



TO: Ayindé Rudolph, PhD, Mountain View Whisman School District
FROM: Ryan Gough, Woodberry Associates
DATE: June 10, 2022
RE: Communications Strategy & Support

Introduction

Mountain View Whisman School District has undertaken bold steps to prepare its diverse student population for success in high school and beyond.

A recent bond measure allowed the school district to develop affordable housing for educators, for whom the area's high cost of living can be a challenge. Mountain View Whisman was the first district to successfully use a bond measure to finance such an endeavor. Affordable housing stands to both attract new teachers and encourage retention among current staff.

The district also committed to providing internet access to 100% of its families – and followed through. The success sets Mountain View Whisman School District apart. It also underscores the district's commitment to empowering students from all walks of life to succeed academically.

Amplified as a compelling narrative, these and other Mountain View Whisman successes can raise the district's profile both locally and nationally. Woodberry Associates proposes to partner with Mountain View Whisman School District to highlight these successes, distinguishing the district as a destination for both aspiring educators and families who want the best education for their children.

Communications Strategy & Content

Woodberry will work alongside Mountain View Whisman staff to shape a cohesive and compelling narrative that spotlights the district's innovative leaders and initiatives.

Outputs will include the following.

Message Development

- Mining for details and insights about Mountain View Whisman's initiatives
- Exploring how Mountain View Whisman's successes weave into larger media narratives on education such as teacher shortages, recovering from COVID learning loss and addressing education disparities

- Identifying district leaders, educators or families whose stories reinforce the Mountain View Whisman success narrative

Content Development

- Drafting press releases, statements and other media documents as needed
- Creating profile pieces, case studies or Q&A documents as needed

Media Outreach

- Identifying opportunities to spotlight Mountain View Whisman’s successes in print, online, TV and radio media outlets, both locally and nationally
- Drafting and pitching:
 - Up to 2 op-eds per month
 - Up to 2 earned media engagements per month
- Offering ongoing guidance about press tactics and media strategy
- Creating talking points for key spokespeople
- Supporting media training and interview preparation in advance of interviews and events

Thought Leadership Opportunity Monitoring

- Actively seeking opportunities to highlight Mountain View Whisman’s successes at education conferences, thought-leadership summits and association meetings

Other Content Needs

Woodberry can also support the Mountain View Whisman School District with additional content as needed. Those materials will be developed at the client’s request and billed to the client at the following rates:

DELIVERABLE	QUANTIT Y	Total
Motion Graphic Videos	90 sec	\$12,000
Interview Videos*	90 sec	\$12,000
Supporting content (infographics, one-pagers)	As needed	Priced per project

**Interview videos will require travel budget for production team and Woodberry staff.*

Regular Consultant Communications / Check-Ins

Woodberry will provide the following reports and check-ins as part of this engagement:

- Weekly check-in calls with the Mountain View Whisman School District team
- Weekly email updates on Woodberry activity

Compensation

Clients compensate Woodberry Associates based on a negotiated contract that establishes a fee commensurate with the level of services provided. In addition, Woodberry Associates and a client may negotiate pricing on a menu of additional services to be provided on an as-needed basis.

For the core services described herein, Woodberry Associates proposes that the Mountain View Whisman School District enter an annual Services Agreement with a monthly consulting fee of \$15,000, billed monthly at the first of each month.

About Woodberry Associates

Established in 2006, Woodberry Associates is a Washington, DC-based public affairs firm dedicated to helping organizations transform bold goals into measurable gains. Made up of former political operatives, former congressional and executive staff, and communications professionals, Woodberry Associates offers strategic communications, consulting and management services to advocacy coalitions, trade associations, professional societies, think tanks and corporations.

To learn more about Woodberry Associates, visit WoodberryAssociates.com or contact Ryan Gough at rgough@woodberryassociates.com.

Case Study: Funding for Student Success Campaign

In 2021, Tennessee public education was at a crossroads.

After years of debate over the state's Basic Education Program, public dialogue on equitable and adequate education in Tennessee had reached fever pitch. That's when Governor Bill Lee partnered with Education Commissioner Penny Schwinn, PhD, to re-envision the state's education model by implementing a student-based funding formula.

These leaders recognized that, while change was critical, reform is seldom easy. Through Chiefs for Change, Woodberry Associates stepped in to support the Tennessee Department of Education shape a narrative that could capture key stakeholders' support.

The Woodberry team developed a branded communications campaign, Funding for Student Success, designed to educate and mobilize Tennesseans on a new approach to education funding. The campaign included a library of video resources – from motion graphics videos that explain the elements of a student-based funding formula to testimonial videos of Tennesseans describing what a new funding formula would mean to them.

As part of the campaign, Woodberry also developed a repository of one-pagers and PowerPoint decks to equip representatives from the Department of Education and community ambassadors

across the state to carry the message forward. Further, Woodberry designed social media graphics and posts to maximize awareness about the new formula across digital platforms.

These resources not only informed Tennesseans but also helped attract media attention and coverage for the funding initiative. Public support for the endeavor continued to build. In May 2022, the governor signed the Tennessee Investment in Student Achievement Act into law, making the state's new funding approach official.

Case Study: #ITrustParents Education Choice Campaign

From 2008 to 2020, Woodberry Associates worked alongside education reform advocates to establish and then manage the National Coalition for Public School Options, the nation's largest parent-led school choice organization. The coalition advocates for access to charter schools, online schools and magnet schools. It also champions open enrollment and other innovative education policies.

Woodberry Associates guided the coalition's growth, with present-day membership encompassing more than 60,000 parents organized in more than 20 state chapters and 11 affiliated state parent coalitions. The coalition sponsored grassroots advocacy campaigns in dozens of states and drove communications between parents and their elected representatives about the coalition's policy priorities into the thousands. Woodberry Associates drafted and disseminated the coalition's e-newsletter to nearly 60,000 parents each month.

To publicize coalition programming and shape the press narrative regarding school choice, Woodberry Associates on behalf of coalition drafted media releases and opinion editorials. It also scheduled editorial board meetings and TV bookings.

In 2014 Woodberry Associates conceived and launched a coalition-branded digital media campaign under the hashtag #ITrustParents. The slogan reinforced the autonomy of parents across the country, many of whom felt marginalized when it came to decisions about their child's public school education.

The campaign energized parents to speak out on policy issues in their respective states, such as "backpacking" funding – the idea that state funding should follow individual students to the public school of their choice. The hashtag also became a rallying cry for broader discussion about public school choice and united advocates around a single tenet: Every student deserves access to the educational option that works best for them, and parents should be trusted to decide what form that education takes.

Finally, recognizing the power of digital communications and social media, Woodberry Associates hosted and managed www.PublicSchoolOptions.org. It also maintained the coalition's social media presence on Facebook, Twitter and Instagram.

Key Team Members

Amanda Conschafter (Senior Vice President) leads Woodberry Associates' Strategic Communications division, which distills client messages into cohesive, compelling narratives that inform public policy. Amanda oversees the creation and dissemination of videos, policy papers, infographics, blog posts and other content that educates policymakers and empowers advocates.

Amanda's background is rooted in writing, communications, education and public affairs. Prior to joining Woodberry Associates, she served Fortune 500 clients at a Washington, DC-based public affairs agency and worked on the marketing and proposal team of a Northern Virginia technology firm. Amanda has freelanced on behalf of private and nonprofit organizations on issues ranging from education policy to veterans employment. She previously served on the legislative staff of U.S. Senator Lindsey Graham.

Amanda holds a B.A. summa cum laude in English and a master's in English education from Converse College, a women's college in Spartanburg, SC. She lives in Reston, Virginia with her husband and three children.

Ryan Gough (Vice President) is a seasoned campaign and political consultant. He has managed statewide political operations for presidential campaigns and some of the most-watched congressional races in the country.

Upon joining Woodberry Associates, Ryan began working in education policy advocacy, helping manage the nation's largest parent-led coalition working to defend parents' rights to access the best public school options for their children. Ryan's work took him cross country, working with parents in statehouses from Oklahoma to Maine.

He now lives in North Carolina with his wife, Katherine, and his two children, Hayes and Eleanor.

Andrew Roof (Manager), serves Woodberry Associates' Strategic Communications division, where he helps translate client messages into powerful, policy-shaping narratives.

Prior to joining Woodberry Associates, Andrew worked with the South Carolina Commission on Higher Education, the oversight board for the state's public postsecondary education system. Over four years, he undertook diverse legislative and policy-focused communications projects to improve affordability, attainment and employment outcomes for students.

Andrew is from Columbia, SC, but currently lives in Washington, DC. He graduated from the University of South Carolina in 2017, where he studied marketing, human resources and international relations.