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2026-2027 Communications Support

Rush City Public Schools
7.8.2026



o1 | The CESO Communications Story •

CESO Communications is committed to “rethinking possible” in all we do. We are grounded as an organization in the belief that the best ideas come from curious minds with unexpected backgrounds.

CESO Communications has school communication professionals from across the country with a combined experience of more than 300 years. All of our senior strategists have earned the Accredited in Public Relations (APR) designation. We understand the issues faced by schools and districts, and we have experience in solving any issue. We combine our school expertise with a creative team of designers, marketers and strategists who bring agency and consumer experience into the mix.

o2 | Scope of Work & Cost •

CESO Communications is proposing to partner with Rush City Public Schools (Rush City) to provide communication support for the 2026-2027 school year beginning July 1, 2026 and ending June 30, 2027. Our work will be assigned and directed by Superintendent Jeff Horton or designee. While our team is open to accept a variety of communications assignments, we understand that our initial scope of work will include the following:

- Conduct the Baseline Communications Assessment and prepare a summary report with findings and recommendations.
- Create an overall communications plan to guide the district’s communications efforts.
- Create content to be used in a variety of communications channels.
- Manage, monitor and post content on the district’s website.
- Assist with communications related to emergency and crisis situations.
- Provide advice and counsel to Superintendent Horton and other district leaders.

The first five-six weeks of the contracted hours will be used to conduct the BCA. Our team will provide 20 hours per month for 12 months from July 2026 through June 2027.

COST - \$38,400

o3 | Payment Terms & Timelines •

Work will be invoiced on a monthly basis beginning in July 2026 and ending June 2027.



04 | Authorization to Proceed •

Please sign and return a copy of this contract to CESO Communications as authorization to proceed. Once we receive this signed contract we will return a final contract to you for your records and begin with the implementation stages of this agreement. I have carefully reviewed the above contract and authorize CESO Communications to proceed.

Dr. Jeff Horton, Superintendent
Rush City Public Schools
51001 Fairfield Avenue
Rush City MN 55069

Bob Noyed, Vice President
CESO Communications
615 1st Avenue NE - Suite 115
Minneapolis, MN 55413

Authorized Signature

Date

Authorized Signature

Date

Authorized Printed

Authorized Printed

FOR INVOICES

Please include the name, title and email address of the person who should receive invoices for this contract

Name and title (printed)

Email address