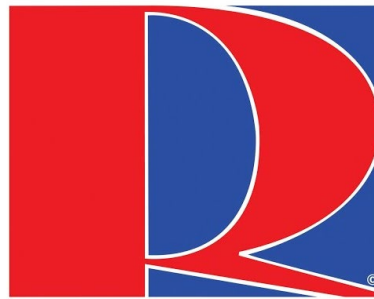




**Raytown Quality Schools
Strategic Planning Facilitation
Request for Proposal
Submitted by ExcellenceK12**

July 12, 2021



**RAYTOWN
QUALITY
SCHOOLS**
Expect the Exceptional

PROPOSAL FORM: Strategic Planning Facilitation

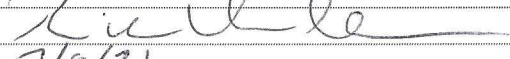
1. Respondent Information-Corporate

Name:	ExcellenceK12
Address:	P.O. Box 1986
City State Zip	Lee's Summit, Mo. 64063

2. Primary Contact Person Information (please provide other contact information on a separate sheet as deemed necessary)

Name:	Rick Nobles
E-Mail Address:	Rick@ExcellenceK12.com
Phone Number:	913-484-0920
Fax Number	

3. Authorization

Signature	
Date	7/8/21
Title	President

4. Check if you have included the required proposal copies

<input checked="" type="checkbox"/>	Two (2) paper copies of the proposal including pricing
<input checked="" type="checkbox"/>	One (1) electronic copy of the proposal on a flash drive

6. Attach a list of references per Instructions to Respondents.

7. Summary of what differentiates your services and products from others.

8. Please provide a detailed description of how your proposed solution meets or exceeds the criteria detailed in the Scope of Service. Please provide responses in the order they appear in the Scope of Service.

Return by July 12, 2021, at 12:00 p.m.:

Raytown C-2 School District
Attn: Dr. Allan Markley
Raytown Quality Schools Administration Building
6608 Raytown Road,
Raytown, MO 64133

EXCELLENCEK12

Raytown Quality Schools Strategic Planning Facilitation Request for Proposal ExcellenceK12 July 12, 2021

ExcellenceK12 appreciates the opportunity to submit a response to the Raytown Quality Schools (RQS) Request for Proposal for Strategic Planning Facilitation, working with the Citizens Advisory Committee (CAC) and others to design the overall strategic planning process for one-year and five-year plans – establishing short-term priorities for the 2022-23 school year and a comprehensive direction for future school years through 2027-28.

ExcellenceK12, based in Lee's Summit, Mo., brings together 45 years of combined experience in K-12 surveys, patron research, strategic planning, data analysis, and reporting to provide school administrators and Boards of Education members with meaningful insights on which to base actionable decisions. The company was formed in 2019 by Rick Nobles, president, who has more than a decade of experience working with school districts, having worked for years with another market research firm.

Our research experience ranges from districts of 148 students to those with more than 25,000; from affluent to those with a high free and reduced lunch population; and from rural, urban, and suburban marketplaces. Our team has worked with hundreds of school districts in Missouri, Kansas and around the region.

Most recently, ExcellenceK12 staff took the reins and led the completion of strategic planning projects for Camdenton R-III, Mo., (2015-2020 and 2021-2026), Hickman Mills School District, Mo., (2019-2024) and Pettis County R-XII School District, Sedalia, Mo., (2019-2024). We also have experience working with the Center School District (Kansas City, Mo.).

With these projects, ExcellenceK12 employed a process called Multiple Validation Protocol (MVP). This process focuses on getting input from as many stakeholders as possible and ensuring the right goals are agreed on before tactics begin. We believe strategic plans should include all the perspectives, or voices, of your patrons to determine which direction the district should take for the next five years to meet its visions and goals. Furthermore, one of the key skills we bring to the table is helping the district weigh each audience's input, so an appropriate level of suggestions is obtained for the purposes of a strategic planning initiative.

In our process for strategic planning, we completely execute, and project manage all details, serving in an advisory capacity. This includes conducting interviews with internal stakeholders (the district leadership team and Board of Education) and external opinion leaders; working with the Citizens Advisory Committee and running those meetings; completing a statistically valid telephone survey; deploying online surveys for district stakeholders; and creating a digital dashboard where supporting data can be housed and referenced anytime.

All this together creates a strategic plan that is a living document and is easily implemented because the ideas have been vetted throughout the community.

We will have no problem completing the work described in the timeframe provided.

We look forward to speaking to you in person about our credentials as they relate to this opportunity.

Thank you.

Rick Nobles
President
ExcellenceK12

Scope of Work

The process we recommend blends the thinking of the district's leadership, the Citizens Advisory Committee, and the Board of Education (BOE) with staff members, students, parents, and a representation of the community to create a truly comprehensive, actionable document that has been developed through a phased process. In doing so, each person has the chance to play an important role in the strategic plan development.

The steps in our process include:

- **Preparation:** An initial planning meeting will take place with the district's leadership team to confirm timing (this is determined with the end date in mind – the date when the plan will be presented to the leadership team and BOE), assignments for the consultant and the client, and the various phases of the planning process are discussed. As part of our process, we will review existing planning and assessment documents of the district. Additionally, we will source and review existing strategic plans from other districts in Missouri to glean best practices. There is no need to reinvent the wheel.
- **Leadership “deep dive”:** We will interview each member of the BOE, along with the superintendent and members of the cabinet, to better understand each person's views on the current state of the district and where the district should be headed in the future. We can complete these interviews in person (scheduled by the district within two days) or over the phone (scheduled within 14 to 21 days, as individuals are available).

External key opinion leader (KOL) interviews (25 in total) will take place, following the internal conversations. An interview instrument will be developed to maintain consistency in the interview process. KOL interviews will take place over the phone and will be scheduled at the availability of the individual. We can typically complete these calls within 14 to 21 days.

- **Citizens Advisory Committee meetings:** The first CAC meeting will inform the group of the process and desired outcome, and the committee will be led through an initial visioning process to determine overall themes to be explored in the planning process. The CAC will meet at key points in the timeline to receive updates, as data is gathered (up to three meetings). If necessary, we can discuss options for hosting these meetings virtually.
- **Research with key stakeholders and synthesis:** All voices have a chance to be heard in the research phase through a 300-call telephone survey and online surveys. The thoughts from the internal and KOL interviews will play a key part in the research that we will conduct with key stakeholder groups, including current district parents, non-parent patrons/community leaders and staff members.

All data from the various sources (surveys and interviews) will be analyzed and synthesized to complete a comprehensive research report, which will include themes. The report will be shared with the Citizens Planning Committee and the district's leadership

team for discussion and review. The district leadership team may choose to present the report to the BOE for revisions to the desired planning scope.

Research and analysis can take between seven to nine weeks to complete.

- **Communications:** We will assist the district with the creation of communications materials for the community, staff and BOE to communicate details about the strategic plan.
- **Plan development:** This portion of the project involves active collaboration as the plan is being developed. Using the research analysis and synthesis, ExcellenceK12 will work with the leadership team, CAC and Board to develop a matrix of goals, tactics, and measurable benchmarks, and include an assignment of each goal to ensure implementation. Plan development can take between four to five weeks to complete. Communications during this phase can take place in person, via conference/video call or through email.
- **Presentation/Implementation/Annual Review:** A presentation of the plan will be made to the leadership team and the BOE by ExcellenceK12.

Approach

As mentioned earlier in this document, ExcellenceK12 uses an MVP approach for planning projects, predicated on the idea that getting stakeholder input from all parties before planning begins leads to a plan that 1) is truly representative of the thoughts and ideas of a complete cross-section of patrons; 2) eliminates surprises and the need for “buy-in,” once the plan is revealed; and 3) ensures the most diverse populations have a strong say in the direction of the plan.

This entire process takes several months, which is intentional. The best ideas usually develop over time.

1. Our process includes using Google Docs, so all interested parties have real-time access 24/7 to the strategic planning documents. At the direction of the district, we can include status reports as needed.
2. Using the MVP approach, we will vet ideas from as many constituents as possible. We will start with the smallest participant group, usually the leadership team, and we will move outward in expanding concentric circles, charging each new group to vet the ideas of the previous group as well as generating their own thoughts. This creates a “survival-of-the-fittest” paradigm, where the best ideas live and the less desirable ideas fall by the wayside.
3. Our leadership philosophy for strategic planning is grounded in the idea district leaders have full-time jobs and limited capacity to take on more leadership duties. As such, we will take the responsibility for planning and leading all meetings and executing research with a

minimum need for district leadership involvement. Again, we will use Google Docs as a repository for all communications and strategic planning documents.

Dealing with Major Challenges

As we think about the potential for major challenges, one issue could be the ongoing concerns related to the Corona-19 pandemic. However, we are fully staffed and organized to create the strategic plan virtually.

Thus, we do not anticipate any major challenges to this project. Our unique approach to data gathering means we have many arrows in our quiver to use in securing input for multiple and diverse audiences.

Assistance from the Raytown Quality Schools leadership team

While we will strive to work hand in hand with the RQS leadership team, we will not require copious amounts of its time or attention. We will need help with the logistics of implementing the research, in terms of the use of internal email databases, identification of research subjects for the interviews, contacting of said research subjects to invite them to participate in the research, etc.

We complete this type of work often and have systems and protocols in place to limit the amount of time and effort our clients need to expend.

Schedule

We will provide a detailed timeline of activities, once all the parameters have been established – i.e., the number of interviews, along with noting key dates and milestones that must synch up with the RQS calendar.

See Appendix A for the “Strategic Plan Process Overview” document that shows how we move through the work in multiple stages.

Fees

ExcellenceK12 charges by the project. Below outlines the cost by each segment of the project:

Fee Breakdown	
Preparation: Review of existing documents and initial planning meeting	\$500
Leadership “Deep Dive” – Individual interviews with cabinet members (8), School Board members (7), external key opinion leaders (25)	\$3,000 (40 interviews x \$75 per interview)
Citizens Advisory Committee – Three meetings during the process	\$2,700 (\$900 per meeting)
Research – 300-call phone survey and online surveys for staff/teachers, parents, high school students and community members	Phone survey – \$11,900 Online surveys – \$6,000 (\$1,500 per online survey)
Research – Online survey for leadership team	\$1,000
Synthesis of all data/research collected	\$3,000
Plan development	\$3,200
Creation of dashboard for supporting data	\$1,600
Assistance with communications materials	TBD*
Presentation to cabinet, BOE	\$0
Annual review with leadership team – One, 8-hour session per year followed with a written recommendation	\$4,500 (\$1,500 per year)

Total (if all items are implemented) = \$37,400

- ❖ An invoice will be sent for ½ the amount at the start of the planning process and the remaining balance will be invoiced at the end of the project.
- ❖ Change of project scope may alter this budget estimate.

**We are happy to provide a quote once the definitive scope of work has been determined.*

Key Personnel

What sets ExcellenceK12 apart is the diverse and extensive experience of our team. Four principal members of the ExcellenceK12 team have been working with both school administrators and Boards of Education members for many years to provide an accurate window through which they may view the needs and wants of their school communities.

ExcellenceK12 staff working on this project include (see Appendix B for key personnel resumé):

Rick Nobles, president

Rick will serve as the project lead and will conduct the kickoff meeting, moderate community sessions, supervise creation of the survey instruments, and present progress of the project to the district leadership team. Rick has more than 12 years' experience with K-12 school districts throughout the Midwest, working on projects including planning surveys, pre-election surveys, strategic planning, communications audits, climate surveys, virtual community advisory groups and many other services. He is the founder of ExcellenceK12, the co-founder of Patron Insight, founder of Americans for Public Education and founder of Project Lighthouse. Rick's research experience dates to the early 1980s, and he has worked on global research for companies such as Coca-Cola, Sprint, Subaru, Midas, and the United Methodist Church.

Susan Nenonen, content manager

Susan will take the lead on crafting the surveys, analyzing the research data, and writing all research documents. Susan provides a wide range of communications tactics for the company, including writing and editing research reports and other documents, providing web and social media content, project management, and developing face-to-face communications. She brings more than two decades of journalism and communications experience to the company, including as a research writer and editor with Patron Insight for more than 11 years. She also provided internal and external communications for the City of Overland Park and the Federal Reserve Bank of Kansas City.

Elaine Warren, director of client services

Elaine will assist with the research process. Elaine has more than 20 years' experience in all facets of marketing communications. Prior to joining ExcellenceK12, Elaine worked three years for Patron Insight as senior associate working closely with client projects, and she managed the Marketing and Public Relations Department for the University of Kansas Edwards Campus for 16 years, where she was a long-time Patron Insight client.

Brad Stefanoni, senior strategist

Brad will play a significant strategic role in the research process and help author the plan. He brings more than 20 years of experience in K-12, higher education and partnership development. He worked for the Southeast Kansas Education Service Center at Greenbush for 18 years, served as president of a national not-for-profit group purchasing organization, and has worked in higher education strategic sourcing. Brad is our subject matter expert in all things "strategic." He excels in helping schools develop plans for strategic thinking and action-oriented planning and development. Brad is the guru for finding creative solutions that are simple, efficient, and strategic for schools.

Market Research Associates (MRA), sub-consultant

Market Research Associates, an Overland Park, Kan.-based company, will be contracted to complete the statically valid phone survey. Owner Don Weston utilizes lists purchased from a third-party vendor to ensure the survey is truly random. MRA employs professional

interview associates, which ensures the data provided to the district is of the highest quality and integrity.

Qualifications and Experience Relevant to the Scope of Work

ExcellenceK12 has more than 45 years of combined experience working with school districts in Kansas, Missouri, and others around the region. We have taken the lead role on strategic planning for several districts and provided research and other services to many more. Our experience with “flexibility to adjust plans following stakeholder feedback” is at the core of our services.

For example, Hickman Mills School District (Kansas City, Mo.) wanted a succinct and shortened strategic plan. Its previous plan was extremely long – more than 100 pages. Our approach allowed for a plan that was easily digestible and simplified but actionable. Through MVP, which engages us with all levels of the district’s patrons, we uncovered two unknown areas of concern for Camdenton R-III School District (Camdenton, Mo.). These concerns were further explored and ended up being addressed in the district plan. Our staff work with Pettis County R-XII School District (Sedalia, Mo.) reminded us strategic planning is important even in the smallest of districts, allowing us the luxury to speak to every teacher and staff member.

In addition to our experience with strategic planning, ExcellenceK12 President Rick Nobles has helped districts who thought they could never pass a bond (Camdenton R-III, Mo.) have success at the ballot box. He counseled districts to wait on a ballot initiative when the research results indicated patrons were not ready. Several districts that ignored the advice failed at the ballot box and later became longtime clients (Ava R-I, Mo., and Nickerson-South Hutchison School District, Kan.). This year, Excellence K-12 also ran the “Please Vote” campaign for Normandy Schools Collaborative, an inner-city district near St. Louis, and helped the district successfully pass Proposition V, despite various voices of opposition in the community.

And ExcellenceK12 completed a COVID-19 recovery survey to help a district plan for fall reentry (Northwest R-1 School District, House Springs, Mo.).

In terms of inclusive engagement, we have worked with districts with nearly 100 percent African-American students (Kansas City, Mo. and Kansas City, Kan.), districts with nearly 100 percent free and reduced (Hickman Mills and Center, Mo.), and districts with a diverse mix of ethnicity (Grandview and Belton, Mo.).

Our approach to inclusive engagement is to work cooperatively with the district to determine equitable research participants. A sampling of race, gender, ethnicity, etc. can be duplicated if desired. For example, the district has 75 percent students of color, so the samplings can be comprised of 75 percent of community members of color to ensure similar representation of the students. Also, the district can provide certain community and/or district groups to be included in these interviews and meetings, while still being 100 percent random via phone interviews.

Additionally, ExcellenceK12 has worked with urban, suburban, exurban, and rural school districts, and we understand of the importance of racial equity. Our approach to measuring attitudes and helping districts create plans that get to the heart of that topic in a way that is comfortable for all respondents.

References

Dr. Tim Hadfield
Superintendent
Camdenton R-III School District
P.O. Box 1409
Camdenton, MO 65020
573-346-9213
thadfield@camdentonschools.org

For the Camdenton R-III School District, we worked on the following projects:

- Strategic planning (2019-20 and 2014-15)
- Sentiment analysis (2020)

Staff assigned to projects: Rick Nobles, Susan Nenonen, Brad Stefanoni and Elaine Warren

Dr. Carl Skinner
Deputy Superintendent of Student Services
Hickman Mills C-1 School District
9000 Old Santa Fe Road
Kansas City, MO 64137
816-316-7000
carls@hickmanmills.org

For the Hickman Mills School District, we worked on the following projects:

- Strategic planning (2018-19)

Staff assigned to projects: Rick Nobles, Susan Nenonen and Elaine Warren

Dr. Andy Underwood
Superintendent
Belton School District
110 Walnut St.
Belton, MO 64012
816-489-7000
aunderwood@bsd124.org

For the Belton School District, we worked on the following projects:

- Pre-election surveys, multiple (fall 2019)

- Communications Audit, (spring 2017)

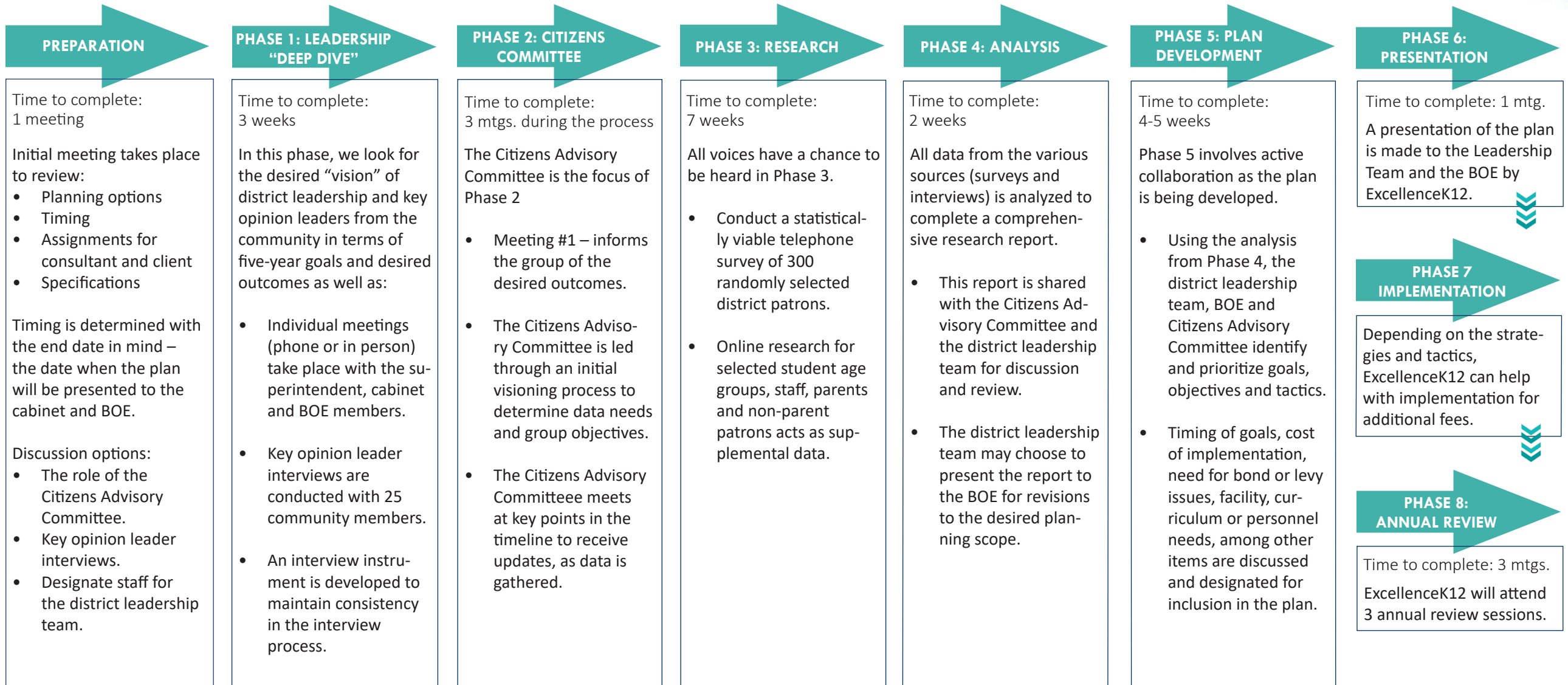
Staff assigned to projects: Rick Nobles, Susan Nenonen and Elaine Warren

Thank you

We appreciate the opportunity to be considered for this important project. If you have any questions about the contents of this response, please contact Rick Nobles at (913) 484-0920 or Rick@ExcellenceK12.com

If we are fortunate enough to be selected, we pledge to you our best work on your behalf.

Strategic Planning Process Overview



Appendix B – Key Personnel Resumés

Rick Nobles

302 SW 5th Street
Blue Springs, MO 64014
rick@excellencek12.com / 913.484.0920

SUMMARY:

Smart, versatile and likable professional with 40 years of brand, research, sales, marketing, advertising and consulting experience with accounts such as Coca Cola, Midas, Chilis, Sprint, Subaru, the United Methodist Church, and the Dallas Cowboys, as well as hundreds of small businesses, dozens of not-for-profits and over 200 public school districts.

EXPERIENCE:

President, ExcellenceK-12
Overland Park, KS
2019-Current

- Founder of research-based PR firm dedicated to working with public school districts to improve educational opportunities for students.

President/Co-founder, Patron Insight
Stilwell, KS
2008-2019

- Partner in research-based public relations firm consulting with 175+ school districts and public entities.
- Founder of Americans for Public Education (www.igoape.org), an organization dedicated to renewing the spirit of public education.

President, Two West, Inc.
Kansas City, MO
2003-2007

- Key executive of 33-person Kansas City brand communications firm that grew from \$12 million to \$38 million during my tenure.
- Founder of Brand U, an agency seminar series (www.brandu.org) that has over 1,500 alumni, including 12 agency clients.
- Author of Brand Rant, an e-newsletter with 8,000 subscribers.
- Host of The Brand Show (www.thebrandshow.com), a local radio program and iTunes pod cast.
- Founder of Rapid Research (www.rapidresearch.org), an agency subsidiary conducting original qualitative research.
- Founder of agency media and research departments.
- Published in MarketingProfs.com and various magazines, websites and blogs.

Vice President, NKH&W
Kansas City, MO
2001-2002

- Director of business development for 100-person B2B firm.

Director of Interactive, Muller + Company
Kansas City, MO
2000-2001

- Department head, key account contact and member of agency management team for 50-person, full-service agency.

Account Director, Sixty-Foot Spider
Dallas, TX
1999-2000

- Lead strategist/account contact for Subaru.com.

President/Creative Director, Nobles & Associates
Dallas, TX
1991-1999

- Owner of full-service advertising agency.

Vice President, Vance-Matthews
Beaumont/Dallas, TX
1984-1990

- Lead strategist, account service director and business development director for 50-person agency.
- Founder of healthcare subsidiary (Healthcare Marketing Group), which was the first healthcare marketing agency in Texas.
- Founder of Dallas office.

Account Executive, Wells, Rich, Greene
Dallas, TX
1981-83

- Account service for 12-state region of Midas Muffler account.

ACADEMIC EXPERIENCE:

Associate Professor, Collin County Community College
Plano, TX
1991-1998

- Frequent guest lecturer at local colleges and universities.

EDUCATION:

BS in Advertising
The University of Texas
1980

Susan R. Nenonen

11645 S. Parkwood Drive, Olathe, Kansas, 66061

Phone: 913.481.7080

E-mail: susan@excellencek12.com

SUMMARY OF QUALIFICATIONS

- Writing and editing content for print and electronic media.
- Analyzing data and writing and editing research reports.
- Managing and producing web content.
- Managing publications workflow.
- Managing and producing content for social media.

CAREER EXPERIENCE

2019-present

Content Manager

ExcellenceK12, Lee's Summit, Missouri

- Production manager for various projects
- Editor and writer of reports for patron surveys, focus groups, communication audits, climate surveys, RFPs, and other documents – school districts and higher education
- Editor and writer for Excellence K12 e-newsletter
- Manager of e-newsletter client databases
- Writer/Editor for Hiawatha School District's bimonthly newsletters
- Editor for multimedia projects, brochures, fliers

2008-2019

Public Relations Specialist

Patron Insight, Stilwell, Kansas

- Production manager for various projects
- Editor and writer of reports for patron surveys, focus groups, communication audits, climate surveys, RFPs, books and other documents – school districts, libraries, municipalities, etc.
- Writer/Manager Kearney is Open website and social media
- Content manager for Patron Insight and Americans for Public Education websites and e-newsletters
- Manager of e-newsletter client databases
- Writer/Editor for Santa Fe Trail School District bimonthly newsletter
- Writer/Editor for multimedia projects, brochures, fliers
- Helping coordinate and plan staff events/meetings
- Managing social media for Patron Insight and Americans for Public Education

2016-2018

Part-time Office Assistant

Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), (KU Campus) Lawrence, Kansas

- Assist with file management
- Assist with invoices/memos for accredited schools
- Assist with proofreading annual directory/booklet

- Proofread ACEJMC meeting minutes
- Proofread ACEJMC newsletter
- Proofread other communications documents

2008-2015

Freelance Writer and Editor

Jane Lee Communications, Ltd. (Great Plains Health Alliance newsletter)

- Articles for GPHA *Update* newsletter
- Press releases, GPHA

Ferrellgas Partners, L.P.

- Content developer, ImmediaDent website

Kansas City Magazine

- “*Family Love Times Two*,” Article for May 2008 issue

Unity magazine

- Article for September/October 2009 issue
- Article for November/December 2009 issue
- Article for January/February 2010 issue

2001-2008

Senior Writer, Public Affairs

Federal Reserve Bank of Kansas City, Kansas City, Missouri

- Editor, writer and photographer for monthly employee newsletter
- Editor, writer and content manager for intranet site
- Content developer/web author for Employees’ Club website
- Planning/coordinating employee events/activities
- Copy editor for internal/external communication materials
- Layout editor of external economics publications
- Working with confidential information
- Creator of communications plan for internal projects
- Writer of scripts for multimedia pieces

1999-2001

Communications Assistant, City Manager’s Office

City of Overland Park, Overland Park, Kansas

- Editor, writer and designer for *Overview*, quarterly resident newsletter
- Editor and writer for annual calendar
- Writer of press releases and speeches
- Content developer for brochures, press packets and media pieces
- Photographic documentation of city events and locations

1998-1999

Freelance Reporter

***The Kansas City Star*, Overland Park, Kansas**

1996-1998

Community Reporter, Shawnee/Lenexa Star Community Newspaper

***The Kansas City Star*, Overland Park, Kansas**

- Reporter – Lenexa government, schools, civic and community issues and events
- Reporter – General assignment features for Johnson County Metro section

EDUCATION

Webster University, Master of Arts, Management, 2004

University of Kansas, Bachelor of Science, Journalism, 1995

AWARDS

2011 GPHA Update newsletter, 1st place, Two-Color Newsletter, KS Professional Communicators

2011 GPHA Update newsletter, 1st place, Two-Color Newsletter, National Federation of Press Women

ORGANIZATIONS AND ACTIVITIES

2002-present Ambassador, Great Lenexa BBQ Battle

2004-2008 International Association of Business Communicators

2001-2008 Board Member, Employees Club, Federal Reserve Bank of Kansas City

Elaine M. Warren

elainewarren02@gmail.com | www.linkedin.com/in/elainewarren | (816) 699-44921

SUMMARY OF QUALIFICATIONS

- Excellent project management skills spanning small groups to large cross-functional teams and varied levels of project complexity.
- Regarded by senior leadership, colleagues and clients as an outgoing professional who possesses a strong work ethic, and who consistently performs above expectations.
- Long track record developing beneficial engagements with business partners, colleges, school districts and clients to achieve mutual goals.
- Excellent communications with people at all levels of an organization.

CAREER EXPERIENCE

ExcellenceK12 – Lee’s Summit, MO / Patron Insight, Inc. – Stilwell, KS

Director of Client Services (part time), July 2019-Current / **Senior Associate**, July 2016-June 2019

(Company owners separated. Responsibilities are essentially the same.)

- Manage client accounts to ensure accuracy and completion of each project including oversight of budgets, workflow and creative. Provide high-level of customer service.
- Responsible for identifying and executing marketing strategies on behalf of the company, including email marketing, social media, and the website. Managed two website overhauls.
- Participate in business development by identifying and cultivating relationships with prospective clients, as well as maintain current client relationships.
- Run election campaigns for school district and community college clients, which includes committee meeting planning and facilitation and oversight of tactics.
- Conduct focus groups and compile findings in reports.
- Complete communications audits which include in-person and phone interviews and analysis of communications materials.
- Coordinate work with team of freelance vendors.
- Implemented and manage Pipedrive, a sales management tool.
- Attend chamber and professional organization events on behalf of the company.

Green Works in Kansas City – Kansas City, Mo.

Program Manager (part time), September 2018-Jan 2021

- Managed all aspects of career-readiness and leadership development program for 50+ urban high school students including scheduling, attendance, permission forms, guest speakers, transportation and more.
- Developed and implement recruitment strategies to seek qualified and motivated applicants.
- Initiated development and delivery of two new career-readiness classes with partner organizations.
- Established and built relationships with educational, workforce and organizational partners to seek their involvement in Green Works and its students through volunteering, mentoring, or hosting student interns.
- Collaborated with program instructor on class lessons to ensure program outcomes are met.
- Keep current on career development tools and resources to provide engaging class experiences.
- Developed and conducted surveys for students and workforce partners to measure impact of programming and gauge satisfaction. 87 percent of employers said their 2019 intern’s work meet their expectations.
- Coordinated community service projects for students that tie to the environment and to sustainability.

- Wrote and implementing 2020 marketing and communications plan that includes social media, E-newsletter, email campaigns, media relations and direct mail. Donors are the primary target audience.
- Lead annual internship appeal campaigns. In 2020, exceeded campaign goal by 34 percent.
- Supported executive director in preparing for monthly board of directors' meetings and lead board branding committee.
- Assisted with new program proposals and grant writing.
- Managed volunteer and alumni information.
- Attended networking events and partner programs on behalf of the organization.

University of Kansas Edwards Campus – Overland Park, KS

Director of Public Relations & Marketing, June 2009-December 2015

Director of Public Relations, June 1999-May 2009

- Wrote and executed strategic plans resulting in top-of-mind awareness for the campus and increased student inquiries from 35 to 50 percent for new and current programs. Used a variety of tactics including paid digital, social, direct mail, print, email, outdoor and events.
- Launched four new campus websites, overseeing the re-creation of site design, copy and navigation; served as web master for campus site.
- Oversaw efforts to ensure social platforms were leveraged accordingly to meet objectives.
- Led campus communications and branding initiative with contracted agency; this effort was instrumental in helping pass the Johnson County Education Research Triangle tax initiative, resulting in \$5 million in revenue to the campus annually.
- Managed budgets totaling \$500,000.
- Wrote and edited web copy, project summaries/reports, presentations, surveys, and various collateral.
- Managed media relations activities – identified strategy and oversaw implementation.
- Established relationships with local community colleges to collaborate on marketing/recruitment efforts. Co-led the highly recognized Start2Finish 2+2 partnership between JCCC and KU Edwards. For several years, this involved managing a 5K race with all proceeds going toward academic scholarships.
- Coordinated special events, three grand openings and performing arts evenings for the community.
- Coordinated engagement efforts and strategy for leadership team with six area chambers of commerce and regularly represented the campus at member events.
- Served as key partner to KU Endowment development professional to ensure appropriate philanthropic messaging and engagement for entire pipeline that included current and prospective students, graduates, friends, and community.
- Supported vice chancellor in identifying agendas, preparing materials, and providing follow up to campus board of advisor meetings.
- Participated on the vice chancellor's leadership team, public affairs cabinet, online branding committee, scholarship committee and enrollment management committee.
- Supervised two team members and mentored 20+ college interns during my employment at KU.

Children's Mercy Hospitals & Clinics – Kansas City, MO

Community Relations Coordinator, January 1996-May 1999

- Produced communications materials including brochures and newsletters, and managed print production and budgets of these items. Stakeholders included patients, families, donors, and staff.
- Planned and executed internal and external special events.
- Assisted media relations manager with press conferences and various media activities; responded to media calls; served as weekend on-call representative.
- Assisted marketing manager with community partnership programs and physician marketing.

- Worked with print, output, and specialty advertising vendors.
- Initiated internship program as well as interviewed, hired, supervised, and trained student interns.

Shopco Management Corp, Blue Ridge Mall – Kansas City, MO

Marketing Assistant, September 1994-December 1995

EDUCATION / TRAINING

University Central Missouri - Warrensburg, Missouri

Bachelor of Science in Mass Communications - Public Relations | Minor – Photography

Overland Park Chamber of Commerce, Leadership Overland Park graduate, 2006

Crisis Management Training, National Incident Management System (NIMS) - An Introduction, September 2011; Introduction to Incident Command System ICS-100, October 2011

Working knowledge in Drupal and WordPress website development platforms, Google Analytics and Adobe Creative Suite.

HONORS / AWARDS

GKC-Public Relations Society Prism awards: Won multiple “Prism” and “Silver” awards from past projects at Children's Mercy, KU Edwards Campus and Patron Insight – 1995-2017

University of Kansas Team Recognition Award – Edwards Academic Program Planning Team, 2013

University of Kansas Employee of the Month – March 2007

GKC-Public Relations Society Service Award – 2002

COMMUNITY SERVICE / AFFILIATIONS

City of Riverside, Parks Board, 2012-current

ReStart Inc., food delivery volunteer, 2018 - current

Gate Woods Community HOA, secretary, 2017-current

City of Riverside, Monarch Migration Art Walk planning committee, 2018-2019

Lakeview Middle School PTA/Park Hill School District, career share chair, 2017-2019

City of Riverside, EH Young Master Planning Steering Committee, 2017-2018

KC Scholars, scholarship reviewer, 2017 & 2018

Park Hill School District, Space Visioning Committee, 2016-2017

Girls on the Run, assistant coach, 2011-2013; development & events committee, 2015-2017

Friendship Inn KC, board of directors, communications chair, and secretary, 2010-2013

Overland Park Chamber of Commerce, Leadership Overland Park Steering Committee, 2007-2012

Youth Friends/Blue Valley School District, classroom friend, 2009-2010

Starlight Theater, ambassador, 1998-2010

Missouri Hospital Association, marketing competition judge, 7 years

Public Relations Society of America, board of directors, 1999, 2000, 5 years of committee involvement

Brad Stefanoni

127 Westfield Road, Pittsburg Kansas 66762 | 620.249.3635 | brad.stef@gmail.com

Results-driven professional with more than 20 years' experience in public/private business development. Adept at the communication skills, agility, and creativity required to conceive, build, and maximize partnerships that solve complex challenges. Strong track record of open-minded, entrepreneurial, and agile collaboration that results in practical and diverse solutions.

- Led public/private strategic partnership program that saved millions for schools and generated agency revenue
- Served in leadership capacities for procurement trade association and university professional staff council
- Strong regional and national network of colleagues, partners, and friends

Pittsburg State University | 2016-current

Assistant Director of Purchasing

- Facilitate strategic sourcing of goods and services for the university
- Work with diverse public/private stakeholders to create efficient and cost-effective business solutions

Patron Insight / ExcellenceK12 / Nobles & More | 2016-current

Senior Strategist

- Strategic planning
- Public-Private business development
- Strategic sourcing

Southeast Kansas Education Service Center | 1998-2016

Program Director: 2005-2016

- Provided senior leadership in the development and implementation of strategic partnerships that saved Kansas schools more than \$4 million annually and generated more than \$400,000 in annual revenue for the agency
- Cultivated business development initiatives with companies across the U.S.
- Oversaw the development and construction of a \$5 million corporate retreat center/camp facility

Association of Educational Purchasing Agencies (AEPA)

President: 2013-2016; Vice President: 2010-2013

- Served in executive leadership roles of a national purchasing cooperative administering more than 40 contracts across 26 states that generated more than \$400 million in annual sales
- Facilitated the coalition of 26 states including more than 50 educational purchasing professionals in order to develop and implement a strategic plan for a national educational purchasing cooperative

Director, Abernathy Science Education Center | 2000-2005

- Provided strategic leadership in the development and delivery of hands-on science education programming for more than 50 school districts including community events, summer camps for children, and teacher workshops
- Natural Resources Coordinator: 1998-2016; Developed/managed habitat on a 510-acre outdoor education site.

Burns and McDonnell Engineering | 1996-1998

Field Ecologist

- Performed ecological field surveys for Environmental Impact Statements across the U.S.

Education: Pittsburg State University | Bachelor of Science in Biology, Minor in Biochemistry: May 1996



Belton School District #124

Central Office - 110 W Walnut, Belton, MO 64012

Phone: 816-489-7000

beltonschools.org

To Whom It May Concern:

I am writing in reference to Rick Nobles and ExcellenceK12.

The Belton School District has worked with Rick and his team over the past ten years. We have done multiple community surveys and a communications audit. Most recently, we have utilized Rick and ExcellenceK12 to keep a pulse on our staff through a quality survey tool with their summarization of results.

Rick and his team are clear and concise with data and work hard to get the finished product in a timely manner.

Furthermore, Rick has brought ideas and next steps for the school district to think about as options for continuous improvement.

Lastly, Rick does well in presenting to our Board of Education and has developed a level of trust and openness. I appreciated his willingness to be present whenever needed.

I recommend Rick Nobles and ExcellenceK12 without reservation.

Sincerely in Education,

Dr. Andrew Underwood
Superintendent of Schools
Belton School District #124

Dr. Andrew Underwood - Superintendent

Dr. Sara Jones - Assistant Superintendent, Pupil Services

Dr. Bob Poisal - Assistant Superintendent, Finance & Support Services

Mrs. Lisa Cummings - Assistant Superintendent, Human Resources



To whom it may concern:

It is my pleasure to write this letter of recommendation for ExcellenceK12. The Camdenton R-III School District worked closely with ExcellenceK12 in the development of its new five-year strategic plan.

Thanks to the facilitation of ExcellenceK12 our district possesses a comprehensive plan that is reflective of what our community values. Our School Board was highly impressed with the process and the product.

The team at ExcellenceK12 was personable but professional during the development of the plan. They were knowledgeable about schools and the needs of educators, but they were able to present information and ideas to patrons who were not educators. This helped to bridge the gap between the school district and the community, and this has led to community support of the plan.

If you have any questions or need additional information, please feel free to contact me at 573-346-9213.

Sincerely,

Tim Hadfield, Ed.D.
Superintendent of Schools
Camdenton R-III School District



To whom it may concern:

It is my pleasure to write this endorsement for Rick Noble and ExcellenceK12. Rick led our district's process of creating our current Five-Year Strategic Plan. He began by detailing step-by-step the process by which his team would garner input and ensure all voices of our stakeholders would help craft our Plan.

He met and conducted face-to-face conversations with the Superintendent, cabinet, Board of Education, and several community groups. Phone interviews were conducted with key opinion leaders as well as the community at large. Surveys for staff, parents, and community members were administered and the feedback was incorporated into our Plan.

Our Plan is focused and concise, representing the entire community's desire for our District. Rick and his staff were always pleasant and professional. It was obvious that he and his team had the experience to undertake such a critical endeavor.

I would recommend Rick and ExcellenceK12 without hesitation to work with your district for whatever your related needs might be.

Sincerely,
Carl Skinner, Ed.D.
Deputy Superintendent for Academic Services
Hickman Mills C-1 School District