



# WARWICK PUBLIC SCHOOLS

DR. PHILIP THORNTON  
SUPERINTENDENT of SCHOOLS

ANTHONY FERRUCCI  
CHIEF BUDGET OFFICER

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TO: Dr. Philip Thornton, Superintendent of Schools  
FROM: Anthony Ferrucci, Chief Budget Officer  
DATE: June 6, 2016

SUBJECT: Recommended Contract Award: Communication Consultant

Attached is Martin & Associates renewal contract for communications consulting services for the Fy2017 school year.

The proposal states the services cost is \$70.00 per hour. Based on our discussions, Warwick Public schools is anticipating a need of approximately 65 hours per month for a total anticipated cost of \$54,600.00 per year.

Based on our discussions and upon review of the documents submitted, I support this request and recommend that Warwick Public Schools award the contract.

<u>Company Name</u>	<u>Description</u>	<u>Contract Amount</u>
Martin & Associates	Communication consulting Services. (Est. 780 hrs. @ \$70.00/hr.)	\$54,600.00
Total Award:		\$54,600.00

This amount is budgeted in Fy2017.

We are requesting that the School Committee award this contract at the next meeting scheduled for Wednesday, June 8, 2016.

Mr. Martin will be present at the meeting to answer any questions as they may relate to this contract award recommendation.

Thank you for your support and consideration of this request.



## Martin & Associates Services Proposal & Agreement

CLIENT: WARWICK PUBLIC SCHOOLS  
ROLE: COMMUNICATIONS SUITE

### ESSENTIAL DUTIES AND FUNCTIONS

Provides 24/7 communications suite of services to senior leadership team with the primary goal of improving school to home communications, transparency of public information, crisis communications counsel and support, media relations, and internal/external communications for senior directors and principals based on current best practices. The following items will be addresses – in priority order to be determined by the Warwick Public Schools:

- Provide direct communications expertise and support to executive leadership team and school committee designed to create and maintain credibility and integrity of the organization through transparency, streamlined access of public records and public information.
- Conduct a communications audit and communications needs assessment
- Lead, create, and implement strategic communications plan designed to ensure the Warwick Public Schools are meeting the informational needs of the community at large, responding to inquiries in appropriate and accurate fashion, and sharing relevant policy and programmatic updates in a clear and concise manner.
- Lead, create, and implement brand management techniques and best practices with senior leadership team.
- Lead, create, and implement presentation standards for Warwick Public Schools as needed.
- Lead the creative process of an updated or new Warwick Public Schools logo, tagline, and position statement. Update all basic visual standards and update all informational materials.
- Conduct an in-depth audit of the Warwick Public Schools website, outlining areas in need of improvement, specifically as it relates to functionality, navigation (ease of use), and ease of access to information by audience.
- Lead, create, and implement ongoing professional development of senior leadership team in areas of internal communications and community relations as they relate to building trust and transparency.
- Lead, create, and implement social media plan for Warwick Public Schools, effectively sharing info with larger audiences for the purpose of raising awareness and donor support.
- Provide professional photography/videography services as needed at major events, for web, social media, etc.
- Develop public education and information materials, presentations and displays – including contributing to newsletters, media and social media outreach and website content as needed to improve awareness and understanding of programs and projects within the Warwick Public Schools.
- Create and deliver press releases, social media content, case studies, white papers, executive bios, newsletters, social media content, and speeches as needed/requested by senior leadership.
- Copyedit, proofread, and revise school communications materials as needed. Create literature and other forms of communications materials as directed by senior leadership.
- Provide strategic planning facilitation, management consultant, and grant research and application as needed/requested by senior leadership.

## Agreement

This agreement is entered into on the 1st day of July, 2016, by and between the Warwick Public Schools and Martin & Associates, LLC, of 10 School Street, Upton, MA 01568, in the following circumstances:

### Recitals

Whereas the school wishes to engage the services of Martin & Associates in the capacity of communications consultants;

Whereas, the contractor is willing to have his firm's services engaged in such a position on the terms and conditions hereinafter set forth;

Now therefore, for the reasons set forth as above, and in consideration of the mutual promises and agreements hereinafter set forth, Warwick Public Schools and Martin & Associates hereby agree as follows:

### Section 1. Position and Term

- 1.1.1 Duties. The contractor and/or his designated associate shall serve as communications consultants for the Warwick Public Schools, with duties set forth by senior leadership in regards to internal and external communications, strategic planning, community relations, media relations, and other related work regarding the Warwick Public Schools.
- 1.1.2 Term. The term under this agreement shall be from July 1<sup>st</sup> 2016 through June 30 2017, unless terminated by either party with or without cause, providing 30 days notice in such instance.
- 1.1.3 Renewal. Said agreement may be renewed for up to three (3) additional years, upon such terms and conditions are mutually agreed upon by the parties heretofore in writing.

### Section 2. Compensation

- 2.1 The Warwick Public Schools shall pay the contractor \$70/hour for the term of this agreement. This fee is based on the size of the organization and the organizational needs as presented by the Superintendent of Schools for the combined efforts of the seven members of the Martin & Associates team assigned to this account.

### Section 3. Termination

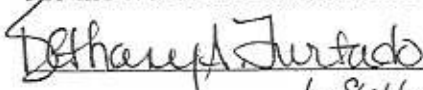
- 3.1 The contract can be terminated at any time, by either party, provided 30 days notice.

### Section 4. Miscellaneous

- 4.1 Entire Agreement. This agreement contains the entire agreement and understanding by and between the Warwick Public Schools and the contractor, Martin & Associates, and no representations, promises, agreements, or understandings, written or oral, not contained herein shall be of any force or effect.

In Witness Whereof, the parties have executed this agreement as of this day and year first written above.

For the Warwick Public Schools

  
Bethany Jurtado  
6-8-16  
Date

For Martin & Associates, LLC

  
Justin Martin  
President  
9-8-16  
Date



## About Martin & Associates

Founded in 2010, Martin and Associates primary focus is bringing best practices in the fields of strategic communications and public information to K-12 school systems. This work revolves around the creation, architecture, and management of strategic communications and integrated information and outreach plans, professional development, and crisis communications. Working with school committees, superintendents, and school district leaders, we boost understanding of complex issues, including school budgets, construction/renovation projects, consolidation, curriculum changes, personnel and policy issues, and litigation, building trust and credibility for the organization through honest and transparent communication.

Today, Martin & Associates employs nine professionals, and works with nearly two dozen school systems and non-profit organizations in Rhode Island, Massachusetts, and Connecticut, helping those who do good do well.

### About our Senior Team

**Justin Martin**, founder of Martin & Associates, brings more than 20 years of integrated communications and public information expertise in the fields of education and non-profit management. His work focuses on the creation and management of strategic communications plans designed to raise awareness and improve understanding of educational organizations. A former journalist and political strategist, Justin brings significant experience in crisis communications, media relations, and leadership coaching. Prior to founding Martin & Associates, Justin directed the communications and public information offices in large, urban public school districts in both Georgia and Massachusetts, and has led branding and communications campaigns for charter schools, private schools, colleges, and social service agencies. He is a graduate of the University of Rhode Island.

**Andy Brown** oversees editorial services and is responsible for content creation, including copywriting, photography, design, and video production. Andy's previous strategy and content development span clients small and large – Southern New Hampshire University, the C2 Group, Sony Playstation CA, Ringling Bros., and Dancing Lion Chocolate. Web, print, video, presentation design, photography, op-eds, and blogs are all in Andy's wheelhouse. And he's always optimizing marketing materials to improve SEO and SMO and take advantage of analytics, testing and targeting audience. He is a graduate of the University of New Hampshire.

**José Estrela** oversees our arts and illustrative services. He brings more than 30 years of graphic design experience for both print and digital formats. Jose's specialties include design and art direction, basic visual standards, and organizational identity. A frequent presenter and guest lecturer at area colleges, José is also an award-winning artist, with demonstrable expertise in painting, printmaking, calligraphy, drawing, and sculpture. He is a graduate of the University of Iowa's School of Art.

**George Ruhe** oversees visual services, providing art, photography, and video direction for all communications platforms. Prior to joining Martin & Associates, George served as photo editor and art director for dozens of international corporate/industrial and editorial clients, and also spent more than 20 years working as a freelance photographer for The New York Times. He is a graduate of Valparaiso University.