AMN KEY SOLUTIONS

PROPOSAL TO:

PALO VERDE COLLEGE

WHERE KNOWLEDGE TAKES ROOT AND OPPORTUNITY GROWS

About AMN Key Solutions

AMN provides strategic advice, public relations, community engagement, and research to public school districts, City, County and local agencies across the country. It has been an honor to work with the Palo Verde College for the past 10 months in developing a strategic communication and enrollment plan.

We create public information and marketing efforts with a client's short and long term objectives in mind so that the efforts dovetail with your District's education and community outreach goals. At AMN, we believe in a collaborative, client-agency relationship. As our client, you keep your hands on the wheel, while we keep our eyes on the road. We pride ourselves in the strategic planning services and innovative, creative, effective materials we provide our clients.

Strategic Communications

Whether it's your District's overall reputation or a ballots issue, today's fragmented news environment makes the challenge of communicating your District's message to a diverse audience of opinion makers, voters and parents formidable. Developing an effective message and communicating across the right platforms to achieve your goal is what we do.

Whether it's developing strategies to measure the pulse of your internal and/or external stakeholders, help build your advocacy coalition, create targeted media for specific audiences, an educational effort, or distilling complex data into an easily understood and visually appealing message, we approach every client and issue as an individual campaign with a strategy tailored specifically for you.

AMN Key Solutions offers over 20 years of expertise in all aspects of K-14 marketing, statistical research,and communications.That experience will be put to work for you.
AMN's services include:

- Public/Media Relations - Print Collaterals
- Message Development
- Branding
- Web and e-communications consulting

Public/Media Relations and Print Collaterals:

It's a challenge for a public agency to break through the noise of today's 24-hour news cycle. AMN know's how to effectively deliver a public agency client's messaging strategy to their key audiences to generate the results they want. AMN will produce engaging press releases and print collaterals as agreed to by the college to highlight academic offerings with an aim to further increase college enrollment.

Message Development:

Your message does not exist in a vacuum—it is tied to your competitors' messages, breaking news, and your target audience. Our decades of experience working with public agencies have taught us that message is the core of any successful communication effort. Using research and experience, we will work with you to develop the message you need to achieve your objectives.

Branding:

Establishing and building an identity is critical to competing in a crowded marketplace and surviving the scrutiny of the 24/7 media. Defining and high lighting your District's strengths and accomplishments, and underscoring what you have to offer your target audience is essential to building and maintaining public trust. We will work with Palo Verde College to strategically define who you are, how you can best communicate to your target audience(s), how you fit into the local and regional landscape, and how you can further establish your brand.

Web and e-communications consulting:

Social media is an opportunity to engage with your community. AMN works with its clients to determine a message, audience, and social media channel to achieve your goals. We will develop a plan and support your implementation, or we can implement the plan in full integration with your earned and paid media strategies.

Our services include:

- **Web site development**

- **e-recruitment strategies**

- **Recruitment e-mail development**. We can develop effective recruitment emails and identify social networking strategies that will attract students and encourage them to enroll.

- **Using social media as a recruitment tool:** Getting more “likes” should not be your main goal — just one of many targets. Ensuring that the content of your Facebook page is informative, engaging, and delivering the correct message is essential. Facebook alone is not all of social media, as literally thousands of “niche” social media sites are now in existence. AMN will work with your team to determine your target audience, what social media strategy and needs will work best for you and your expressed objectives, and then work to implement those.

- **Internet Advertising:** Facebook and other social media sites offer highly targeted advertising that will help you reach the right audience. We can use keyword targeted search ads on Google, Yahoo and Bing to ensure that your organization is one of the top results for relevant searches.Conflict of Interest

Deliverables

We will continue to work with the Palo Verde College in executing the communication plan established in January 2014, utilizing the AMN created tag line “Palo Verde College - Where knowledge takes root and opportunity grows.” Services shall include the production and distribution of communication messages and materials which resonate with students and maximize enrollment potential. It is envisaged that this shall include, but not be limited to direct mail, assorted print collaterals, creations of customized email communications, press releases as well as the development of relevant web and social media communication platforms.

FEE SUMMARY

AMN's fees are based upon a number of criteria including district demographics, complexity of the issue and project related scope. Recognizing the District's present situation,objectives and size, AMN proposes a fee of $3,000 per month, payable within 30 days of receipt of invoice. The base consulting fee shall be calculated on a pro-rata basis for the initial and final month of service if less than a full calendar month.

Payments on Certain Purchases and Rentals. All media and advertising goods and services shall be purchased or rented from AMN by Client according to an agreed upon schedule of prices. Client will be informed of cost and be required to give verbal authorization of cost prior to purchase or rental. AMN shall in turn subcontract the work to third party vendors.

Payment for such items shall be made in advance by Client to AMN, or to the third party vendor at the discretion of AMN. Subject to prior approval of client, Consultant is authorized to enter into third party contracts on behalf of Client for Client's public information/engagement efforts. Payment of vendor for all good, services and costs shall be Client's sole responsibility, and shall be in addition to the Compensation or any other fees for the Services. Such third party contracts include, without limitation contracts for printing, graphic art work, demographic data, mailing services and postage.

Reimbursement of Expenses. Client shall reimburse AMN for expenses incurred by AMN from time to time in connection with the performance of the Services described herein, which includes, but is not limited to, automobile mileage at the established IRS reimbursement rate at the time at the time of travel, air travel, hotel lodging, parking fees, copying fees, telephone charges, postage and other out-of-pocket expenses. AMN shall submit a report of actual expenses, and within thirty (30) days thereafter, Client shall reimburse AMN in full. Expenses 5 billed to Client shall not exceed $1,500 in the aggregate, per calendar month without the verbal or written approval of Client. Any verbal approval shall be confirmed in writing by either party. Client may designate in writing an individual(s) with authority to approve expenses on Client's behalf