



January 20, 2021

SCOPE OF WORK

Santa Barbara Unified School District

Pursuant to the professional services agreement executed between our organizations, Nichols Strategies, LLC will provide the work products and deliverable services outlined below. In supporting the Santa Barbara Unified School District, all work will be done by consultants, staff, and subcontractors directly supervised by the firm. Between January 20, 2021 and June 30, 2021, Nichols Strategies will provide:

SITUATION ANALYSIS & ISSUES MANAGEMENT

- On-boarding discussion with superintendent and/or designated administrators to clarify objectives and needs
- Analyze documents, emails, reports, and surveys impacting communication objectives

COMMUNICATION TRAINING & CAPACITY BUILDING

- Plan and deliver workshops, one-on-one coaching for administrators designated by superintendent. The proposed outline for the professional development program is as follows:
 - Module 1: Managing Communication Systems
 - Review general principles of the communications function in schools.
 - Discuss the elements of a successful public relations program.
 - Orient administrator to the Communication Systems and recommendations for their use in a School District.
 - Determine administrator's comfort and confidence using the System in a real-life scenario.
 - Discuss areas of needed improvement and identify gaps in system's efficiency.
 - Module 2: Communication in High Profile Situations
 - Understand the elements of messaging in the context of reputation management.

- Build confidence in identifying anticipated questions, and delivering responses while staying on message.
- Module 3: Developing and Executing Communication Strategies
 - Details the four-step PR development process demonstrated by all Accredited in Public Relations (APR) practitioners (i.e. research, planning, implementation, and evaluation).
- Prepare and instruct staff on use of templates and protocols, as required
- If requested, meet with the leadership team and Board of Education in a study session to provide communication training and orientation to the communication plan as designated by superintendent

STRATEGIC PLANNING & ADVISING

- Meet regularly with superintendent and/or designated administrators to discuss district and leadership issues
- Offer suggestions and communication strategies to advance those priorities
- Regular progress reports on achieving the scope of work

COMMUNICATION SUPPORT

- Projects designated by the superintendent or designated administrators
- Development of requested work product
- On-call advising and assistance on emergencies and high-profile situations

CRISIS COMMUNICATION & HIGH-PROFILE INCIDENT ASSISTANCE

- Liaison with district legal counsel and risk management/insurers on personnel actions, litigation, and emergency situations
- Draft news releases, talking points, and required public information documents and letters
- Coordinate media relations, monitor coverage, and serve as district spokesperson if needed

CONTRACT MANAGEMENT & EVALUATION

- Monitor progress and manage timelines for projected tasks and deliverables.

Submitted to client for concurrence by,



Stephen Nichols
President
Nichols Strategies, LLC