

**Blue Oak Charter School**  
**450 W. East Avenue, Chico, CA 95926**  
**FINANCE COMMITTEE**  
**SPECIAL MEETING**

Join Zoom Meeting:

<https://zoom.us/j/98347919501?pwd=ZXRYRHUybG5WMVRCbUg5bzZ2cVlwdz09>

Meeting ID: 983 4791 9501

Passcode: PUvR9p

**Tuesday, December 15th, 2020 - 4:15 pm**

*Vision: To be a model for successful education of the whole child.*

*Mission: To nurture and deepen each child's academic and creative capacities using methods inspired by Waldorf education in a public school setting.*

**Notice:** Any person with a disability may request the agenda be made available in an appropriate alternative format. A request for a disability-related modification or accommodation may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting at, 450 W. East Ave., Chico, CA or by calling (530) 879-7483 between the hours of 8:00 a.m. and 4:00 p.m. Monday through Friday (at least 48 hours before the meeting). All efforts will be made for reasonable accommodations.

All times noted on the agenda are approximate and listed solely for convenience. The Board may hear items earlier or later than is noted and may move the order of agenda items.

**Update:** In Compliance with the Governor of California's "Safer-at-Home Order" due to COVID-19, the Blue Oak Finance Committee will be conducting meetings virtually until further notice. This means there will be no specific physical meeting place; the meeting will be held remotely. However, public participation continues to be welcomed and encouraged..

Blue Oak Finance Committee (BOFC) may tape, film, stream, or broadcast any open BOFC Meeting. The BOFC chair may announce that a recording or broadcasting is being made at the direction of BOFC members and that the recording or broadcast may capture images and sounds of those attending the meeting. Any district recording may be erased or destroyed 30 days after the meeting.

## **AGENDA**

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### **OPEN SESSION - 4:15 PM**

#### **1. OPENING 15 Minutes**

- 1.1. Call Meeting to Order
- 1.2. Roll Call of Committee Members and Establish Quorum
- 1.3. Invocation - School Verse Read

*"This is our school, May peace dwell here, May the rooms be full of contentment. May love abide here, Love of one another, Love of our school, Love of life itself. Let us remember that as many hands build a house, So many hearts make a school."*

- 1.4. Audience to Address the Committee

*This is the opportunity for members of the community to address the committee concerning items not on the agenda. Persons addressing the Committee will be allowed a maximum of three (3) minutes for their presentation. Persons may not yield their time to another speaker (Gov. Code § 54954.3)*

- 1.5. Agenda Modifications

**2. BUSINESS - 25 minutes**

**S. Domenighini**

2.1. Marketing Contract and Related Budget Changes

**3. NEXT MEETING - Tuesday, January 12th, 2021**

**ADJOURNMENT**



# Messaging Workshop for Blue Oak Charter School

**Prepared for:**

Susan Domenighini Blue Oak Charter School

**Prepared by:**

Michael Coogan MC2 Design Group, Inc.

**Hi Susan,**

Thank you for giving MC2 the opportunity to bid on your project.

We look forward to showing the Blue Oak Charter School team how MC2 can meet the goals and objectives for your organization. With MC2 as your partner, we'll help:

- Write engaging messaging so that parents and the public clearly understand what you offer and the value you provide.
- Help you stand out and set you apart with words that connect with your audience.
- Help you and your team, clearly, confidently and consistently talk about what you do in a way that leads to better engagement.

The process is simple. Just read through this proposal, sign it, and send it back to me. From there, we'll schedule your project kickoff, and our team will get to work.

We look forward to working with Blue Oak Charter School and are grateful for the opportunity!

Thank you,

Michael Coogan







# The Current Challenges

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"People don't always buy the best products or services; they engage the one's they can understand the fastest." - Donald Miller

You are good and what you do! But like many organizations it's sometimes hard to communicate what you do. Do you feel like if each person in your organization was asked what Blue Oak Charter School provides to its students and parents, you'd get a different answer from everyone? We are here to help! We get it, communicating, especially for the purpose of sharing vision and value can be complicated. We make the complex simple through proven messaging framework.

Words matter, so if the words and messaging on your website, emails, letters, and other communications don't connect with your audience within the first few seconds and tell them how it benefits their lives, they will click to the next website, delete the email, or zone out, and you will never make the connection.

You are professional educators, not marketers. And here's the thing: you shouldn't have to be. You should be able to focus on your organization, on what you do best, and on what makes your organization grow..



# How we work!

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Our system creates a simple language the cuts straight to the core of what problems you solve for your audience and how you help them. We do this with the StoryBrand framework. Clear copy leads to increased engagement, growth and revenue.

Imagine being at a social gathering when someone asks you what you do for work. Instead of fumbling over your words and telling them the organizations history or philosophy, which 99% of people won't be interested in, you clearly communicate what you do and how it makes people's lives better.

Here's how we can make that scenario a reality:



## The StoryBrand Framework

### What is StoryBrand?

We want to let you in on a little secret that has the potential to improve your entire marketing strategy: *If you confuse, you'll lose.*

Sounds simple, right? You'd actually be surprised by how many businesses forget the importance of clarity in their messaging and marketing. It's easy to get hung up on your story. After-all, you're awesome, and so is your business! We get it. But here's the thing: Your marketing should focus on the customer—not you. You might have the world's best product or service. Yet, if your message ignores your customer's internal pain points and fails to offer them a clear solution, they won't buy from you. Period.

The StoryBrand Framework was created by New York Times Bestselling author and marketing expert, Donald Miller. The framework is used to build effective marketing messaging that helps build a clear and concise narrative for your target audience.

MC2 is a StoryBrand Certified Agency and our entire team has been trained specifically on the results-driven, marketing methodology. The StoryBrand system has helped thousands of businesses make millions of dollars. When you eliminate confusion in your marketing, you connect with customers and grow your business. As a StoryBrand Certified Agency, we'll show you how.

# The plan

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We know all this can seem like a lot. Don't worry though. We will literally take care of everything. All you need to do is tell us when you want to start. Here's what the process looks like once you sign off on this proposal.

## STEP 1

### Discovery Consultation

A collaborative session where we aim to simplify and clarify internal and external messaging to effectively communicate what Blue Oak Charter School has to offer.

## STEP 2

### Create your messaging collateral

Our team of marketers and copywriters takes the information from the work session and creates a brand narrative, one-liner, and website homepage copy.

## STEP 3

### Send Final Messaging Deliverable

After following up with your team to make sure everything is just right, we'll email you a pdf. with all your messaging collateral. You can use this to update your website, sales funnels, social media posts on your own. Or continue our engagement and let our team take care of the implementation.



## Message Clarity Consultation Scope



### Deliverables

- Develop messaging for Blue Oak Charter School
  - Marketing is an exercise in memorization. We provide a framework where you can repeat your message so that people understand it and don't forget it.
- 2 - hour initial consulting and discovery session (via zoom)
- 1 hr - secondary discovery session if needed (via zoom)
- Create a brand narrative to be used as the filter to create all subsequent copy through. This narrative is a script that with minor adjustments can be used for video, about copy, a sales letter or other marketing copy.
- Create a simple one-liner (elevator pitch) that creates consistency throughout the organization that quickly tells people why you matter.
- Develop website copy and wireframe for effective communication
- Provide additional copy/messaging suggestions
- Review session to present final messaging narrative (via zoom)
- Provide all final deliverables

## How we've helped other's clarify their message

### I wish we had done this years ago

*"We've been struggling to get our entire team on the same page with our message. MC2 took us through a process that challenged our way of thinking about what we say and how to connect with our members. I wish we would have done this years ago!"*

**Scott Schimke**, Risk Manager and Executive Director of GSRMA  
Golden State Risk Management Authority

### Absolutely priceless...

*"...just a follow up from today, that would be the best money I've ever spent even if the service stopped at that 2 hours and didn't include the other items. Absolutely priceless meeting today. Thanks!"*

**Shawn Blofsky**, Owner  
Proactive Health Management Solutions

### MC2 seeks to understand the soul of a company before trying to promote them

*"We knew we needed expert advice on marketing. We also knew we didn't know enough what to ask help with. The most important thing for us was finding someone who took the time to understand our business and how it should be marketed. Graphically, copy, and most importantly, the story. Without making us feel like we didn't understand our own business, MC2 walked us through the correct way to build a narrative and brand. The experience was far more personal than I would have guessed. As corny as it sounds, MC2 seeks to understand the soul of a company before trying to promote them."*

**Sean Morgan**, Business Development / Partner  
InvestorKeep

# Your Investment

This investment in your organization will get you a return financially AND personally - you'll love the newfound confidence that comes from knowing how to succinctly communicate what your organization does and whom they do it for.

Name	Price	QTY	Subtotal
StoryBrand Messaging Workshop	\$4,500.00	1	\$4,500.00
Subtotal			<b>\$4,500.00</b>
Discount			<b>\$0.00</b>
Tax			<b>\$0.00</b>
<b>Total</b>			<b>\$4,500.00</b>

# Let's Make it Official

Ready to stop confusing your audience?  
Here's what you need to do to get started.

1. **Digitally sign this proposal and return it to me.**
2. **Next, I'll send you an invoice and an email to schedule our discovery consultation.**
3. **We'll perform our first collaborative session then it's off to the races!**

## Agreed and Accepted By:

By signing this proposal you are agreeing to the project scope and project agreement details (outlined below).

MC2 Design Group, Inc.

Blue Oak Charter School

Michael Coogan

Susan Domenighini

Managing Partner

Executive Director

If you have any other questions, just send me an email at  
michael.coogan@mc2design.com. (No, MC2 does not stand for Michael Coogan. :) )



## Project Agreement Details

**This proposal doubles as an executable agreement that is intended as a legally binding agreement between Seller (MC2 Design Group Inc. (referred to hereinafter as "MC2") and Client (Blue Oak Charter School), collectively known as the "Parties."**

**Blue Oak Charter School has agreed to allow MC2 to perform the work outlined in the Project Scope section of this agreement. Blue Oak Charter School and MC2 mutually agree to the following terms and conditions as listed in this proposal and agreement.**

## Payment

50% is due upfront and final payment at project delivery. MC2 will accept payment as cash, check, Visa or MasterCard (3% surcharge on credit card transactions).

### ACCEPTANCE

Blue Oak Charter School accepts the above proposal for work to be performed as stated by MC2 Design Group, Inc. has read and agreed to the attached project scope and agrees to the trade terms, conditions and warranties on the additional pages. This proposal constitutes a contract between MC2 Design Group, Inc. and Blue Oak Charter School when signed by both parties.

1. Payment will be made to MC2 Design Group, Inc. of all sums due in a timely manner as determined by both parties.
2. On default in payment of any obligations due, and in the event collection proceedings are instituted by MC2 Design, Inc. including legal proceedings, Blue Oak Charter School agrees to pay all costs, expenses and attorney's fees incurred by MC2 Design Group, Inc. pursuant to the collection or attempts to collect said amounts.
3. Interest on past due and unpaid balances will accrue at the rate of 1-1/2% per month (18% per annum), or \$10.00 per month, whichever is greater, and Blue Oak Charter School: agrees to pay said interest on past due accounts.
4. The terms of the above Proposal clause and Acceptance clause constitute a contract between MC2 Design Group, Inc. and Blue Oak Charter School and will be binding upon the heirs, executors, administrators, successors and assigns of the parties.