

CLEVELAND PUBLIC LIBRARY

Board Meeting

February 19, 2015

**RESOLUTION AMENDING AGREEMENT FOR CONSULTING SERVICES WITH
ERIC AND HALLIE BRAM KOGELSCHATZ DBA SHARK & MINNOW**

WHEREAS, Eric and Hallie Bram Kogelschatz of Shark & Minnow presented the initial concept of The People's University to the Board of Library Trustees at their regular meeting on June 19, 2014; and

WHEREAS, The Library executed an agreement with Shark & Minnow, effective September 2, 2014, and ending January 30, 2015, in an amount not to exceed \$24,900.00, to lead a process to further develop the concept of The People's University; and

WHEREAS, At their regular meeting on January 15, 2015, the Board of Trustees heard a second presentation from Shark & Minnow on the concept development process and how The People's University would be experienced by different types of patrons; and

WHEREAS, Shark & Minnow was invited to the work session of the Board of Library Trustees held on February 17, 2015, to outline their proposal to provide additional services to bring The People's University to launch in September 2015; and

WHEREAS, The preliminary project budget detailed in Shark & Minnow's written proposal dated February 17, 2015, provides \$133,170.00 for services delivered directly by Shark & Minnow (including reimbursables); as well as subcontracts for a technology platform (\$100,000.00); design services (\$21,500.00); course architecture (\$25,000.00); and video production (\$24,000.00), for a total budget of \$303,670.00; now therefore be it

RESOLVED, That the Board of Library Trustees authorizes the Executive Director, CEO and his designees to move forward in taking the steps necessary to work with Shark & Minnow to launch The People's University; and be it further

RESOLVED, That the Board of Library Trustees approves the preliminary budget for The People's University of \$133,170.00 for services delivered directly by Shark & Minnow (including reimbursables); as well as subcontracts for a technology platform (\$100,000.00); design services (\$21,500.00); course architecture (\$25,000.00); and video production (\$24,000.00), for a total budget of \$303,670.00, and further authorizes the Executive Director CEO or his designee to enter into and execute an amendment to the original Agreement with Shark & Minnow in an amount not to exceed \$303,670.00 to be charged to Founders Fund 203, Project 11110 People's University/Brody Trust, subject to approval of the Chief Legal Officer.

SHARK & MINNOW

CLEVELAND PUBLIC LIBRARY // STATEMENT OF WORK // FEBRUARY 17, 2015



BACKGROUND & OVERVIEW

shark&minnow is in the final stages of completing strategic work associated with the build out of The People's University (TPU). The Executive Leadership Team at Cleveland Public Library has asked shark&minnow to submit a proposal comprising work necessary to launch this initiative (in a collaborative effort with Cleveland Public Library staff). Tasks have been itemized & include:

BRAND STRATEGY

- shark&minnow to create Strategic Thinking (based on the research completed in Phase I) & Briefing Documents to ensure that all branding efforts align with the overall philosophy of TPU.
- shark&minnow to communicate this Brand Strategy to all subcontractors (i.e. Designer, Video Production Team, etc.) to ensure that all creative assets are on-brand, streamlining the need for excessive rounds of revisions.

DIGITAL STRATEGY

- shark&minnow to create the Digital Strategy for how TPU's messaging will weave into overall digital communications (inclusive of the CPL website) during & post-launch.

PROJECT MANAGEMENT & TEAM COORDINATION

- shark&minnow to be responsible for establishing Timelines (where necessary, with partner input).
- shark&minnow to project manage creative and technical development
- shark&minnow to ensure that Milestones are met & that TPU is ready to be launched publically come September 2015.

TECHNOLOGY PROJECT MANAGEMENT

- shark&minnow to ensure that the Technology Partner completes work in accordance with the schedule they provide.
- shark&minnow will act as the liaison to this partner, existing as the main point of contact.

INFORMATION ARCHITECTURE, USER EXPERIENCE & TESTING

- shark&minnow to create Information Architecture/User Experience for the microsite or landing page.
- shark&minnow to manage user testing for the microsite or landing page.
- shark&minnow to create Information Architecture/User Experience for the technology tool (e.g. App) in conjunction with technology partner.
- shark&minnow to oversee User Testing for the technology tool (e.g. App) in conjunction with technology partner.



MICROSITE OR LANDING PAGE

- shark&minnow to design the Online Experience for TPU for launch.
- shark&minnow to develop this Microsite or Landing Page (Please Note: This is a content-only site. No database development or eCommerce functionality have been included).

CONTENT MARKETING

- shark&minnow to create Content Strategy & Calendar for TPU through contract completion.
- shark&minnow to create on-site written content for TPU through contract completion.
- shark&minnow will upload all content to the microsite or landing page through contract completion.

PARTNER COORDINATION & OUTREACH

- shark&minnow to plan/conduct Meetings with all TPU potential/secured Partners (organizations/individuals) to present the concept & solicit support/participation where appropriate.
- shark&minnow to schedule these Meetings along with appropriate CPL staff.

VIDEO DIRECTING & PRODUCING

- shark&minnow to lead Video Development process, setting messaging strategy for all videos to be developed.
- shark&minnow to create any Content Assets required (i.e. Scripts, Interview Questions, Shot Lists, Text/Images for graphic elements, etc.) – with input from Video Production team where appropriate.
- shark&minnow to review all Creative Assets & revise to align with Brand Strategy prior to sharing any deliverables with CPL.

SLIDE DECK CREATIVE DEVELOPMENT

- shark&minnow to create Presentation Decks (with multiple versions, where needed – e.g. for use internally/externally).

FRIENDS OF CLEVELAND PUBLIC LIBRARY SUPPORT

- shark&minnow to attend Friends of Cleveland Public Library meetings as necessary.
- shark&minnow to provide Friends with deliverables to use when speaking about TPU to Potential Funders (e.g. Messaging Points/Conversation Starters, “Entourage Emails,” etc.).
- shark&minnow to work with the CPL Marketing Team to develop Collateral for Friends’ use.



OUTREACH

- Press
 - shark&minnow will refine the Media List with CPL's Marketing Team.
 - shark&minnow will create all Press Releases pertaining to TPU.
 - shark&minnow will deploy all Press Releases pertaining to TPU.
- Community
 - shark&minnow will create efforts aimed at encouraging Community Influencers to engage with TPU.
 - shark&minnow will craft campaign elements that target the community, motivating them to participate (please note: these tactics will be developed with input/assistance from CPL's Marketing Team).

EVENT PLANNING & SUPPORT

- Launch Event
 - shark&minnow to plan.
 - shark&minnow to coordinate logistical details (with assistance from CPL staff, where appropriate).
 - shark&minnow to promote (with assistance from CPL staff, where appropriate).
- Staff Development Day
 - shark&minnow to create content that will be shared by the Director at SDD & support as needed (please note: shark&minnow will not be able to be on-site that day due to a scheduling conflict).

CONFERENCE PROMOTIONS

- shark&minnow to work with CPL team to finalize the list of conferences where TPU will be promoted.
- shark&minnow to create assets to be shared by presenters at these conferences.
- shark&minnow to help present the concept of TPU, where appropriate (at CPL's request).

CONFERENCE PROMOTIONS

- shark&minnow to work with CPL team to finalize the list of conferences where TPU will be promoted.

SUBCONTRACTORS: DESIGN - BRANDING

shark&minnow to provide designers for consideration & upon approval will manage the design process to ensure it supports the established strategy & aligns with the overall brand and goals of Cleveland Public Library.



SUBCONTRACTORS: COURSE ARCHITECTURE & PLANNING

shark&minnow will work with Cleveland Public Library and the Course Architecture & Planning team to ensure course architecture is appropriate and cohesive. The research from Phase 1, conducted by shark&minnow, will serve as the foundation for curriculum architecture development. Additionally, the learning strategist will leverage the curriculum architecture to inform the overall curriculum.

SUBCONTRACTORS: TECHNOLOGY PLATFORM THE PEOPLE'S UNIVERSITY DIGITAL EXPERIENCE

shark&minnow will work with the Cleveland Public Library to identify the technology partner and that the technology partner will deliver the online/mobile TPU experience in accordance with the specifications developed by Cleveland Public Library and shark&minnow.

SUBCONTRACTORS: VIDEO PRODUCTION

shark&minnow to provide recommendations to Cleveland Public Library for Video Shooting, Audio Engineering, Motion Graphics, Editing, and Versioning. Upon approval, shark&minnow will manage the video development process. Videos included are:

- “The People’s University” Brand Video
- Patron Learning Story Video
- Employee Learning Story Video

TIMELINE

Work will commence immediately. Each deliverable will be assigned a timeline & key milestones will be set by the end of March (Please Note: This timing is necessary to align schedules that may include milestones dictated by subcontractors - e.g. Technology).

- Strategic Implementation: March
- Creative Development: March, April, May
- Technical Development: May, June, July, August
- Beta Launch: August
- Testing: August
- Launch: September
- Optimization: September, October, November, December
- Sustain: January, February



PROJECT ASSUMPTIONS

In order for this project to be completed on time and on budget it is assumed that:

- An authorized and available member of the CPL team will be designated to be the shark&minnow point of contact.
- Detailed information on the organization, product/service offering and any additional information required to complete project will be made available to shark&minnow.
- All photos, images, resources, graphics, materials, data and other content to assist tactical development will be provided (upon request) to shark&minnow.
- Final creative assets will be the property of CPL.
- Creative source files will be the property of shark&minnow.
- Content delivery and feedback will occur in a timely manner, as clearly defined on the timeline (to be developed) for completion.
- Third Party Fees: All out of pocket costs (i.e. media buying) are additional unless noted.

PROJECT COSTS & CONTRACT LENGTH

- This proposal is valid for 30 days upon date of being issued.
- Payment Terms: First month payment is due upon proposal approval with remaining payment issued monthly.
- A 20% deposit is due upon contract initiation with subsequent payments issued in equal installments on a monthly basis.
- This contract comprises a 12-month engagement period, which will commence immediately upon approval.
- The offices of shark&minnow are closed the weeks 12/21 and 12/28.



ESTIMATE: SHARK&MINNOW

Phase	Service	Subtotal	Non-Profit Discount	Total	Notes
Activation	Brand Strategy	\$10,000	10%	\$9,000	
Activation	Digital Strategy (website)	\$10,000	10%	\$9,000	
Activation	Project Management & Team Coordination (CPL/shark&minnow/Designer/Production Team)	\$25,000	10%	\$22,500	*Includes onsite time frequently & as needed for 12-months - 3 consultants.
Activation	Technology Project Management (*Once tech partner is identified)	\$12,000	10%	\$10,800	
Activation	Information Architecture, User Experience & User Testing	\$4,800	10%	\$4,320	
Activation	Microsite or Landing Page Digital Strategy, Design & Development	\$8,500	10%	\$7,650	
Activation	Content Strategy & Development (for Microsite over a 12-month period)	\$12,000	10%	\$10,800	
Activation	Partner Coordination & Outreach (Purpose: To secure buy in - Curriculum Consultant to handle communication as it pertains to course development)	\$12,000	10%	\$10,800	
Activation	Video Direction & Producing: - (1) Brand Video - (1) Patron Learning Story Video - (1) Employee Learning Story Video	\$9,000	10%	\$8,100	
Activation	Creation of Slide Decks (multiple versions, as needed)	\$5,000	10%	\$4,500	
Activation	Friends of CPL Briefing, Meetings & Support	\$4,500	10%	\$4,050	
Activation	Community Outreach, Influencer Strategy & Civic Engagement	\$8,000	10%	\$7,200	
Activation	Media List Implementation, Outreach & Press Materials Creation & Social Influence (i.e. Press Releases, Photo Packages, etc.)	\$7,500	10%	\$6,750	
Activation	Launch Event Planning & Staff Development Day Support (i.e. creation of materials, prepping of the Director)	\$3,000	10%	\$2,700	
Activation	Showcase: Events & Conferences Travel/Expenses	\$15,000	0%	\$15,000	*Estimation; will bill based on actual expenses (not to exceed)
Total		\$146,300		\$133,170	



ESTIMATE: SUBCONTRACTORS

Phase	Service	Subtotal	Non-Profit Discount	Total	Notes
Activation	Design - Branding	\$21,500	0%	\$21,500	*shark&minnow to provide designers for consideration & upon approval will manage the design process to ensure it ladders up to established strategy & aligns with CPL's overall brand/goals.
Activation	Course Architecture & Planning	\$25,000	0%	\$25,000	
Activation	Technology Platform - The People's University Digital Experience (e.g. CRM integration, app)	\$100,000	0%	\$100,000	
Activation	Video Production: Shooting, Audio Engineering, Motion Graphics, Editing, Versioning - (1) Brand Video - (1) Patron Learning Story Video - (1) Employee Learning Story Video	\$24,000	0%	\$24,000	
Total		\$170,500		\$170,500	

ESTIMATE: GRAND TOTAL

Partner	Cost
shark&minnow	\$133,170
Technology	\$100,000
Design	\$21,500
Course Architecture	\$25,000
Video Production	\$24,000
GRAND TOTAL	\$303,670