



Integrated Communications Proposal

AUGUST 2, 2023 | PREPARED FOR REDFORD UNION SCHOOLS

To the Redford Team:

The education team at Lambert is pleased to provide this proposal for public relations services to Redford Unions Schools (Redford). We're enthusiastic about the possibility of working with your team and believe our industry knowledge and strategic communications experience make us the right agency partner for the school district.

For nearly a quarter of a century, Lambert has worked closely with schools across Michigan and the country. As a communications firm that specializes in education—Lambert is a Top 5 Education integrated communications firm in the U.S. (according to O'Dwyer's)—we bring a unique perspective supported by a multi-disciplined team that includes public relations practitioners, social media strategists, multimedia creators and go-to-market experts.

Nestled in the heart of Michigan, Redford is a community characterized by its rich cultural heritage, remarkable resilience, and an unwavering spirit of innovation. Home to approximately 50,000 residents, the community is a beautiful tapestry of diverse identities, perspectives, and talents. Redford's socio-economic fabric presents a compelling blend of business owners, workers,

students, families and retirees, making it a dynamic and vibrant community, one where the commitment to excellence is palpable.

Our public relations approach includes all aspects of integrated communications, and our strategy is informed by the countless years of combined team experience that suggests organizational success often relies on highlighting extraordinary opportunities to support and serve.

The following outlines our approach and the recommended strategies we believe will increase visibility for Redford, helping to further strengthen the district's reputation and community understanding of how the district utilizes funding to support districtwide facilities, tools and resources.

Thank you for this opportunity. We look forward to discussing this with your team at greater length.



JOE DIBENEDETTO

Managing Director, Education & Social Impact

Our Approach

A smiling woman with curly hair, wearing an orange top, stands in a classroom. Behind her is a whiteboard with various drawings and text, and a pink banner with colorful cards.

Internal Communications

Keeping your staff engaged and informed is essential to retention (of teachers and families) and reputation management.

Lambert recommends implementing updated internal communications initiatives to increase transparency and maximize support. Efforts will include:

- Monthly/weekly staff communications
- Special communications on key trends focused on “news you can use”
- Board presentations

External Communications

Direct communication is essential to maintaining an open and engaging relationship with the families you serve. Additionally, it allows for the delivery of unfiltered messaging to your most important audience. Efforts will include:

- Monthly "State of the District" parent letters
- Special parent letters (as needed)
 - Important announcements/updates
 - District's point of view on key trends, topics
 - Recognition days/months
- E-newsletter management
 - Loading newsletter, scheduling to send, etc.



Media Relations

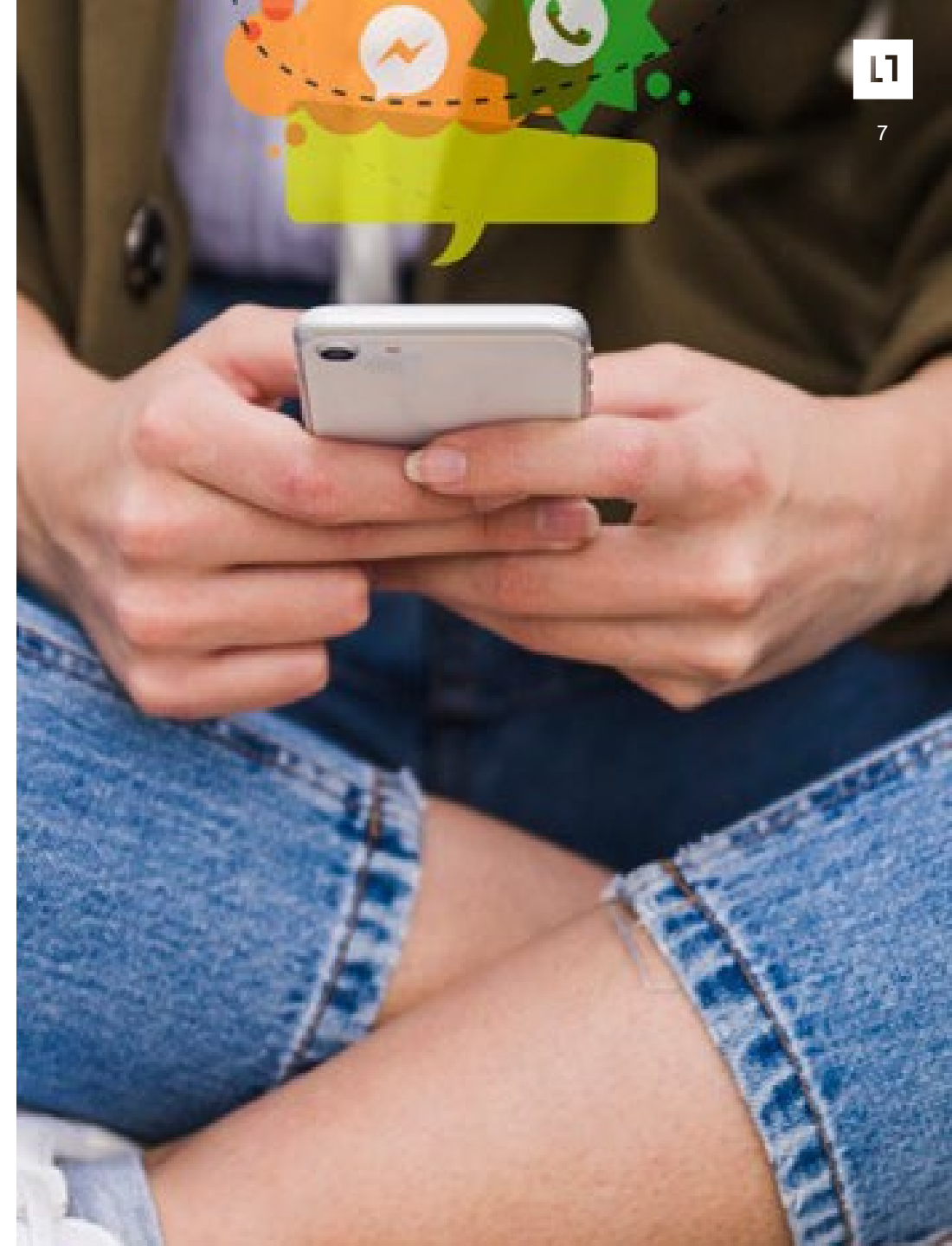
Telling your district's story—celebrating its successful programs and notable voices—in the media is critical to reaching a broad audience. Because media stories reach those without children in the district, they are essential to building support for passing future bond and millage votes. Our efforts will include:

- Pitching a monthly column from Superintendent Witt to Hometown Life
- Press releases/media advisories
- Story pitching
- Media briefs
- Media coverage tracking
- Media list management

Social Media

Schools are no longer dependent on traditional media outlets (TV, radio, print) for telling their story. Today, schools rely heavily on social media platforms—from Facebook to Instagram to TikTok—to share vital information. Lambert's efforts will include:

- Developing a monthly content calendar for Redford that will feature:
 - Teacher and student spotlights
 - Extracurricular program highlights (athletics, clubs)
 - Important dates and announcements
 - Recognition days and months
- Conducting social media management
 - Scheduling monthly content, monitoring and responding as needed
- Creating social media graphics



Content Development

Delivering relevant content to your audience that captures the district's positive impact on the community is crucial for maintaining support. Throughout the year, Lambert will develop engaging content for delivery across the district's multiple channels (social media, website, etc.). Our efforts will include:

- Conducting story-mining calls
- Developing school community spotlights featuring teachers, students, community partners, etc.
- Conducting monthly teacher/principal story-mining communications
- Creating monthly columns/bylines
- Developing monthly e-newsletter



Crisis Communications

Minimizing crises that arise throughout the school year is vital to maintaining the district's reputation. Lambert's crisis experts will provide the following support:

- Strategy and counsel
- Media relations
 - Statements
 - Talking points & FAQs
 - Interview coordination
- Media tracking and monitoring
- Internal and external communications
- Social media tracking and monitoring



Paid Content*

With the influx of content available to your target audience, you cannot assume they are discovering information important to maintaining the district's reputation and future growth. To maximize enrollment efforts, Lambert recommends implementing a paid content campaign throughout the school year to deliver key messages directly to prospective students and families. Our efforts will include:

- Message development
- Graphic design
- Distribution schedule
- Measurement, assessment and modification (as needed)

*Additional budget for paid placement to be determined at later date.



Account Management

To ensure we are meeting the district's objectives, Lambert dedicates time specifically to account management, with efforts including:

- Conducting bi-weekly meetings with Superintendent Witt
- Holding weekly internal team meetings
- Providing client updates in real-time
- Submitting monthly status reports
- Project management



Proposed Investment

Proposed Investment

Lambert recommends an annual budget of \$40,000 to support Redford Union Schools for the 2023-24 school year. This proposed budget, to be allocated in a monthly installment retainer, includes several foundational elements that will strengthen Redford Union School's reputation across its community and support enrollment efforts. **In our commitment to Redford, Lambert will donate an additional \$1,000 in pro bono services each month above the retainer budget.**

Lambert tracks service time by the quarter hour. Each account team member enters the amount of time they spend on each client project, along with a description of how that time was spent. At the end of each month, all time entries are reviewed by the account team lead to ensure the accuracy and appropriateness of the time billed and itemized out-of-pocket expenses.

To optimize the district's budget, Lambert will conduct an initial strategic planning session with the superintendent/cabinet once engaged by the district to set a plan that will guide our efforts for the 2023-24 school year. This document will also outline what evergreen content, enhanced by design and multimedia production, will be developed and how the budget will be allocated across key areas (internal communications, external communications, media relations, etc.).

If during the school year, the number of hours needed to support Redford Union Schools exceeds the contracted amount, we will receive approval from the district to provide additional support on an hourly basis. If approval to bill above the retainer amount is not provided, it is understood that Lambert will not exceed 10% over-service of the monthly retainer amount in any given month.

We will hold regular meetings with district leadership every other week throughout the school year to provide status updates, which will ensure we are meeting your needs and expectations. This communication allows us to make modifications when needed.

A separate budget for paid content—an important part of any robust marketing campaign—will be developed during our strategic planning session in the spring/summer.

About Lambert

The Lambert Difference

Founded in 1998, Lambert is a public relations, investor relations, and integrated marketing firm focused on giving clients a strong, clear presence in today's hyper-connected world. Our unique blend of strategic thinking and creativity leads to big ideas that drive business outcomes for clients through intelligent planning, strategic messaging, creative storytelling, and exceptional media relations and marketing.

With nearly 25 years of continuous growth and innovation, Lambert's results are driven by a culture of awareness, belonging and allyship. We foster a collaborative, team-based approach to our work propelled by a diverse and inclusive workforce that allows for an open exchange of ideas, solutions, and progress.

Lambert is headquartered in Grand Rapids, Michigan, with offices in Detroit, New York City, St. Louis and Phoenix.



Sector Expertise

Our team consists of 100 award-winning strategists, writers, marketers, creatives, web developers, investment analysts and more with expertise in the following sectors:

- Education & Social Impact
- Crisis & Reputation Management
- Capital Markets
- Auto & Mobility
- B2B
- Financial Services
- Healthcare
- Consumer Brands



National Rankings

TOP 5

U.S. Education PR Firm
O'Dwyers

TOP 5

U.S. Automotive &
Transportation PR Firm
O'Dwyers

TOP 15

U.S. Financial
PR/IR Firm
O'Dwyers

TOP 20

U.S. Food & Beverage
PR Firm
O'Dwyers

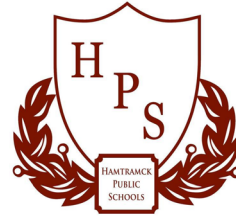
TOP 40

U.S. PR Firm
O'Dwyers

TOP 140

Global PR Firm
PRovoke Media

Representative Clients



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Lambert has been a key partner for Woodhaven-Brownstown School District over the past several years, providing essential communications services that have kept our community engaged and informed. From developing monthly updates for our families to creating social media content each month to securing media coverage for the district, Lambert's work offered our stakeholders a greater understanding of the programs and initiatives running throughout our schools and their impact on the community. I'm thankful to have had their support and counsel.

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Mark Greathead
Superintendent
Woodhaven-Brownstown School District

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Lambert continues to demonstrate their ability to provide critical communications support to schools across SE Michigan that are essential to community engagement. Where necessary, the timeliness of communications in support of reputation management has been appreciated. From offering communication counsel to managing implementation, they have been an essential partner of Wayne RESA and the schools we represent for the past several years.

Daveda Colbert
Superintendent
Wayne RESA

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Case Studies

Detroit Public Schools Community District Preparing for Your Rise

Strategic counsel, community engagement, and media relations support to help increase enrollment and retention

CHALLENGE

During a tumultuous year caused by the COVID-19 pandemic, Detroit Public Community Schools District needed support launching a return-to-school campaign that raised awareness of the district's plans, increased enrollment and retention efforts and instilled confidence and boosted morale among teachers and staff.

SOLUTION

Support Detroit Public Schools Community District's return to school initiative "Preparing For Your Rise" by providing strategic counsel, community engagement, media relationships support and the development of more than 90 assets.

DELIVERABLES

- Developed campaign core messaging and produced communications elements for ad copy, social media posts, web copy, email newsletter, scripts and talking points
- Created and finalized print ads, outdoor boards, radio scripts, pre-roll web ads, e-blasts, digital display, social media posts, PSAs and videos
- Provided crisis counsel and strategic planning
- Generated media pitches, op-eds and byline articles regarding new and critical initiatives

13

Videos Produced

18

Social Media
Graphics Created

25

Print Collateral
Pieces Developed

Detroit Public Schools Community District is Michigan's largest public education system. The district champions a whole-child approach that combines superior academics with socio-emotional, extracurricular, and health services tailored to each student's needs.



L7

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PREPARING FOR YOUR RISE

RETURN TO SCHOOL OPTIONS

- ONLINE (AT HOME)**
Live, daily, online instruction from certified teachers
- FACE-TO-FACE (WHERE AVAILABLE)**
Students will attend school five days per week
- ONLINE AT SCHOOL (LEARNING CENTER)**
Live, daily, online instruction from certified teachers in a school-based setting

West Ottawa Public Schools

Integrated communications campaign to strengthen the district's reputation and drive enrollment growth

CHALLENGE

West Ottawa Public Schools (West Ottawa) saw a decrease in enrollment numbers for 10 consecutive years due to “white flight” and misperceptions about the district. Lambert was engaged to strengthen the district's reputation and drive enrollment growth.

SOLUTION

After conducting research on West Ottawa and its neighboring school districts, Lambert implemented an integrated communications approach focused on increasing the district's visibility through paid, earned, shared and owned media. In addition to increasing the district's visibility through earned media coverage, Lambert worked with West Ottawa on its first multi-channel enrollment campaign.

DELIVERABLES

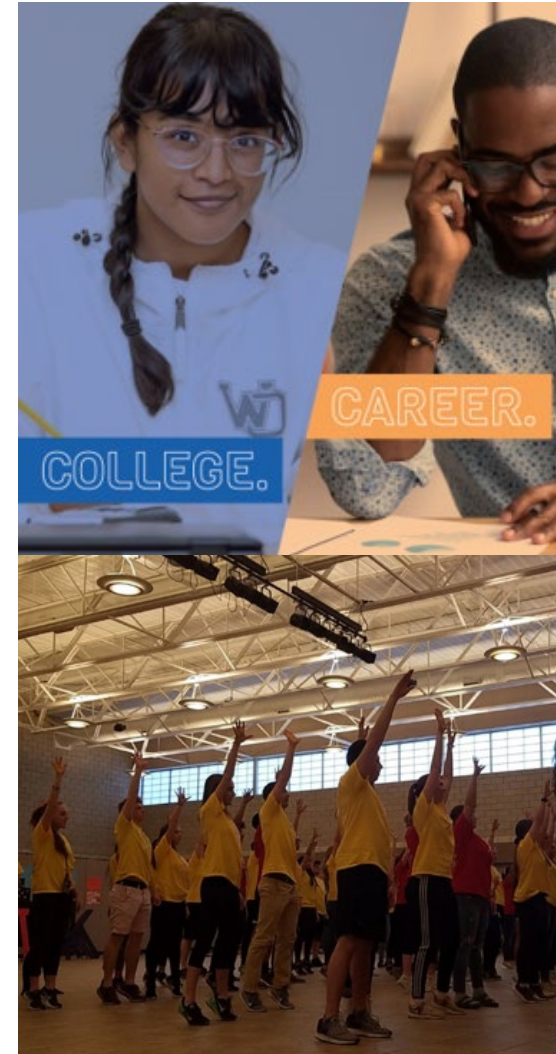
- Conducted story-mining activities to secure media coverage opportunities
- Developed creative highlighting West Ottawa's standing across the county and state, as well as the diverse offerings available to students throughout the district
- Launched a marketing campaign raising the district's visibility through paid placement via billboards/posters, social and digital ads, OTA/OTT spots and audio streaming
- Utilized video storytelling across social media to maximize visibility and awareness

Year-to-Year
Enrollment Increase
For The First Time In
More Than A Decade

Successfully opened
its own virtual school,
with enrollment
exceeding expectation

Secured nearly 200
positive media stories

West Ottawa Public Schools spans 69 square miles in Ottawa County. The district has a population over 44,000 residents, supported by 12 schools.



Coloma Community Schools

Integrated communications campaign to strengthen the district's reputation and drive enrollment growth

CHALLENGE

Coloma Community Schools (CCS) saw enrollment attrition for years as many residents were choosing to send their children to neighboring school districts.

SOLUTION

Lambert implemented an integrated communications approach focused on improving the reach and awareness of CCS and its programs by driving traffic to the district's website through paid, earned, shared and owned media. In addition to increasing the district's visibility through earned media coverage, Lambert worked with CCS to develop engaging social media content, monthly e-newsletters and livestreams.

DELIVERABLES

- Conducted story-mining activities to secure media coverage opportunities and monthly superintendent byline placement in the local newspaper
- Launched and developed e-newsletter to be delivered to community members once a month highlighting projects, activities and student success
- Launched a marketing campaign, including multimedia videos, social media, Google and Spotify advertising
- Utilized video storytelling across social media to maximize visibility, awareness and engagement

Year-to-year School of Choice enrollment increase

Exceeded enrollment projections

Secured nearly 120 positive media stories in single school year

Coloma Community Schools spans through 45 square miles in Coloma, Bainbridge, Benton, Hagar and Watervliet Townships. The district has four instructional buildings.



JOIN OUR GALAXY
enroll at ccs.coloma.org today

Flint Community Schools

Media relations, social media and strategic counsel support to help change the narrative around public education in Flint.

CHALLENGE

In the throes of the Flint Water Crisis, Lambert was charged with changing the narrative surrounding public education in Flint.

SOLUTION

Lambert developed an aggressive media relations plan to highlight human interest stories and innovative programs—academic and community-based—at Flint Community Schools. The firm also worked closely with the district to strengthen engagement across its social media channels.

TACTICS

- Pitched human-interest stories to local media outlets
- Developed thought leadership opportunities for school district executives
- Created engaging content for use across the district's social media channels
- Strengthened relationships with community organizations

300

Positive stories generated

50

Story-mining calls held

37%

Increase in Facebook likes

Flint Community Schools serves K-12th grade students.



Thank You!



JOE DIBENEDETTO

Managing Director, Education & Social Impact
616.258.5762
jdibenedetto@lambert.com