



135 Berkshire Street, Cambridge, Massachusetts 02141

August 9, 2022

TO THE HONORABLE MEMBERS OF THE SCHOOL COMMITTEE:

CONTRACT: Consulting Services

RECOMMENDATION:

That the School Committee approve a contract with the following vendor, funds to be provided in accordance with the budget reference listed below. Procurement procedures for this purchase have complied with Chapter 30B of the laws of the Commonwealth of Massachusetts.

<u>Contractor</u>	<u>Period of Contract</u>	<u>Amount</u>
Horan Communications P.O. Box 252 Milton, MA 02186	8/1/22 – 6/30/23	\$38,500.00

DESCRIPTION: This contract is for consulting services that will focus on the CPS goals to communicate regularly and effectively to the CPS Community.

SUPPORTING DATA, RULES OF THE SCHOOL COMMITTEE: Chapter III, Section 12..." motions calling for the appropriation or expenditure of money require the affirmative vote of four members."

BUDGET REFERENCE:

Fund		Account		Dept.	
15000	General Fund	53101	Professional & Technical Services	896870	Superintendent of Schools

Respectfully Submitted,

*Victoria L. Greer, PhD*  
Victoria L. Greer, PhD  
Superintendent of Schools

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## SUPPLEMENTAL INFORMATION: Horan Communications

**Purpose:** Horan Communications LLC, will provide consulting support in strategic communications.

**Amount of Contract:** \$38,500.00

**Description/Scope of Services:**

The consulting engagement will focus on the goals for the school district to communicate more regularly and effectively with families, staff, and the community, including:

- To be more proactive in communicating the district's priorities in teaching and learning and operations;
- To support schools in their own marketing efforts and in their ongoing work to inform and engage families;
- To build capacity for effective communication in response to crises or emergencies, including standard protocols at the school and district levels; and
- To ensure strong working relationships between schools and central offices for communicating with families, staff, and the broader community; and
- To foster greater alignment and coherence across schools in communications content and practices.