



NEW HAVEN PUBLIC SCHOOLS  
**AGREEMENT COVER SHEET**

**Cover Sheet is an Internal Document for Business Office Use**

**Please Type**

Contractor full name: Public Good, LLC

Doing Business As, if applicable:

Business Address: 135 Seneca Road, New Haven, CT 06515

Business Phone: 203-506-7040

Business email: laine@publicgood.design (Laine Driscoll)

Funding Source & Acct # including location code: Magnet 17-22 Central Office C/O,  
2517-6258-56694-000

Principal or Supervisor: Marquelle Middleton

Agreement Effective Dates: From 12/23/22 To 6/30/23

Hourly rate or per session rate or per day rate.

Total amount: \$25,000

- Item 1: Website-Work, \$7,450
- Item 2: Brochure Design, \$6,875
- Item 3: Billboard Ads, \$1,225
- Item 4: Bus Displays, \$1,100
- Item 5: Online Advertisements, \$1,100
- Item 6: Flyers, \$1,325
- Item 7: Postcard Mailing (Suburban Outreach), \$2,075
- Item 8: Postcard Mailing (High School), \$1,150
- Item 9: Email Blast, \$2,700

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

Public Good in collaboration with the New Haven Schools, Choice & Enrollment office will develop, design, production assistance and delivery of all the creative content for the 2023 NHPS Choice campaign.

Submitted by: Julie Litz Phone: 8-1436



NEW HAVEN PUBLIC SCHOOLS

## Memorandum

**To:** New Haven Board of Education Finance and Operations Committee  
**From:** Marquelle Middleton  
**Date:** December 20, 2022  
**Re:** Public Good Design Agreement

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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:** *Public Good Design*
2. **Description of Service:** *Public Good Design in collaboration with the New Haven Public Schools, Office of School Choice & Enrollment will develop, design and produce the delivery or all the creative content for the 2023-2024 school choice process. All work will be high quality and highlight the instructional and theme-based magnet school offerings across many New Haven Public schools.*
3. **Amount** of Agreement and hourly or session cost: *\$25,000.00*
4. **Funding Source** and account number: *Magnet 17-22 Central Office C/O, 2517-6258-56694-0000*
5. Approximate number of staff served through this program or service: *N/A*
6. Approximate number of students served through this program or service: *20,000 students' district wide (7,000+ applicants each year).*
7. **Continuation/renewal or new Agreement?**  
**Answer all questions:**
  - a. If continuation/renewal, has the cost increased? If yes, by how much? *This is a new agreement for this year however; the vendor was used previously and thus may be considered a continuation of service. There is a substantial decrease in cost from the most recent 2021 agreement as we seek to strategically target and streamline are marketing efforts.*
  - b. What would an alternative contractor cost: *N/A*
  - c. If this is a continuation, when was the last time alternative quotes were requested? *N/A*
  - d. For new or continuation: is this a service existing staff could provide. If no, why not? *New Haven Public Schools does not employ or contract with a vendor who is able to provide professional graphic design and production; in addition, the district's webmaster has been unable to address website needs; it is very important that all information be presented in a clear and user-friendly manner.*

**8. Type of Service:**

**Answer all questions:**

- a. Professional Development? *No*
  - i. If this is a professional development program, can existing staff provide the service? If no, why not? *N/A*
- b. After School or Extended Hours Program? *No*
- c. School Readiness or Head Start Programs? *No*
- d. Other: (Please describe) *This is a professional service.*

**9. Contractor Classification:**

**Answer all questions:**

- a. Is the Contractor a Minority or Women Owned Business? *Yes, Women-Owned*
- 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? *Continuation*
- f. If it is a renewal/continuation has cost increased? If yes, by how much? *This proposal for the services this year has decreased by \$8,000.00*
- g. Will the output of this Agreement contribute to building internal capabilities? If yes, please explain: *Yes, the results of this agreement will support the marketing and recruitment efforts associated with increasing overall student enrollment in New Haven Public Schools and particularly our Magnet Schools, which will increase school revenue and support to 15 Interdistrict schools. Much of the marketing and mailers will be strategically sent to families in target suburban towns to increase knowledge of our programming and offerings.*

**10. Contractor Selection: In this section, please describe the selection process, including other sources considered and the rationale for selecting the contractor. Please answer all questions:**

- a. What specific skill set does this contractor bring to the project? Please attach a copy of the contractor's resume if an individual or link to contractor website if a company: *Advertising the Choice Lottery and its process ensuring that all students throughout the district are well informed of the educational opportunities in New Haven and Suburbs; families will be able to receive all information about the enrollment process. Public Good Design will produce a quality advertisement that will enhance our marketing.*
- b. How was the Contractor selected? Quotes, RFP/RFQ, Sealed Bid or Sole Source designation from the City of New Haven Purchasing Department? *RFP*
- c. Is the contractor the lowest bidder? If no, why? Why was this contractor selected? *This vendor was one of two bids received. This vendor was the most experienced and familiar with our design and project needs. The other firm was based in Ohio and not at all familiar with the needs of the district, project scope et. The second bid received did not provide any pricing with their RFP submission to the City of New Haven.*
- d. Who were the members of the selection committee that scored bid applications? *Michele Bonnano, Marquelle Middleton*
- e. If the contractor is Sole Source, please attach a copy of the Sole Source designation letter from the City of New Haven Purchasing Department.

**11. Evidence of Effectiveness & Evaluation**

**Answer all questions**

- a. 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? *This vendor will support the marketing and recruitment efforts of the district's school choice process. The contractor will produce a quality advertisement inclusive of all graphic and digital designs for our marketing campaign. The Director of School Choice & Enrollment and the Magnet Recruitment Coordinator will monitor the vendor's progress and will ensure that all work is produced in a timely fashion and to our standards and expectation.*
  - b. If this is a **renewal/continuation service** attach a copy of the evaluation or archival data that demonstrates effectiveness. *N/A*
  - c. How is this service aligned to the District Continuous Improvement Plan? *All work under this agreement will be overseen by the Office of School Choice & Enrollment. All work conducted under this agreement directly correlates to the most recent district improvement plan as an effort to increase student diversity and provide theme-based learning opportunities for all enrolled students.*
12. Why do you believe this Agreement is fiscally sound? *This agreement is found to be fiscally sound because the vendor has been able to provide a substantive proposal for work needed that is within our limited budget availability for the fiscal year. The vendor will produce a visual marketing campaign for NHPS magnet programming to capture our educational message for our district.*
13. What are the implications of not approving this Agreement? *Should this agreement not be approved it will not allow for the district's school choice process to be advertised in major media markets and would remove the district's and Office of School Choice & Enrollment's ability to appropriately market the school choice process and creatively reach prospective students and families.*

**Rev: 8/2021**



NEW HAVEN PUBLIC SCHOOLS

**AGREEMENT**  
**By And Between**  
**The New Haven Board of Education**  
**AND**

**Public Good, LLC**

**FOR DEPARTMENT/PROGRAM:**

**Federal Magnet Schools Program**

This Agreement entered into on the 23<sup>rd</sup> day of December, 2022, effective (*no sooner than the day after Board of Education Approval*), the 23<sup>rd</sup> day of December, 2022, by and between the New Haven Board of Education (herein referred to as the “Board” and, Public Good, LLC located at, 135 Seneca Road, New Haven, CT 06515 (herein referred to as the “Contractor”).

**Compensation:** The Board shall pay the contractor for satisfactory performance of services required the amount of **\$25,000**.

- Item1: Website-Work, \$7,450
- Item2: Brochure Design, \$6,875
- Item 3: Billboard Ads, \$1,225
- Item 4: Bus Displays, \$1,100
- Item 5: Online Advertisements, \$1,100
- Item 6: Flyers, \$1,325
- Item 7: Postcard Mailing (Suburban Outreach), \$2,075
- Item 8: Postcard Mailing (High School), \$1,150
- Item 9: Email Blast, \$2,700

The maximum amount the contractor shall be paid under this agreement: Twenty-five thousand dollars (**\$25,000**). 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 **Federal Magnet Schools Program** of the New Haven Board of Education, **Account Number:** 2517-6258-56694 **Location Code:** 0000.

This agreement shall remain in effect from 12/23/22 to 6/30/23.

**SCOPE OF SERVICE:** *In the space below, please provide brief summary of service.*

Public Good in collaboration with the New Haven Public Schools Choice & Enrollment office will develop, design, production assistance and delivery of all the creative content for the 2023 NHPS Recruitment Campaign. Services consists of web and digital billboards; Office of Choice & Enrollment Flyers; Office of Choice & Enrollment Website updates; Both Suburban and High School Post Card mailings and Bus displays.

**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 Privacy - attached

**Exhibit C:** Contractor's Declaration Attesting to Compliance with Executive Order No. 13G – form must be completed by the contractor. See attached form for contractors who are working with students or staff in school or in after school programs, regardless of location.

**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's 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.

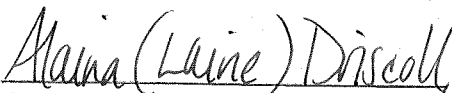
**TERMINATION:** The Board may cancel this agreement for any reason upon thirty (30) days' written notice sent to the Contractor by certified U.S. mail, return receipt requested; provided however, that the Board shall be responsible to the Contractor for all services rendered by the Contractor through 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

12/21/22  
\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Contractor Printed Name & Title  
Managing Member



**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.



# ESTIMATE

Public Good, LLC  
15 James St  
New Haven, CT 06513

laine@publicgood.design  
+1 2035067040  
www.publicgood.design



## NHPS - Office of Choice & Enrollment

### Bill to

NHPS - Office of Choice &  
Enrollment  
54 Meadow Street  
New Haven, Connecticut 06519  
United States

### Estimate details

Estimate no. : 1016  
Estimate date : 12/12/22  
Expiration date : 1/12/23

Product or service		Amount
1. Website-Work	1 unit × \$7,450.00	\$7,450.00
WEBSITE MANAGEMENT: Website refresh with new selection of photos. School pages updated with new photos, text and other information as needed. Continuation of blog functionality with training sessions as needed. Regular updates to the homepage. All videos added to the website and YouTube. Additional functionality to current site formatting evaluated and changes made as needed.		
2. Brochure Design	1 unit × \$6,875.00	\$6,875.00
CHOICE CATALOG + APPLICATION REVISION WORK: Choice Catalog revisions. Both Spanish (52-pages) and English (52-pages). Collaboration of project management with the Office of Choice and Enrollment. All schools emailed for input/approval of final draft of their information. For the Application (4-pages), update all dates and cover image. (108-pages total).		
3. Billboard Ads	1 unit × \$1,225.00	\$1,225.00
BILLBOARD ADS: Advertisements for use on I-95 digital and vinyl billboards. Up to 8-unique billboards created and emailed to provider.		
4. Bus Displays	1 unit × \$1,100.00	\$1,100.00
BUS DISPLAY ADS: King-size bus ads for advertising Open House and Application Period information on city busses. Up to 5 unique bus ads or additional ads as needed.		
5. Online Advertisements	1 unit × \$1,100.00	\$1,100.00
ONLINE ADVERTISEMENTS: Advertisements designed for online banner usage on WTNH, New Haven Register, etc websites. Advertise the Application dates with link through to website. 12 total advertisements or as needed.		
6. Flyers	1 unit × \$1,325.00	\$1,325.00
KG FLYER + HEAD START VERSION: Print-Ready and email-format flyers in full color in sizes 8.5x11. KG flyers designed for Head Start and General Public and mailed to existing PreK Head Start households. Open House flyers for incoming high school students.		
7. Postcard Mailing	1 unit × \$2,075.00	\$2,075.00
SUBURBAN OUTREACH: Postcard mailer design & mailing list purchase for advertising for suburban families to targeted households with children in the towns specified by Office of Choice & Enrollment. Previously sent to the towns of Ansonia, Branford, Milford,		

North Haven, Orange, East Haven, Hamden, West Haven, and Woodbridge. Price includes purchase of a 27,500-household single-use mailing list.

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8.	<b>Postcard Mailing</b>	1 unit × \$1,150.00	\$1,150.00
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HIGH SCHOOL OUTREACH: Postcard mailer design for new high schoolers outreach. Office of Choice & Enrollment to provide mailing list.

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9.	<b>EmailBlasts</b>	1 unit × \$2,700.00	\$2,700.00
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EMAIL BLASTS + SUBSCRIPTION SERVICE: Up to 4-email blasts per month for the duration of the campaign. Design and management of blasts via SharpSpring email service and marketing tracking.

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<b>Total</b>	<b>\$25,000.00</b>
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<b>Overdue</b>	12/1/22
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<b>Expiry date</b>	1/12/23
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NEW HAVEN PUBLIC SCHOOLS  
**AGREEMENT COVER SHEET**

**Cover Sheet is an Internal Document for Business Office Use**

**Please Type**

Contractor full name: Winston Strategic Partners, LLC.

Doing Business As, if applicable: N/A

Business Address: 262 W. Cedar Street, New Haven, CT 06854

Business Phone: 203-838-9789

Business email: [dwinston@winstonstrategicpartners.com](mailto:dwinston@winstonstrategicpartners.com)

Funding Source & Acct # including location code: Magnet 17-22 Central Office C/O  
2517-6258-56694-0000

Principal or Supervisor: Marquelle Middleton

Agreement Effective Dates: From 12/23/22 To 06/30/2023.

Hourly rate or per session rate or per day rate.

Total amount: \$80,000.00

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

Submitted by: Marquelle F. Middleton Phone: 475-220-1435



NEW HAVEN PUBLIC SCHOOLS

## Memorandum

**To:** New Haven Board of Education Finance and Operations Committee  
**From:** Marquelle Middleton  
**Date:** 12-20-2022  
**Re:** Winston Strategic Partners, LLC.

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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:** Winston Strategic Partners, LLC.
2. **Description of Service:** Media Buying Services
3. **Amount** of Agreement and hourly or session cost: \$80,000.00
4. **Funding Source** and account number: *Magnet 17-22 Central Office C/O 2517-6258-56694-0000*
5. Approximate number of staff served through this program or service: N/A
6. Approximate number of students served through this program or service: *20,000 students' district wide (7,000+ applicants each year).*
7. **Continuation/renewal or new Agreement?**  
**Answer all questions:**
  - a. If continuation/renewal, has the cost increased? If yes, by how much? *No*
  - b. What would an alternative contractor cost: N/A
  - c. If this is a continuation, when was the last time alternative quotes were requested? *No, RFP process conducted.*
  - d. For new or continuation: is this a service existing staff could provide. If no, why not? *New Haven Public Schools does not employ a media buyer or a professional with the expertise and knowledge to secure pricing for all media buys at such rates as would a professional buyer.*
8. **Type of Service:**  
**Answer all questions:**
  - 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) *No*

**9. Contractor Classification:**

**Answer all questions:**

- a. Is the Contractor a Minority or Women Owned Business? *Yes*
- b. Is the Contractor Local? *Yes, Norwalk, CT*
- 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? *No*
- f. If it is a renewal/continuation has cost increased? If yes, by how much?
- g. Will the output of this Agreement contribute to building internal capabilities? If yes, please explain: *Yes, the results of this agreement will support the marketing and recruitment efforts associated with increasing overall student enrollment in New Haven Public Schools and particularly our Magnet Schools, which will increase school revenue and support to 15 Interdistrict schools*

**10. Contractor Selection: In this section, please describe the selection process, including other sources considered and the rationale for selecting the contractor. Please answer all questions:**

- a. What specific skill set does this contractor bring to the project? Please attach a copy of the contractor's resume if an individual or link to contractor website if a company: *This contractor has experience and existing working relationships with various media related purchases for various media companies throughout Connecticut. This contract will yield cost-effective and optimal media purchases for multiple vendors in TV, radio, digital and print advertisement. Through this contract, we anticipate that the district will be provided with optimal pricing that may not be afforded to us as non-connected professional in this sector. The work outlined under this contract will support the mass distribution and outreach of the district's school choice program comprised of both New Haven residents and suburban families.*
- b. How was the Contractor selected? Quotes, RFP/RFQ, Sealed Bid or Sole Source designation from the City of New Haven Purchasing Department? *RFP*
- c. Is the contractor the lowest bidder? If no, why? Why was this contractor selected? *This was the only bid submitted to the RFP administered by the City of New Haven.*
- d. Who were the members of the selection committee that scored bid applications? *There was only one bid submitted; selection committee included Marquelle Middleton and Michele Bonanno.*
- e. If the contractor is Sole Source, please attach a copy of the Sole Source designation letter from the City of New Haven Purchasing Department.

**11. Evidence of Effectiveness & Evaluation**

**Answer all questions**

- a. 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? *This contractor will manage all media relations on behalf of the Office of School Choice & Enrollment, ensure cost-effective pricing and optimal visibility, messaging and provide a report detailing campaign effectiveness and total impressions, view-rates etc. In addition, the contractor will ensure that all media buys are executed daily in accordance with all contractual agreements.*
  - b. If this is a **renewal/continuation service** attach a copy of the evaluation or archival data that demonstrates effectiveness. *This contractor will manage all media relations on behalf of the Office of School Choice & Enrollment, ensure cost-effective pricing and optimal visibility, messaging and provide a report detailing campaign effectiveness and total impressions, view-rates etc. In addition, the contractor will ensure that all media buys are executed daily in accordance with all contractual agreements.*
  - c. How is this service aligned to the District Continuous Improvement Plan? *All work under this agreement will be overseen by the Office of School Choice & Enrollment. All work conducted under this agreement directly correlates to the most recent district improvement plan as an effort to increase student diversity and provide theme-based learning opportunities for all enrolled students.*
12. Why do you believe this Agreement is fiscally sound? *This agreement is found to be fiscally sound because the vendor has been able to provide a substantive proposal for media buys that is within our limited budget availability for the fiscal year. The vendor will secure TV, Radio and billboard buys for our visual marketing campaign for NHPS magnet programming to capture our educational message for our district.*
13. What are the implications of not approving this Agreement? Should this agreement not be approved it will not allow for the district's school choice process to be advertised in major media markets and would remove the district's and Office of School Choice & Enrollment's ability to appropriately market the school choice process and creatively reach prospective students and families.



NEW HAVEN PUBLIC SCHOOLS

## AGREEMENT

By And Between

The New Haven Board of Education  
AND

WINSTON STRATEGIC PARTNERS, LLC.

FOR DEPARTMENT/PROGRAM:

**New Haven Federal Magnet Schools Program**

This Agreement entered into on the 23<sup>rd</sup> day of December, 2022, effective (*no sooner than the day after Board of Education Approval*), the 23<sup>rd</sup> day of December, 2022, by and between the New Haven Board of Education (herein referred to as the “Board” and, Winston Strategic Partners, LLC. located at, 262 W Cedar St, Norwalk, CT 06854 (herein referred to as the “Contractor”).

**Compensation:** The Board shall pay the contractor for satisfactory performance of services in the required the amount of \$80,000.00 for multimedia advertising services that shall include radio, television, digital and print.

The maximum amount the contractor shall be paid under this agreement: Eighty thousand dollars (\$80,000). 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 **Federal Magnet 17-22 Central Office C/O Program** of the New Haven Board of Education, **Account Number:** 2517-6258-56694 **Location Code:** 0000.

This agreement shall remain in effect from 12/23/22 to 06/30/23.

**SCOPE OF SERVICE:** *In the space below, please provide brief summary of service.*

Winston Strategic Partners, LLC. will provide New Haven Public Schools the following services, including but not limited to Cable, Outdoor Posters, Radio and Digital Campaigns that will generate awareness among target audiences of New Haven’s 25 magnet schools and their academic, athletic and arts programs offered to students ages 3-16 who have free bus service in 10 specific towns.

***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 Privacy*** - attached

***Exhibit C: Contractor's Declaration Attesting to Compliance with Executive Order No. 13G*** – form must be completed by the contractor. See attached form for contractors who are working with students or staff in school or in after school programs, regardless of location.

**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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Contractor Printed Name & Title

Revised: 9-27-21





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.

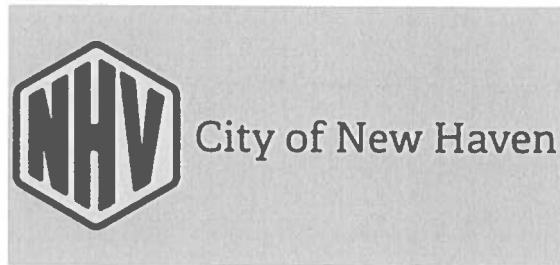
5. The Contractor shall take actions designed to ensure the security and confidentiality of student data.
6. The Contractor will notify the Board, in accordance with Conn. Gen. Stat. § 10-234dd, when there has been an unauthorized release, disclosure or acquisition of student data. Such notification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



Proposal  
for  
A Media Buyer  
RFP #2022-12-1502  
for



The City of New Haven  
New Haven Public Schools  
Office of School Choice & Enrollment

Submitted electronically via the Bonfire Portal  
December 13, 2022



ACDBE/DBE (CT, PANYNJ, RI DOT) • M/WBE (CT, MA, NYC)

[www.winstonstrategicpartners.com](http://www.winstonstrategicpartners.com)

ENGAGE | INFLUENCE | CHANGE

This Proposal is prepared solely for the use of City of New Haven personnel. No part of it may be circulated, quoted, or reproduced for distribution outside of the client organization without prior written approval.



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## Statement of Understanding

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Thank you for the opportunity to bid on this project. We have read your Request for Proposal, dated December 4, 2022, and Addendum Number One, dated December 7, 2022, and understand the following:

- The City of New Haven is seeking a vendor to secure media and advertising to highlight the range of theme-based magnet programming offered by New Haven Public Schools.
- The Response and Review Criteria for this Request for Proposal require a vendor with the following:
  - Ability and flexibility to work with the Office of School Choice & Enrollment staff to appropriately highlight the theme and strength of all academic programming and offerings
  - Professional expertise, experience, and credible history in TV, Radio, Print, and Digital Platforms.
- This engagement is a time-sensitive project, with all deliverables due in December 2022.

Our Proposal document details the scope of media buying and advertising services we offer, associated agency fees for these services, and information about our team. Don't hesitate to contact me if you have any questions.

Thank you for considering Winston Strategic Partners, LLC.



Diane Winston, Founder & CEO

December 12, 2022

## Scope of Services

The scope of media buying services we offer includes television, radio, print, out-of-home, and digital:

<b>Television</b> <ul style="list-style-type: none"><li>• National, Regional, and Local Broadcast Cable Television</li><li>• Direct-Response Television</li><li>• Online Video Networks and Portals</li><li>• Mobile Video</li></ul>	<b>Radio</b> <ul style="list-style-type: none"><li>• AM and FM</li><li>• Sirius-XM Satellite</li><li>• Pandora</li><li>• Internet Streaming Services</li><li>• Site-placed Radio</li></ul>
<b>Print</b> <ul style="list-style-type: none"><li>• National, Regional, and Local</li><li>• Newspaper</li><li>• Magazine FSI</li><li>• Remnant Print</li><li>• Consumer Media Usage Evaluation</li><li>• Circulation</li><li>• Audience Composition Evaluation</li></ul>	<b>Digital</b> <ul style="list-style-type: none"><li>• Programmatic Banner/Video Ads</li><li>• Data-Onboarding, custom audiences</li><li>• Email Marketing</li><li>• Digital Ad Networks</li><li>• Cross Media Promotions</li><li>• Online Video Networks and Portals</li><li>• Mobile Advertising</li><li>• Mobile Video</li><li>• Streaming Audio</li><li>• Connected TV – OTT</li><li>• Social Media</li><li>• SEM + Pay-per-Click</li></ul>
<b>Out-of-Home</b> <ul style="list-style-type: none"><li>• Traditional, Digital, and Mobile Billboards</li><li>• Poster Panels</li><li>• "Spectaculars"</li><li>• Urban Out-of-Home</li><li>• Airport Display + Kiosks</li><li>• Transit Bus + Commuter Rail</li><li>• Street Furniture</li><li>• Demographic Analysis of Outdoor Usage</li><li>• Demographic Analysis of Outdoor Site Locations</li></ul>	

## Our Team

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### Meet Charmaine Seavy, Your Media Buyer Professional

Our Media Buyer Professional, Charmaine Seavy, has more than 30 years of experience negotiating media buys and schedules, building critical media relationships, and ensuring promised delivery for successful media campaigns.

There's more than meets the eye when buying media. Getting the right placement and the right timing – and all without being overcharged – takes hard work, media savvy, and tough negotiation skills, which is where Charmaine Seavy comes in. She's your secret weapon and will serve as day-to-day contact between the media and your media buying requirements.

Charmaine is the one fighting in your corner for the best placements and the best prices. She's the one working late into the night and through the holiday weekends to make sure your ads are running where and when they're supposed to. She's the one checking all your invoices.

And Charmaine is the only one who can get you all the extras you didn't know you could get, like bonus spots, promotions, and interviews.

### Meet Diane Winston, Your Account Executive

Diane is our CEO and your primary contact for administrative and service questions. She is a master at translating complex and high-level business objectives into bite-sized and relevant concepts to get everybody on the same page and moving towards the same goals. With over 30 years of corporate and consulting experience, she is recognized for her ability to bring people together to meet business objectives.



We will work with you and your team to deliver a high-quality and effective media buying experience for the New Haven Public Schools - Office of School Choice & Enrollment. Charmaine will work directly with the designated New Haven Public Schools staff to fulfill all media buying requests. Diane will manage the contract administration, including invoicing, and she will serve as your primary point of contact for all contract-related matters. We welcome monthly meetings to ensure your satisfaction with the services we provide.

## Our Approach

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### Timeliness

If creative elements are provided by December 21, 2022, the following Flight Plan will be ready for placement and can start running on December 26, 2022.

**Flight Dates:** Eight-week media schedule, December 26, 2022 – February 19, 2023

**New Haven Magnet Campaign Objective:** To generate awareness among target audiences of New Haven's 25 magnet schools and their academic, athletic, and arts programs offered for students ages 3-16 who have free bus service in 10 specific towns.

**Target Audience:** Parents of children ages 3 - 16

**Geo-Targeting:** Hamden, West Haven, Woodbridge, East Haven, Milford, Orange, North Haven, Wallingford, Ansonia, Derby, and New Haven, with limited impressions

### COMCAST-ZONED CABLE, DECEMBER 26, 2022 – FEBRUARY 19, 2023, CAMPAIGN SUMMARY

No Waste Geographic Targeting: Cable zones of Branford, Seymour, New Haven

### Live Sports

- 21x College Football Holiday Bowl Package 12/26/2022 – 01/2/23
- 21x NCAA Men's & Women's UCONN Regular Season Games 12/28/2022 – 2/15/2023
- 5x NFL Games ESPN Monday Night 12/26/22 -1/7/23

### Network Line-Up / High-Frequency Network Campaign

- 18x Fixed Positions Top Shows Weekly (target W25-49)
- 37x Per Week in Cross Network Line Up... FREEFRM, FOOD, E, TLC, VH1, NICK, TOON, BRAVO, DISC, FOOD, HISTORY
- 8x Week in News Block ... MSNBC, FXNC, CNN, CNBC, HDL, TWC
- OTT Full Episodic Forced View Programs 93,750 Impressions (HH with Children in target towns)

### Added Value (\$3,200 Value)

- 50x Per Week across all networks 6a-12m Rotation = 600 Commercials

### Campaign Performance Metrics

- Average TV Commercials Per Week, Per Zone 85X
- Total 30 sec.TV Ads 3,420
- Total Reach 86%
- Total Frequency 5.5
- Total Estimated Impressions 419,466



#### OUTDOOR POSTER PANELS, DECEMBER 26, 2022 – FEBRUARY 19, 2023, CAMPAIGN SUMMARY

- 5 Cherry Picked Posters for 8 Weeks
- PLUS 1 additional space available poster placed within a target town
- GRAND TOTAL placed posters = 6
- Grand Total Impression: 3,645,544
- Cost includes production

#### IHEART CT RADIO - NEW HAVEN DECEMBER 26, 2022 – FEBRUARY 19, 2023, CAMPAIGN SUMMARY

##### **WKCI FM 8 weeks Flight December 26, 2022 – February 19, 2023**

- 800 total commercials on WKCI
- 400 :30 sec. on-air and 400 30 sec. no charge online streaming
- 5x extra per week :05 recorded adlets on WKCI FM no charge WKCI – HD2, THE BEAT 8 weeks Flight Dec.26, 2022 – February 19, 2023
- THE BEAT/Hip Hop R & B, all spots at No Charge Bonus
- 52 :30 sec. on-air and 52 :30 sec. no charge online streaming
- IHEART NEW HAVEN Additional Added Value
- Community Access Interview on all 11 iHeartMedia stations
- 2 Community Access interviews with Renee DiNino airing on all 11 IHEART CT stations WAVZ, WELI AM & FM, WHCN, WKCI, WKCI-2 THE BEAT, WKSS FM, WPOP AM & FM, WUCS, WWYZ. An average interview will range from 7-10 minutes and is pre-recorded in advance. These will also be posted on the iHeartRadio app and iHeart Communities page and can be shared on social media.
- All production services included

##### **IHEART Campaign Summary**

- 2 interviews, 7-10 minutes run on all 11 Iheart Radio Stations in CT
- Total Commercials = 904
- 452 :30 sec. on-air and 452 :30 sec. no charge online streaming
- Total Gross Impressions A25-54 = 306 ,000
- Total Reach 32%
- Total Frequency 4.5

#### BOMBA NEW HAVEN SPANISH RADIO DECEMBER 26, 2022 – FEBRUARY 19, CAMPAIGN SUMMARY

- Added Value 2 Interviews
- BOMBA Campaign Summary
- Total Commercials = 296
- Total Gross Impressions A25-44 = 94,800

**DIGITAL & SOCIAL MEDIA, DECEMBER 26, 2022 – FEBRUARY 19, CAMPAIGN SUMMARY**

**GRAND TOTAL IMPRESSIONS = 1,377,000**

- Behavioral, & Contextual Banner Ads served in 10 sizes = 882,000 guaranteed impressions
- Programmatic Digital Video 245,000 guaranteed impressions
- ConnectedTV, OTT 75,000 guaranteed impressions
- Audio/radio spot targeted digitally 100,000 impressions
- SOCIAL MEDIA estimated 75,000 impressions

## Professional Expertise

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Charmaine L. Seavy, CV MEDIA, INC.  
18 Quarry Road, Simsbury, CT 06070  
[www.cvmediainc.com](http://www.cvmediainc.com)

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CV MEDIA, INC. provides strategic media planning combined with the development of marketing plans, tough negotiating skills, and the ability to give interviews, promotions, and "added value" dollars from the media while delivering a complete package of services. Experience in strategic planning and negotiating paid and added value campaigns while building critical media relationships and ensuring promised delivery for successful media campaigns.

There's more than meets the eye when working with the media. Getting the right placement and the right timing—and all without being overcharged—takes hard work, media savvy, and tough negotiation skills. CV MEDIA, INC. is your secret weapon, fighting in your corner for the best placements, interviews, and added value no charge extras. Over 30 years of expertise make a world of difference in making your strategic advertising campaigns hit your marketing goals.

CV MEDIA, INC. is an S Corp and has experience working on national, regional and local consumer, not-for-profit, political, institutional, and business-to-business accounts. Experience working with all media types while building critical media relationships that help clients meet their goals. Consistently achieving promised delivery for successful media campaigns while at the same time fulfilling higher media impact and delivering significant added value opportunities is what we do daily!

### RELEVANT EXPERIENCE

- President, CV MEDIA, INC., Simsbury, CT (incorporated 1996)
- Media Director, DECKER RICKARD, Glastonbury, CT
- Media Director, KATZ & ASSOC., St. Louis, MO
- Senior Media Buyer, Batz-Hodgson-Neuwoehner, St. Louis, MO
- EDUCATION:
- Graduated with Honors, Drake University, B.A., Journalism, Major - Advertising

### AFFILIATIONS

- ADVERTISING CLUB OF CT - Past President, Membership Director, and Board of Directors
- ADVERTISING CLUB OF ST. LOUIS, President Lamplighters (under 30) and Board of Directors
- Senior Executive Women's Network 2014 – Present, Sponsor and Executive Committee Member
- Simsbury Chamber of Commerce Member
- Avon Chamber of Commerce Member
- Simsbury Tourism Committee 2013 – 2020
- Simsbury Economic Development Commission 2019 – Present

## Services

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### Television:

- National, regional, and local broadcast
- Cable TV, geographic/demographic targeting
- Online video networks and portals

### Radio:

- AM + FM radio
- SiriusXM satellite radio
- Internet streaming services
- Targeted audio in-app

### Print:

- National, regional, and local
- Newspaper/magazine
- Circulation, audience composition evaluation

### Out-Of-Home:

- Traditional/digital billboards + poster panels
- Mobile Billboards
- "Spectacular"
- Urban out-of-home
- Airport/mall displays + kiosks
- Transit – bus + commuter rail
- Street furniture
- Demographic analysis of outdoor usage
- Demographic analysis of outdoor site locations

### Digital:

- Retargeting + geo-fencing
- Programmatic banner/video ads
- B2B audience targeting
- Data onboarding, custom audience
- Streaming audio
- Email marketing
- ConnectedTV – OTT
- Social media
- SEM + pay-per-click (PPC)

**EDUCATIONAL ACCOUNTS:**

- New Haven Public Schools – Schools Choice & Enrollment
- Teach.org
- East Catholic High School
- Northwest Catholic High School
- Sacred Heart Academy
- St. Joseph University
- Families for Excellent Schools

**NOT-FOR-PROFIT:**

- Hartford Foundation for Public Giving
- Fairfield County's Community Foundation
- Gifts of Love
- Nonprofit Alliance
- Community Renewal Team
- CT DEMS – Democratic Party of Connecticut
- National Kidney Foundation
- Greater Hartford Open
- Greater Hartford Auto Dealers Associations
- CT Coalition Against Domestic Violence

## CV Media, Inc. References

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**New Haven Public Schools** - 2021-2022, media campaign in English & Spanish for Television, Cable TV, Radio, Outdoor Bulletins, Programmatic digital banners/video/audio, Social Media

**Marquelle I. Middleton, Director of School Choice & Enrollment,**  
[Marquelle.Middleton@new-haven.k12.ct.us](mailto:Marquelle.Middleton@new-haven.k12.ct.us), 475-220-1430

**Community Renewal Team:** Since 2012, various media campaigns, including:

- Energy Assistance Programs: Media in English & Spanish – Radio, Print, Programmatic Digital
- The Retreat: Media in English & Spanish - Print, Radio, Programmatic Digital, Social Media
- Census: Media in English & Spanish - Radio, Programmatic Digital
- Got Out the Vote in English & Spanish - Radio, Programmatic Digital
- Clinical & General Recruitment – Programmatic Digital, Social Media
- Women's Empowerment Center – Programmatic Digital

**Ilana Bernstein, Development & Marketing Director,** [Bernsteini@cerct.org](mailto:Bernsteini@cerct.org), 860-560-5657  
**Julie Ackerman, Assistant Vice President,** [AckermanJ@crtct.org](mailto:AckermanJ@crtct.org), 860-560-5772

**Fairfield County's Community Foundation:** Since 2018, various media campaigns, including:

- Scholarships: Programmatic Digital banners & videos, social media
- Giving Day in English & Spanish: Programmatic Digital banners & videos, social media
- Year End Donor: Programmatic Digital banners & videos, social media
- Fund For Women & Girls: Programmatic Digital & videos, social media
- Got Out the Vote in English & Spanish - Radio, Programmatic Digital & videos, and Social Media

**Elaine Mintz, Chief Operating Officer,** [emintz@fccfoundation.org](mailto:emintz@fccfoundation.org), 203-750-3209  
**Krista Carnes, Communications Director,** [kcarnes@fccfoundation.org](mailto:kcarnes@fccfoundation.org), 203-750-3242

**Hartford Foundation for Public Giving:** Since 2018, various media campaigns, including:

Action Fund for Racial Justice: Media in English & Spanish –Print, Programmatic Digital banners/video/ConnectedTV

Listening Tour: Cable

Year End Donor: Print, Programmatic Digital banners/video/ConnectedTV

Got Out the Vote in English & Spanish - Radio, Programmatic Digital & videos

**Doretta Andonucci, Communications & Marketing Officer,** [DAndonucci@hfpg.org](mailto:DAndonucci@hfpg.org) 860-670-5016

**Teach Connecticut, Teach.org:** Since 2019, placed PSA media campaigns

Campaign to encourage adults to find out to become a teacher: Media in English & Spanish for Television, Cable, Print, Radio, Programmatic Digital, and Outdoor Highway Bulletins

**Melissa Galloway, Director of Marketing,** [Melissa@teach.org](mailto:Melissa@teach.org) 347-423-8383

Pricing Proposal

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**NEW HAVEN MAGNET PUBLIC SCHOOLS – MULTI MEDIA ADVERTISING PROPOSAL SUMMARY**

**Delivery/Total Impressions**

• Comcast Targeted Cable	419,466
• Outdoor Posters	3,645,544
• IHEART RADIO	306,000
• BOMBA RADIO	94,800
• Digital Advertising	<u>1,377,000</u>

<b>CAMPAIGN GRAND TOTAL IMPRESSIONS</b>	<b>5,842,810</b>
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Also includes:

- Management
- All meetings and telephone communications with client contact
- Arrangement of all interviews and other added value elements
- Trafficking all creative to each media company
- Monthly Invoice reconciliation
- Winston Strategic Partners will pay all invoices via CV Media, Inc.

<b>GRAND TOTAL COST TO CITY OF NEW HAVEN BUREAU OF PURCHASES</b>	<b>\$80,000</b>
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## CAPABILITY STATEMENT

Founded in 2005, Winston Strategic Partners is a management consulting firm serving clients across the U.S. We deliver change management communications solutions that promote employee engagement and equip leaders for the future.

### ENGAGE | INFLUENCE | CHANGE

#### CORE COMPETENCIES

**Change Management Communications**  
Engage stakeholders to action with communication strategies that incorporate the "why" with relevance and empathy

**Talent & Leadership Development**  
Expand leadership and management competencies to master complex organizational change and strategic challenges

**Diversity & Inclusion Strategies**  
Establish or expand initiatives that influence and promote organizational cultures of inclusion

#### DIFFERENTIATORS

- 25+ years of experience in corporate roles and consulting engagements
- Team of seasoned professionals
- Dedicated resource from strategy through implementation
- Custom course design & facilitation services
- Small and nimble business enterprise offering competitive pricing and uncompromising service
- Diverse industry experience

#### CLIENTS

Rhode Island National Guard  
Consolidated Edison  
Connecticut Lottery Corporation  
Dr Pepper Snapple Group  
Connecticut Department of Transportation  
University of Hartford  
Unilever  
NYK Lines (N.A.) Corp.  
Pitney Bowes

[www.winstonstrategicpartners.com](http://www.winstonstrategicpartners.com)

#### COMPANY CONTACT INFORMATION

Winston Strategic Partners, LLC  
262 West Cedar Street, Norwalk CT 06854

**DIANE WINSTON**  
Founder & CEO  
O 203.838.9789 M 203.247.7015 F 203.838.9934  
[dwinston@winstonstrategicpartners.com](mailto:dwinston@winstonstrategicpartners.com)  
[www.winstonstrategicpartners.com](http://www.winstonstrategicpartners.com)

#### PROCUREMENT READINESS DATA

UEI	DY1CACNZK477
DUNS Number	616022104
CAGE Code	4THS7
FEIN	510556009
SAM	Active

#### NAICS CODES

541611	Administrative Management & General Management Consulting
541612	Human Resources Consulting
541613	Marketing Consulting
611430	Professional & Management Development Training

#### SIC CODES

8742	Management Consulting Services
8299	School and Education Services NEC

#### NIGP CODE

92441	Education & Training Services
91841	Business Consulting
91871	Management Consulting
91824	Communication Consulting
91865	HR Consulting Services
91883	Organizational Development Consulting

#### PSC CODES

B553	Communications Studies
R426	Communications Services
R431	Support - Professional: Human Resources
U008	Training/Curriculum Development
U009	Education Services
U099	Education/Training

#### CERTIFICATIONS







### DIANE WINSTON, FOUNDER & CEO COMMUNICATIONS CONSULTANT | CHANGE MANAGEMENT PRACTITIONER | KEYNOTE

Diane Winston is a seasoned change management consultant and communications strategist with over 30 years of corporate and consulting experience. She established Winston Strategic Partners in 2005 as a management consulting firm promoting employee engagement through strategic change management communications solutions, leadership development training seminars, and diversity and inclusion programming support.

Empathy is the foundation of Diane's approach to defining communication strategies and delivering training workshops. She incorporates the "big picture" objective with stakeholders in mind. Her direct approach inspires employee engagement, promotes organizational change, and, as a Keynote speaker, she captivates audiences into thought-provoking conversations.

Her firm serves a diversity of clients across various industry sectors, including Con Edison, Dr Pepper Snapple Group, Rhode Island National Guard, University of Hartford, Pitney Bowes, Unilever, Connecticut Lottery, NYK Lines (NA) Corp., and Scholarship America.

She is a member of the Association of Change Management Professionals, the International Association of Business Communicators, Women Impacting Public Policy, the Connecticut Women's Council, Black Business Alliance, Collaboration of Minority Women Professionals, and the U.S. and New York Women's Chambers of Commerce.

Diane is also active in her community. She is a member of the Advisory Board for the Southwestern Connecticut Women's Business Development Council, a SCORE Workshop Speaker and Business Mentor, and a Leader of a Women's Life Group at her church.

She is a graduate of the Capital One & WPEO-NY SAGE Program, the Goldman Sachs 10,000 Small Businesses Program, and the Executive Education Program at Tuck School of Business at Dartmouth College.

Diane is a Prosci-certified Change Management Practitioner, and she has an MBA from the University of Chicago and a BA from New York University.

**WINSTON**  
STRATEGIC PARTNERS, LLC

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## Contact Information

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If you have questions or want to discuss any portion of this Proposal, don't hesitate to contact me directly. Thank you.

Diane Winston, Founder and CEO

[dwinston@winstonstrategicpartners.com](mailto:dwinston@winstonstrategicpartners.com)

203.838.9789 office

203.247.7015 mobile

