, that the Board shall be responsible to the Contractor for all services rendered by the Contractor through the last day of thirty (30) day notice period, as long as the Agreement was approved by the Board prior to the start date of service.



Contractor Signature

President
New Haven Board of Education

11/24/2020

Date

Date

Janice Christopher, CEO

Contractor Printed Name & Title

Revised: 11/27/19



NEW HAVEN PUBLIC SCHOOLS

EXHIBIT B

**STUDENT DATA PRIVACY AGREEMENT
SPECIAL TERMS AND CONDITIONS**

For the purposes of this Exhibit B "directory information," "de-identified student information," "school purposes," "student information," "student records," "student-generated content," and "targeted advertising" shall be as defined by Conn. Gen. Stat. §10-234aa.

1. All student records, student information, and student-generated content (collectively, "student data") provided or accessed pursuant this Agreement or any other services agreement between the Parties are not the property of, or under the control of, the Contractor.
2. The Board shall have access to and the ability to delete student data in the possession of the Contractor except in instances where such data is (A) otherwise prohibited from deletion or required to be retained under state or federal law, or (B) stored as a copy as part of a disaster recovery storage system and that is (i) inaccessible to the public, and (ii) unable to be used in the normal course of business by the Contractor. The Board may request the deletion of any such student information, student records or student-generated content if such copy has been used by the operator to repopulate accessible data following a disaster recovery. The Board may request the deletion of student data by the contractor within two (2) business days of receiving such a request and provide to the Board confirmation via electronic mail that the student data has been deleted in accordance with the request, the date of its deletion, and the manner in which it has been deleted. The confirmation shall contain a written assurance from the Contractor that proper disposal of the data has occurred in order to prevent the unauthorized access or use of student data and that deletion has occurred in accordance with industry standards/practices/protocols.
3. The Contractor shall not use student data for any purposes other than those authorized pursuant to this Agreement.
4. A student, parent or legal guardian of a student may review personally identifiable information contained in student data and correct any erroneous information, if any, in such student data. If the Contractor receives a request to review student data in the Contractor's possession directly from a student, parent, or guardian, the Contractor agrees to refer that individual to the Board and to notify the Board within two (2) business days of receiving such a request. The Contractor agrees to work cooperatively with the Board to permit a student, parent, or guardian to review personally identifiable information in student data that has been shared with the Contractor, and correct any erroneous information therein.

5. The Contractor shall take actions designed to ensure the security and confidentiality of student data.
6. The Contractor will notify the Board, in accordance with Conn. Gen. Stat. § 10-234dd, when there has been an unauthorized release, disclosure or acquisition of student data. Such notification will include the following steps:

Upon discovery by the Contractor of a breach of student data, the Contractor shall conduct an investigation and restore the integrity of its data systems and, without unreasonable delay, but not more than thirty (30) days after such discovery, shall provide the Board with a more detailed notice of the breach, including but not limited to the date and time of the breach; name(s) of the student(s) whose student data was released, disclosed or acquired; nature of and extent of the breach; and measures taken to ensure that such a breach does not occur in the future.

7. Student data shall not be retained or available to the Contractor upon expiration of the contract between the Contractor and Board, except a student, parent or legal guardian of a student may choose independently to establish or maintain an electronic account with the Contractor after the expiration of such contract for the purpose of storing student-generated content.
8. The Contractor and Board shall each ensure their own compliance with the Family Educational Rights and Privacy Act of 1974, 20 U.S.C. § 1232g, as amended from time to time.
9. The Contractor acknowledges and agrees to comply with the above and all other applicable aspects of Connecticut's Student Data Privacy law according to Connecticut General Statutes §§ 10-234aa through 10-234dd.
10. The Parties agree that this Agreement controls over any inconsistent terms or conditions contained within any other agreement entered into by the Parties concerning student data.



THE
JANICECHRISTOPHER
AGENCY

Barnard Magnet School_Marketing Services

Robert McCain

rmccain@nhboe.net

Reference: 20201109-140456602

Prepared: November 9, 2020

Expires: December 9, 2020

Prepared by: The Janice Christopher
Agency

Janice Christopher, CEO

support@janicechristopher.com

203-903-1070

Comments from The Janice Christopher Agency

Feel free to call us to discuss this proposal. 203-903-1070

Products & Services

| Item & Description | Quantity | Unit Price | Total |
|--|----------|-------------------|-------------------|
| Marketing Consultation (1 Hour) One hour of monthly consulting services with the founder of our agency, Janice Christopher. Comprehensive strategic planning sessions focusing on promoting your business brand (marketing calendar, special projects, budgeting). Project communications liaison with strategic media partners - print & digital. Opportunities for executive coaching. Each month, it is your (the "Client") responsibility to schedule your time with your account manager. We will remind you as to when you should do so. Consulting time does not carry over to the next month - you must use the time or lose it permanently. | 1 | \$1,550.00 / year | \$1,550.00 / year |
| Listing Sync Pro* (Annual) Listing Sync gives you one place to create and sustain accurate business listings across an established network of listing sites. Generate and fix business listings with one | 1 | \$900.00 / year | \$900.00 / year |

click:

Build a presence on an established network of over 60 search engines, social networks, business directories, and more!

Make unlimited updates from one place:

With Listing Sync, you have the power to manage all of your business information from a single dashboard. Give your customers the guarantee they will always see the most up-to-date information when they search for your business.

Protect listings from changes by third parties:

Competitors, data aggregators, and other third parties can manipulate your business listings without warning. Listing Sync gives you peace of mind by automatically re-establishing the accurate data if anything changes.

Listing Distribution (Annual)

1

\$250.00 / year

\$250.00 / year

Improve listing consistency across more than 300 sites.

Listing Distribution submits your business listing to the four major data providers: Factual, Foursquare, Infogroup, and Neustar (Localeze).

Together, these data providers are referenced by over 300 online listing directories.

Optimize your listings for three factors that impact local search rank: the number of online citations, the popularity of sources they appear on, and the accuracy and consistency of listing information.

Simply activate your Listing Distribution, and watch as your listings improve over time.

Reputation Management Application (Monthly)

1

\$780.00 / year

\$780.00 / year

Power your online reputation!

Reputation management brings all of the factors that contribute to your business's online presence in one place, so you can take control of your online reputation.

All your reviews in one place:

Compile reviews from dozens of sites so you can easily see what's being said about your business online. Plus, use competitive benchmarking to see how you stack up to the competition

Show up where people are looking:

Improve your search rank by identifying online business listings that are inaccurate or missing from essential directories like Google, Facebook, and Bing.

Hear what's being said all over the web:
Monitor when your business is mentioned in a variety of sources, including news sites, blogs, and social networks.

You vs. the competition:
Examine how your business performs against the competition on search engines, in regards to review ratings, total reviews, and perform social comparisons.

Keyword Cloud:
Explore the top positive and negative keywords associated with reviews for your business.

Reputation Management: Customer

1

\$360.00 / year

\$360.00 / year

Voice (Monthly)*

Reach customers wherever they are!

Customer Voice gives you the flexibility to request reviews over text message or email.

Shine in local search:
Maximize the SEO benefits of positive customer experiences. Gathering authentic reviews will help you show up in search so new customers can find you.

Build a presence across the top review sites:
Make sure your business reviews show up where your customers spend the most time. Focus on collecting feedback on the review sites that impact your business.

Customizable templates for your brand:
Your feedback requests look the way you want, under your brand.

*Text Messaging requires SMS package add-on
/ Must subscribe to Reputation Management App.

Social Marketing Application (Monthly)

1

\$780.00 / year

\$780.00 / year

The easiest platform for local businesses to build their social presence and find new leads. This social solution provides businesses the ability to grow their fan base and turns online leads into raving customers, find real-time leads and share relevant content across all social channels.

Post everywhere from one place: Publish and schedule posts for all your social accounts including Facebook, Google My Business, Twitter, LinkedIn, and Google+.

Engage your followers: Connecting with your followers is simple. Respond to customers, share ready-to-post content, and build stronger social relationships with your followers.

Mobile-friendly: Use on any device, any time—this means you can post and respond in the moment, and never miss a beat.

| | | | |
|--|---|-------------------|-------------------|
| Social Posts: 1x Week with Calendar (Instagram Package) | 1 | \$3,150.00 / year | \$3,150.00 / year |
|--|---|-------------------|-------------------|

One handcrafted post per week on Facebook, Twitter, Instagram, LinkedIn and Google My Business. Includes page builds for Facebook and Twitter if your business does not have those existing social pages.

When creating social posts, our trained writers keep a balance of marketing posts – such as specials, or products and services you offer – with interesting content found online.

We will build a monthly media calendar 1 month in advance to outline the content of the posts and publish dates.

| | | | |
|--|---|-------------------|-------------------|
| Digital Ads: Native Ads (Social Media) | 1 | \$2,230.00 / year | \$2,230.00 / year |
|--|---|-------------------|-------------------|

Reach customers as they browse their social media with valuable and relevant ads created for your chosen audience! These ads appear in the newsfeed of Facebook and as an image ad on Instagram. The ads are created in real-time in order to emulate either Facebook or Instagram's layout, and correctly target the user with content they find useful and informative. Three month minimum term.

We suggest serving ads in December, January and February maximum impact.

Subtotals

| | |
|-----------------|-------------|
| Annual subtotal | \$10,000.00 |
|-----------------|-------------|

| | |
|-------|-------------|
| Total | \$10,000.00 |
|-------|-------------|

Robert McCain
rmccain@nhboe.net

Janice Christopher
janice@janicechristopher.com

Questions? Contact me



The Janice Christopher Agency
Janice Christopher, CEO
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