



BUCYRUS CITY **SCHOOLS**

Retainer for Communication Consulting Services

PREPARED FOR:

Robert Britton, Superintendent

PREPARED BY:

Gianna Harrison, VP of Communications

May 11, 2026



SITUATION ANALYSIS

Bucyrus City Schools (Bucyrus) is one of Ohio's most tight-knit school districts and communities. Bucyrus is facing a significant need to increase its communication and outreach to the community. Like Allerton Hill Communications (AHC), the district shares in the belief and need to communicate with the public in a very open and transparent way.

To prepare and meet the mounting needs and challenges facing the district, Bucyrus must engage its many stakeholders in a strategic manner.

OBJECTIVES

OUR OBJECTIVES FOR THIS PARTNERSHIP INCLUDE:

- Support the district's current communication needs with timely strategic counsel and execution
- Deliver a high-quality, research-based communication and outreach plan to help Bucyrus City Schools reach its goals

MEASURES OF SUCCESS

OUR METRICS WILL INCLUDE:

- Increased community awareness and understanding of district's successes, challenges and opportunities
- Higher levels of community engagement and dialogue to strengthen connections across the community
- More consistent and strategic communication and messaging

VALUE TO BUCYRUS CITY SCHOOLS

- Clear, research-based messaging to reach key audiences
- Public education efforts that address and correct misinformation
- Access to best practices gleaned from work with high performing public entities and communities
- A team with 75+ years of combined marketing and communication experience



COMPREHENSIVE COMMUNICATION CONSULTING

\$5,500/MONTH

REGULAR CONSULTATION MEETINGS

Allerton Hill will conduct regular consulting meetings (in-person and/or via video/phone) to review current projects, discuss strategies, and address communication needs and challenges.

COMMUNICATION AUDIT & RECOMMENDATIONS

Allerton Hill will review the district's current communication plan and outreach tools. We will assess current materials (print, digital, web, social, email) against best practices and provide recommendations.

SOCIAL MEDIA MANAGEMENT

We will manage the district's primary social media platforms (e.g., Facebook, LinkedIn, Instagram), including content planning, posting and performance monitoring.

MESSAGE & CONTENT STRATEGY

Allerton Hill will develop key factual points, messaging frameworks and voice/tone guidelines; draft content as needed; and advise on the best ways to communicate district messages across channels (e.g., news releases, newsletters, website, infographics, video, and more).

COMMUNICATION & CREATIVE DEVELOPMENT

We will develop and/or collaborate on:

- Speeches and talking points
- News releases, op-eds and overall media relations
- Newsletters (digital and printed/mailed)
- Blogs and long-form articles
- Superintendent branding and thought leadership
- Website review and copy development
- Flyers, one-pagers and other infographics
- Video development (storyboards, scripts)
- Social media advertising (strategy, copy, creative)
- Other projects as discussed and deemed necessary

CRISIS COMMUNICATION ASSISTANCE

Allerton Hill will be ready to assist should a crisis occur so the district can communicate with the public quickly, clearly and consistently.

JOINT ACCOUNTABILITIES FOR COMMUNICATION CONSULTING SERVICES

ALLERTON HILL'S ACCOUNTABILITY INCLUDES:

- General availability and prompt response, with adherence to agreed-on deadlines.
- All administrative, travel and office costs paid for by Allerton Hill Communications, LLC, with no "hidden extras."
- No advocacy related services. This agreement does not include advocacy services for any current or future campaigns.
- No legal advice. This agreement does not include legal advice. The district should consult their own attorney regarding legal matters, including any proposed external communication.

BUCYRUS CITY SCHOOLS ACCOUNTABILITY INCLUDES:

- Prompt reply to phone calls and emails from Allerton Hill.
- Access on mutually convenient dates for consultation.
- Payment for all paid social media advertising.

OUR JOINT ACCOUNTABILITIES INCLUDE:

- Regular check-ins to assess satisfaction and determine any needed changes.
- Reasonable accommodation for conflicts and unforeseen events.
- Mutual respect for confidentiality, proprietary materials and approaches.
- No limitation of services. Allerton Hill will extend services as necessary to ensure appropriate communication support. If requests are excessive or outside scope, Allerton Hill will notify Bucyrus City Schools before providing services that may require additional compensation.

MEET OUR EXPERTS

We know how to support you through your challenges because we've earned our stripes as public school communication experts and are driven by our shared mission to Tell Your School's Story!



JOEL GAGNE
CEO/Partner



JENNIFER ECONOMUS
President/Partner



GIANNA HARRISON
National Vice President of
Communications/Partner



BECKA MAYR
Vice President of Client &
Employee Success/Partner



KAITLIN HALL
Director of Client Strategy



CARRIE RANKIN
Director of Client Strategy



SARAH LAMBERT
Senior Strategist



KESHA PHILLIPS
Director of Creative Operations



MEGAN MONTGOMERY
Senior Strategist



LIZ JORDAN
Senior Strategist



CYNDI SMITH
Social Media Head Coach



CHRISTINA GODSEY
Social Media Training and
Procedures Coach



KAITLYN CUFF
Social Media Strategy &
Engagement Coach



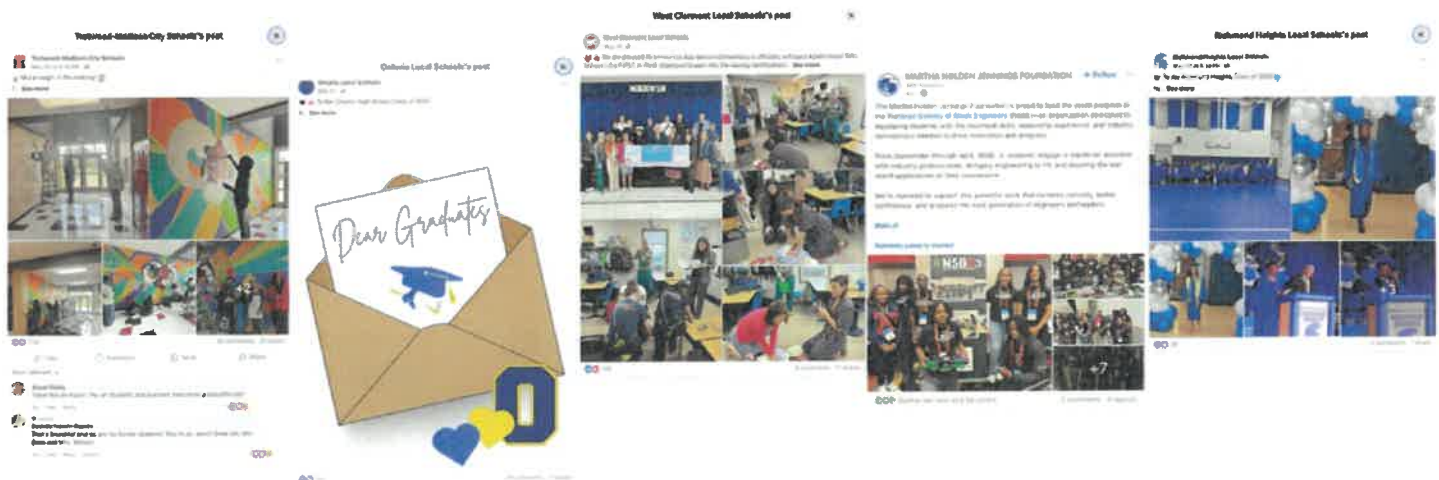
LAUREN SCHERR
Senior Strategist



CARSYN CUSTIS
Strategist



Social Media Management



SEE OUR WORK

Branded Publications



Licking Heights Local Schools
Annual Financial Report



Georgia Connections
Academy Impact Report



New Philadelphia City
Schools Monthly Newsletter



Celina City Schools District
Profile



Lake Bluff School District 65
Wall Calendar



West Clermont School
District District at a Glance
Flyer

TERMS AND CONDITIONS

The terms and conditions of this proposal are effective from June 1, 2026 through May 31, 2027. The cost of the comprehensive communications consulting services outlined in this proposal totals \$5,500 per month to be billed monthly.

This agreement will automatically renew on June 1, 2027 for the period of one year, and each consecutive year thereafter. If either party wishes to terminate this agreement, the party must provide notice of non-renewal at least 30 days in advance.

Either party can terminate the contract with 30-day written notice. Refunds will be prorated based on the time of the termination of the contract.

ACCEPTANCE

Your signature indicates acceptance of the terms of this proposal

ALLERTON HILL COMMUNICATIONS

BUCYRUS CITY SCHOOLS

DATE

