

EXECUTIVE SUMMARY

JC Power Strategic Communications is delighted to submit this Request for Qualifications to the Brecksville-Broadview Heights City School District for communications services. Our team is confident that upon close review, JC Power Strategic Communications will emerge as the very best-suited communications firm to effectively deliver and actuate a thoughtful communications plan for your district.

JC Power's History: Delivering effective public school communications for more than a decade!

Since March 2006, JC Power has become trusted communications advisors with a specific niche expertise for public school districts throughout Northeast Ohio. In the last eleven years, the JC Power team has been called upon to be the agency-of-record for up to 4 school districts during any given school year, and to more than half dozen public education entities in that tenure. The JC Power team consists of five individuals, who perform the various communications and marketing outreach tasks that have become the hallmark of its business:

- Jim Crooks, owner, principal, writer, power points, speeches, media and chief strategist
- Gabe Host, Account Executive, writer, social media expert, planner, 2009- present
- Mike Kobyluck, Chief Designer, responsible for school brand development, 2007- present
- Jason Crowe, Senior Designer, responsible for newsletter and design devp't, 2015- present
- Gabrielle Riley, Account Coordinator, writer of web release and event mgmt., 2015- present

Our office is ideally located within the Brecksville Broadview Heights City School district at 7750 Town Center Drive, Broadview Heights, Ohio 44147. Because of the very hands-on approach that our team takes to delivering communications services, the geographic proximity of our team with your district gives JC Power a tremendous advantage. Our team actively cultivates stories to post online, to use in superintendent's e-blasts and to share with the media on a near-daily basis. That our office is so near to the district, once again, makes JC Power ideally suited to manage, cultivate and execute your communications work. For more than 11 years, JC Power Strategic Communications' team has worked directly for Superintendents and Boards of Education in Northeast Ohio to produce and deliver virtually every type of communications outreach in the spectrum of services, including: newsletters, web and press releases, on-demand marketing materials for district programs and initiatives, Quality Profiles, written commencement speeches, crisis communications media handling and statement-writing, superintendent and Board of Education e-blasts, custom-designed State of the School's power point presentations, and other forms of outreach.

The JC Power Advantage: The Total Communications Firm Package

JC Power Strategic Communications has succeeded in delivering top-quality communications services for more than a decade in Northeast Ohio for several key reasons, which are infused into our company's corporate business model. First, JC Power delivers ALL ASPECTS of the communications services spectrum, from writing, to creative design and strategizing, all under one roof. No subcontracting out services. All materials are organically planned, authored, designed and delivered in-house from JC Power's team. Second, JC Power's experience in working for many Northeast Ohio public education school districts in the last ten years demonstrates a superior advantage of knowledge, familiarity and success of service providing in the industry. Third, JC Power has a distinct political acumen when delivering highly sensitive communications outreaches. Jim Crooks spent 10 years on City Council in a nearby community, and he along with Gabe Host and team, have worked on dozens of successful political and outreach campaigns over the years, including many school district levy campaigns. Finally, JC Power is geographically located in the district, and prides itself on being a hands-on service provider for communications services. With its current workload, JC Power Strategic Communications currently has the capacity to provide a first-rate, comprehensive range of services to the Brecksville Broadview Heights Schools.

Even more than "traditional communications services," JC Power Strategic Communications excels in delivering fast and effective advice and counsel on the most complex matters that confront school districts. Our team has played a lead role in developing the communications outreaches for politically charged contract negotiations, the suspension or dismissals of district leadership, the embezzlement of millions of dollars from a district's general fund and the recovery of monies in its aftermath, unexpected student crises such as deaths, bomb-threats and building evacuations, program and initiative launches that dramatically affect the student experience and other highly sensitive circumstances. These unexpected events happen in every district, and JC Power prides itself on being available 24x7x365 to write persuasive

statements, deal with the most aggressive media inquiries and honestly communicate with the public. This service, we have learned from our top clients, is virtually priceless to them.

Thank you for the opportunity to submit this RFQ, and per its requirements, we have included the necessary documentation that further elaborates on our capability to become BBHCSD's next communications team.

Sincerely,



Jim Crooks

Summary of JC Power's Typical Services and Support Materials

District Newsletters

Write, design, edit and coordinate the production for district newsletters on a quarterly basis. See the enclosures for sample of newsletter finished-products. *JC Power's Team developed 10 newsletters during the 2016-2017 school year for its client districts, all under one roof!*

Web Releases and Content

Cover, write content and post web articles to keep district news fresh and flowing. *The 'web release' as a communications tactic is critical, as it keeps your website and social media updated on a daily basis with new and relevant building-level and strategic information about the district.*

- ✓ Current client district = 97 web releases written during the 2016-2017 School Year
- ✓ Current client district = 46 web releases written during the 2016-2017 School Year
- ✓ Current client district = 32 web release written during the 2016-2017 School Year

State-of-the-Schools Presentations

Custom organize, design, and author power point presentations. *Our team authors, designs and delivers these presentations in Power Point and then produces in hard copy format. We run the power point presentations and then develop the speeches for the Superintendents as well to deliver on that day.*

Superintendent and Board of Education E-blasts

Generate content, write and design regular E-blasts from Superintendent and Bds. of Education

- ✓ Current client district = 12 E-blasts from Superintendent during 2016-2017 School Year
 - ✓ Current client district = 8 E-blasts from Superintendent during 2016-2017 School Year
 - ✓ Current client district = 9 E-blasts from Superintendent during 2016-2017 School Year
 - ✓ Current client district = 5 E-blasts from Bd of Education during 2016-2017 School Year
- *Our team are experts on Direct Communications from district leadership to the community*

District social media posting and monitoring on all platforms

Every release that is written for web and media purposes is transformed into social media content for quick news flashes to the community. JC Power was directly responsible for nearly 150 social media posts last year alone for its current client districts.

Handling all media inquiries pertaining to district matters

- Communicate with media on all crisis communications matters that inevitably surface
 - During the 2016-2017 School Year, JC Power plays lead role in:
 - Coordinating communications outreach and media handling of hockey player/student who collapses at practice and dies during school practice
 - Writing media statements for client district where bus driver impacts automobile and is arrested for Operating the Vehicle Under the Influence with students in the bus
 - Handle all media and community outreach for superintendent placed on Administrative Leave by Board of Education

Develop, write, design, edit and produce on-demand marketing materials on an as-needed basis, including, but not limited to:

- Quality Profiles
- District program brochures
- Flyers for events

Community Engagement and Data Collection

JC power Strategic Communications has been called upon to be the chairperson of the Communications Committee for the South Euclid Lyndhurst Schools' Strategic Planning effort, entitled: ***Destination 2018***. Our team was directly responsible for leading and conducting focus groups, gathering qualitative and quantitative data, synthesizing that information into actionable steps forward that ultimately was reviewed and approved by the Board of Education.

In addition, JC Power Strategic Communications has written a variety of public opinion surveys in partnership with professional data collection entities, and those that have been used in online format. Samples of this work are available upon request.

Spearhead political communications between district and local elected officials

- The Mayors of all communities served by our school districts
- The City Councils serving our school districts
- Statewide elected officials including State Representatives, Senators and Board of Education

School District Administrative References

Terry Olszewski
Superintendent
Garfield Heights City Schools
tsolszewski@ghbulldogs.org
216-280-1905, cell
216-475-8100, office

Thomas E. Evans
Superintendent
Cuyahoga Heights Schools
tevans@cuyhts.org
440-781-1005, cell
216-429-5720, office

Allen D. Sluka
Treasurer, Garfield Heights City Schools
ASluka@ghbulldogs.org
216-701-0495, cell
216-475-8100, office

Karl Williamson
Principal
Charles F. Brush High School
216-691-2000 office phone number

Linda N. Reid
Superintendent
South Euclid Lyndhurst Schools
reid@sel.k12.oh.us
216-339-0426, cell
216-691-2006, office

Dr. Marva Kay Jones
Director of Teaching & Learning
Lorain City Schools
Past Superintendent
Warrensville Heights City Schools
440.830.4014

Joseph M. Juby
Current Board Member
Past President of the Board of Education
Garfield Height City School District
jmjuby@aol.com

What Others Are Saying About JC Power Strategic Communications...

I've worked with Jim Crooks and JC Power Strategic Communications for nearly ten years in two different school districts. What sets their work apart, in addition to their top-quality communications services, is that Jim and his team provide powerful insights on the most sensitive political and public matters that confront school districts. As superintendent, I absolutely must trust the counsel I receive, and when it comes to such matters, JC Power is reliable, quick, quality and effective. —Linda N. Reid, Superintendent, South Euclid Lyndhurst Schools

Jim, Gabe and the entire JC Power team continually delivered excellent communications work in a challenging political dynamic. They truly planned their work... and then worked their outreach plan. Plus, they dropped everything to accommodate for my needs as superintendent that couldn't have been planned as circumstances required. These guys are the real deal, and I would trust them with your district, hands down. —Marva Kay Jones, Past Superintendent, Warrensville Heights City Schools and Current Director of Teaching and Learning for Lorain City Schools

Listing of JC Power's Experience in Ohio K-12 field 2006- 2017

Garfield Heights City Schools

Agency of Record
Total Communications and Political Services
2006-2007 School Year until present
Terry Olszewski, Superintendent
\$52,992/annual contract

Cuyahoga Heights City Schools

Agency of Record
Total Communications Services
2014/2015 School Year until present
Thomas Evans, Superintendent
\$24,000/annual contract

Educational Services Center of Cuyahoga County

Project Work and Details

Deliver power point presentation and hand out materials for First Ring Superintendent's Collaborative.
Fall of 2016
Marty Martsco, J.D. past Superintendent of First Ring Collaborative
Project Cost: \$1,000

South Euclid Lyndhurst Schools

Agency of Record
Total Communications and Political Services
2012/2013 School Year until present
Linda N. Reid, Superintendent
\$54,000/annual contract

Warrensville Heights City School District

Agency of Record
Total Communications Services
2013/2014 School Year until -
2015/2016 School Year
Marva Kay Jones, Past Superintendent
\$30,000 annual contract

Richmond Heights Local School District

Project Work and Details

Deliver brochure to communicate a renewed vision for the district with incoming Superintendent Dr. Renee Willis
Winter 2015
Project Cost: \$750

JC Power Key Personnel and Team Members for the BBHCSD Account

Jim Crooks, Principal, JC Power Strategic Communications

Jim Crooks is the primary agent responsible for deploying the services of JC Power Strategic Communications. Jim will establish a weekly meeting schedule with the Superintendent to preview all services forthcoming and review services in the prior week's interval. In addition to being the primary liaison with the district, Jim is responsible for devising the overall communications strategy and plan for the district. Such will be the case for the Brecksville Broadview Heights City School District. He will write press releases, web releases, articles for the district newsletter, engage with the press when appropriate, deliver presentations and speeches to the superintendent and Board of Education. Jim relies upon his 12 years of experience in serving in this capacity as point-person for JC Power's work with his school district clientele. He also utilizes the political experience he has from his serving for 10 years on City Council in the City of Independence, to supply the requisite legislative and political insights to his communications work. Ultimately, all final decision making about strategy, tactical deployment and execution rests with Jim. He is smart, strategic and reliable in his work product.

Gabe Host, Account Executive, JC Power Strategic Communications

With the firm since 2009, Gabe Host has served as a trusted advisor to JCPWR's school districts for the past eight years. Gabe is constantly in the buildings of our school district clients, cultivating newsworthy stories, writing copy for releases and newsletters, and taking pictures. He has also played a lead role with respect to helping the district's IT staff post social media messages on Facebook, Twitter, LinkedIn and Instagram. He is an expert when it comes to email marketing, helping to prepare superintendent correspondences with the community, coordinating the design of the piece to ensure FCC compliance for SPAM regulation and ensuring its safe and compliant delivery to the community. Gabe has played a lead role in helping JCPWR's school district levy campaign management as well. He will likely spend time in correspondence with the building level principals, cultivating stories for the district and writing those stories to be posted on the district's website and social media platforms. Gabe is trustworthy, knowledgeable, reliable and accurate.

Jason Crowe, Senior Designer, JC Power Strategic Communications

Jason Crowe has served as JC Power's senior designer for the past several years working to develop and communicate the overall visual look-and-feel of our school district clients. Where literature piece development, such as newsletters, brochures and flyers generally begin with Jim, Gabe or Gabrielle, the design team of Jason and Mike then takes that direction and creates artwork with it. Jason has been responsible for the creative design development of district quarterly newsletters, full-length Quality Profiles, program brochures, building informational pieces and some web design. He will play an active role in the visual outreach design of the Brecksville Broadview Heights Schools, including branding outreach, newsletter development and program/initiative flyer development. He works quick, is handily talented as a designer, and a veteran of school district communications outreach.

Mike Kobyluck, Senior Designer, JC Power Strategic Communications

When it comes to brand revisions, enhancements and other forms of organic and original creative design, few designers rise above the skill set of Mike Kobyluck. A senior design consultant of JC Power for nearly a dozen years, Mike is truly an artist. With a degree in Fine Arts from the University of Akron, Mike understands the audience before even beginning a design. He has re-drafted the brands for the South Euclid Lyndhurst Schools, the Garfield Heights City Schools and has begun enhancements of the time-honored brands for the Cuyahoga Heights Schools. His design is simple and sophisticated at the same time. Yet in his design's simplicity is its sheer eloquence. Mike will help to get initial drafts of newsletters, mailers, brochures and flyers off the ground and into an approvable template for the district to review and ultimately approve. His nearly twenty years in the business of professional creative design has been lauded by superintendents, boards of education and others in JC Power's book of clients.

Gabrielle Riley, Account Coordinator, JC Power Strategic Communications

Gabrielle Riley is a writer for JC Power Strategic Communications, and helped to draft the nearly 200 web and press releases that our company wrote for its school district clients during the 2017-2018 school year. She will undoubtedly be involved in the story cultivation and content writing for the BBHCSD. Because Gabrielle is kind and experienced, she is likely to be involved at the building level, obtaining information for a story, interviewing teachers, students or other staff members. Gabrielle is likable and talented when it comes to telling the most important stories for our schools.

Budget Consideration

JC Power Strategic Communications submits the following budget matrix to outline the costs associated with its services. To perform the communications suggestions outlined in this RFQ, and those services that might be needed throughout the school year, JC Power Strategic Communications requests a retainer in the amount of **\$4,100/month for a total of \$49,200** for the entire year, to be billed and paid monthly upon approval of this proposal. This monthly retainer amount is completely in-line with the industry standard, and, avails the entire umbrella of JC Power's services to the Brecksville Broadview Heights City School District.

Thank you for the opportunity to submit this RFQ.