

Friday, May 16, 2008
PROPOSAL

Erie County Technical School
Aldo Jackson

Dear Aldo,

It is with great pleasure that I present you this proposal with information and pricing regarding our ability to “**partner**” with Erie County Technical School in the long-term delivery of high quality CTE marketing products, services, and strategies.

PROJECT DESCRIPTION:

Strategic Marketing Enrollment Funnel and Plan for Erie County Technical School

Erie County Technical School needs to develop emotional attachment and loyalty with future students as well as maintain and increase retention rates of existing students in order to create and sustain strong ongoing enrollment. The benefits of Erie County Technical School’s programs are extensive and yet a clear distinction amongst students and parents will need to be improved and capitalized on.

Tools for Schools will facilitate our proprietary CTE Enrollment Funnel and Marketing Plan development process for Erie County Technical School that includes the following components and services:

- Extensive Enrollment Funnel project management, meetings, and creative brainstorming.
 - Facilitation and coaching of the Erie County Technical School team assigned to develop, implement, and operate the ongoing Funnel.
 - Deliver CTE Funnel strategies and creative input to develop a powerful personal experience for each future and existing student and parent, although it is the ongoing responsibility of Erie County Technical School to operate the Enrollment Funnel.
 - Our CTE marketing and sales expertise will be used to create a meaningful Funnel that increases emotional attachment and loyalty.
 - Identify potential issues, positive and negative, for dealing with students, parents, and additional influencers.
 - Facilitate benefit statement creation (Erie County Technical School value statements) for strategic marketing messages.
 - Creation of a Unique Selling Proposition if possible and one does not already exist.
 - Develop Funnel strategies to deliver critical marketing messages to the right audience at the right time.
 - Connect the entire enrollment, retention, and community awareness process together for maximum impact.
- ✦ It is the objective of the Enrollment Funnel process to increase enrollment, retention, and community awareness through the creation of an ongoing relationship with each prospective and existing student and parent.

Friday, May 16, 2008
PROPOSAL

- ✓ The Enrollment Funnel method is a rewarding procedure that uncovers the hidden opportunities to make a connection with your audience. This process may take many hours over many months/years depending on the team assembled, the challenges faced, time frames and travel schedules, and the goals and direction established at the beginning of the project. We do not require a long-term agreement because we trust you will see great value in the process and welcome the insight we bring to CTE and will deliver to Erie County Technical School. Though no long-term agreement is needed, it is critical to commit to Tools for Schools as your partner in this important marketing technique. Tools for Schools must be viewed by the team and organization as your partner and facilitator in order to move the process forward productively.
- ✓ The Enrollment Funnel is not designed as a quick fix process, but a long-term solution. Though it has worked quickly with some clients, it has been created to significantly increase emotional attachment and loyalty with students over time. Your results may differ based on many factors outside the control of Tools for Schools. Time and consistency are the critical factors because it takes time to develop a strong relationship over many “drips.”
- ✓ A critical component in this process is a team that can work together to quickly implement the strategies developed and drive the process through the internal organization for maximum effectiveness. This team and its leader will work directly with Tools for Schools. Rule of thumb ... the bigger the team the slower the process. We have found that a team of six to ten positive, open minded, results oriented individuals who are influential within the organization and understand its inner workings is most effective.
 - ✓ One team member must be capable of taking comprehensive meeting notes and transcribing them into an Enrollment Funnel structure shortly after each meeting. The funnel will be reviewed by Tools for Schools at each step prior to the next meeting for additional notes, comments, action steps, and strategies. Tools for Schools will instruct this team member prior to the first meeting to establish the needs, structure, and importance of this position.
- ✓ Once this proposal has been approved and faxed as stated below, a comprehensive document will be sent prior to the initial meeting clearly outlining:
 - ✓ Team requirements and descriptions for the makeup of the team.
 - ✓ Initial meeting agenda and location needs.
 - ✓ Listing of survey and enrollment statistics, if available, for Erie County Technical School.

Investment: \$180.00/Hour plus Expenses

TERMS: The above pricing is valid for 30 days, although any change in specifications or scope of services required may necessitate an adjustment. Hours include pre-meeting prep, meetings, conference calls, phone calls, meeting wrap-up, marketing support hours, and ongoing coaching through the process. All schools vary, based on their unique needs, however to budget/plan effectively, plan on a range of hours from 150-250 hours per year depending on the speed of the team and project needs.

Approval below establishes Tools for Schools as the strategic marketing plan, creative, and production marketing partner for Erie County Technical School. Tools for Schools will provide creation and production of most marketing and communication materials for the district, secondary, and adult department which insures a consistent branding

Friday, May 16, 2008
PROPOSAL

effort delivering a strong marketing message and impact. There is no specific pricing included on this proposal for creation or production of printed materials, radio and TV commercials, ad creation, focus groups, extensive survey development, graphic design or placement of media pricing or production, therefore any required by Erie County Technical School will incur additional charges.

The Enrollment Funnel and marketing plan development process, strategies, and terminology are the copy written materials and intellectual property of Mark C. Perna and Tools for Schools. All rights are reserved. Except where they apply to Erie County Technical School, any use of these materials or sharing with other schools, whole or in part, without written permission is strictly prohibited.

Due to the many Erie County Technical School factors outside the control of Tools for Schools in the facilitation of this process, there are no guarantees of performance made or implied regarding the increase of enrollment and retention. Hours and expenses will be invoiced monthly. Any additional products and services will be invoiced separately at the time the products are produced.

TERMINATION: There is no mandatory length of agreement, so Erie County Technical School or Tools for Schools may cancel this agreement at any time or at any point in the ongoing process. Cancellation must be in writing, while any hours and expenses incurred up to and including the date the notification is received, are due in full from Erie County Technical School once invoiced by Tools for Schools.

Aldo, we are looking forward to moving ahead with this project and having the opportunity to thoroughly delight you. If we can be of any further assistance, please call Kristy Warrell, our Manager of Client Services, or myself at 330-650-5300 or on my cell phone any time at 216-215-8115. We truly appreciate this opportunity to work closely with you and the Erie County Technical School team!

Please fax the approved proposal to Kristy Warrell's attention at 330-650-6416.

Warmest Regards,

Mark

Mark C. Perna
Founder/Author

Approval

Aldo Jackson
Erie County Technical School