

**PROSPECT HEIGHTS SCHOOL DISTRICT 23
DISTRICT 23 WORKING COMMITTEE MEETING
MONDAY, NOVEMBER 25, 2024
GRODSKY ADMINISTRATION BUILDING
700 N SCHOENBECK RD
PROSPECT HEIGHTS, IL 60070 at 11:00 AM**

Engage ALL students in experiences that inspire EACH to grow as learners, individuals, and community members.

AGENDA

- I. Call to Order
- II. Roll Call
- III. Working Items
 - A. Review of Communications Proposals
 - B. Building a Better D23 Community Informational Campaign
 - C. Winter Community Events
 - Winter Break - 12/23 - 1/3
 - No School Teacher Institute Day - 1/6
 - Board of Education Meeting - 1/9
 - Sullivan Literacy Night - 1/14
 - No School Martin Luther King Jr. Day - 1/20
 - BPAC Meeting - 1/22
 - SAIL Program Family Night - 1/29
 - Eisenhower Family Math and Science Night - 1/30
- IV. Adjournment

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DISTRICT ORGANIZATIONAL GOALS

- **Student Success:** Ensure ALL students are well rounded and emotionally and academically prepared for success in high school.
- **Teaching, Learning, and Innovation:** Encourage a learning environment that emphasizes excellence and retains high quality staff.
- **Family and Community Partnership:** Actively engage and communicate with all families to foster collaborative relationships that benefit student learning and understanding of district priorities.
- **Facilities & Financial Planning:** Advance effective use of resources to support safe, learner ready facilities and to maximize student learning.



PR & COMMUNICATIONS CONSULTING PROPOSAL
FOR PROSPECT HEIGHTS SCHOOL DISTRICT 23 REFERENDUM

PROVIDED BY: President of Kustra-Quinn Communications, Writer & Editor
SUBMITTED TO: Dr. Don Angelaccio, Superintendent of Prospect Heights School District 23

Overview

This is a proposal for PR and communications consulting, services and support for District 23's potential referendum campaign in Winter-Spring 2025. Jenny Quinn will partner with the District to develop an effective and engaging outreach plan, then write and disseminate messaging to help ensure the community is informed about the urgent financial needs of the District and the plan for placing a referendum with a reduced ask on the ballot in April 2025.

Scope of Work

1. Develop a communications plan and calendar outlining District outreach regarding the referendum from January through the election on April 1, 2025.
 - Work completed: December/January
2. Make messaging recommendations to the District and develop an updated key messaging document outlining priorities, building and programming needs, financial requirements, referendum request and schedule of community meetings. Content for newsletter, postcard, social media, etc. would be pulled from this document.
 - Work completed: December/January
3. Coordinate with superintendent on writing of letter that would be mailed to community to explain urgent needs and announce referendum decision and plan.
 - Work completed: After Board decision in December
 - Distribution: Early January
4. Write draft social media posts and items for District and individual school newsletters and emails; develop content calendar to guide posting/inclusion (District to handle posting and any graphics).
 - Work completed: January (with updates as needed)
 - Posting: January through March
5. Plan, write, design and coordinate production of a communications piece (most likely a postcard) that would be distributed at events and could also be mailed to all residents.
 - Work completed: January
 - Distribution: Early February and ongoing
6. Plan, write, design and coordinate production and mailing of District 23 spring newsletter. *[Newsletter is included here for sake of the timeline. But it is an existing project that is already budgeted for and not part of the fees/quote.]*

- Work completed: February
 - Distribution: Mid-March
7. PR: Develop a press release and press materials, pitch media contacts and secure coverage, coordinate any press opportunities, post stories on Daily Herald and Patch, monitor for and report coverage to District. PR outreach to focus on the District's urgent needs and the referendum, as well as promotion of any meeting or event dates.
- Work completed: January through March, as needed
8. Consulting re: messaging and outreach, including review of presentations, website, etc., as requested.
- Work completed: December through March, as needed

Fees/Invoicing

- Retainer of \$5,300 for 3 ½-month partnership (approx. \$1,500/month)
- Invoicing in mid-February and at conclusion of project
- Consultant fee is \$120 per hour, with estimated hours including but not limited to:
 - Development of plan/calendar and key messaging, general consulting – 11-13 hours
 - Writing of superintendent letter – 3 hours
 - Writing of social posts/newsletter items, development of content calendar – 9-11 hours
 - Planning, writing and coordination of communications piece (postcard) – 8-10 hours
 - Media outreach, submission of stories, coordination/reporting of coverage – 9-11 hours

*Graphic design fees for postcard billed separately.

Conclusion

Thank you for the opportunity to continue partnering with you in communicating this important information to the District 23 community. Please let me know if you have questions about this proposal.

Jenny Quinn, President, Kustra-Quinn Communications
847-612-1846, jenkq3@gmail.com
Oct. 11, 2024

Jenny Quinn & Kustra-Quinn Communications

Jenny Quinn is a veteran writer and strategic communications and public relations professional with extensive corporate and consulting experience. As president and founder of Kustra-Quinn Communications, Inc., she specializes in the development and execution of communications and PR strategies and programs for business, education and non-profit clients. She is also an accomplished writer and editor, editing publications and writing for magazines, newspapers, social media and high-profile individuals.

Kustra-Quinn Communications provides PR and communications consulting, as well as writing and editing services. Jenny has partnered with a diverse roster of clients, elevating them using storytelling and writing

skills, as well as media knowledge and contacts, to achieve significant coverage and impressions. Clients have included the Chicago Blackhawks, Mad Science, Loyola University, Tequila 1349, Chicago History Museum, Grant Park Music Festival, Hands of Peace and school districts in Prospect Heights, Mount Prospect, Northbrook, Villa Park and Antioch. Jenny also writes articles, columns, blogs, speeches, presentations, biographies, nominations, book chapters and key messaging for organizations, executives, philanthropists and other leaders. In addition, she is a part-time account director/senior writer at award-winning PR firm Mekky Media Relations, where she has publicized and written for organizations such as the American Library Association, Illinois Office of Tourism, Abt Electronics, Center for Enriched Living and Susan G. Komen Chicago.

Previously, Jenny was vice president of communications/business development for Travel Film Productions, leading PR and social media for national PBS show "Family Travel with Colleen Kelly." Before launching her business, she worked in communications for Tribune Company, the Chicago Tribune and Sears, Roebuck & Co.

Jenny has received six awards from the National School Public Relations Association, including Awards of Excellence for Publications/Digital Media and Golden Achievement Awards for Exemplary PR. The agency she has consulted with for eight years, Mekky Media, has received many national honors, including a PR News Top 100 Agency Elite Award.

Jenny lives in the Chicago area and holds a B.A. in Journalism and Political Science, with a Spanish minor, from Indiana University. She is the proud mom of three boys and has volunteered with many organizations, including PAWS Chicago, which she serves as a Development Board member, and the Prospect High School Marching Knights, which she serves as communications chair.



COMMUNICATIONS SERVICES

SCHOOL / DISTRICT/ ORGANIZATION	Prospect Heights School District 23	CONTACT NAME	Don Angelaccio, Superintendent
ADDRESS	700 N. Schoenbeck Rd. Prospect Heights, IL 60070	CONTACT PHONE	847-870-5554
PHONE	847-870-3850	CONTACT EMAIL	dangelaccio@d23.org
EVENT/PROGRAM DESCRIPTION	Referendum Communication Consulting	PROPOSAL #	COM1003

Project overview: The North Cook Intermediate Service Center (NCISC) will provide Prospect Heights School District 23 with communications consulting services to review strategies and evaluate key messaging for a referendum information campaign.

This project will include:

- Review of past referendum strategies, timelines, key messaging
- Audit of communication pieces, including:
 - Website
 - Video
 - Social media
 - Mailers
 - Newsletter/email content
 - Presentations
- Evaluation of available data on the reach and impact of that communication
- Facilitation of discussion with D23 Board and administration on referendum communication
- A final report that includes an outline of a strategic communication plan, including recommendations to align theme, key messaging, timeline, tools and tactics to the strategies for a referendum information campaign for a limiting rate referendum on the ballot on April 1, 2025.

COST

PLAN OVERSIGHT & EXECUTION	\$5,400		\$5,400
		TOTAL	\$5,400
		TERMS	Payment due 30 days upon receipt of invoice.

AGREEMENT TERMS

Changes in date(s) of service must be agreed upon by all parties. Work will be completed within the current school calendar year.

NCISC REPRESENTATIVE SIGNATURE

DATE

NCISC REPRESENTATIVE Cathy Kedjidjian, APR, Director of Communications

ACCOUNT NUMBER

12.4.1993.000.00.10263

ACCEPTANCE OF PROPOSAL

Proposed costs, specifications, and conditions detailed above are accepted, and work is authorized to begin as specified upon receipt of signed proposal.

AUTHORIZED CLIENT SIGNATURE

DATE

PROSPECT HEIGHTS SCHOOL DISTRICT 23

PROPOSAL FOR CONSULTING SERVICES – CUSTOM ENGAGEMENT PROGRAM

November 18, 2024

This Agreement contains proprietary information and may not be distributed to any other entity or person not associated with or in the employment of PROSPECT HEIGHTS SCHOOL DISTRICT 23.

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SITUATION ANALYSIS

Prospect Heights School District 23 (hereinafter: D23) is seeking to engage the community in a collaboration to determine the future of their school district and potential community buy-in for the enhancements and investments necessary to achieve that vision. They are looking for a partner to help them conduct community engagement, finalize a consensus plan, conduct an education campaign, and secure community support for the plan.

EOSullivan Consulting (hereinafter: EOS) is an Illinois-based firm that specializes in driving consensus. As a former state legislator, Ed Sullivan spent 14 years at the forefront of the toughest issue debates in Springfield, where he became known as the consensus-maker for bringing all parties together to achieve progress. Sullivan also spent 24 years leading in local government as an assessor, earning him the standing as one of the foremost property tax experts in Illinois. With a passion for improving education in our home state, EOS is excited for the opportunity to partner with D23.

We truly believe there is a path forward for D23 that results in a successful referendum. We are proposing a brief engagement program to spread our positive message, gather helpful feedback, and provide the district the data they need to finalize the plan. Then, we would conduct a robust educational program, which we customize for every client.

WHY EOS?

EOS specializes in bringing school districts and their communities together. This is needed more than ever in this era of division, misinformation, and anger. We aren't just developing a winning plan and passing a referendum—we're setting up school districts for long term success.

If you are ready to truly engage your community, we are the best fit for you. We are called to districts that have seen the biggest challenges, the most division, and even multiple referendum failures in the past, because our process works. We bring your entire community together, helping each side listen to the other and collaborating on a consensus path forward that allows entire communities to celebrate their schools together.

In addition to being more affordable than our competition, there are three advantages that truly set us apart:

- We Are Local & Know Illinois: Not only are we located here in Illinois and invested in our home state, we've spent decades working in every community throughout this state. We know how the residents of your district think, what matters to them, and what will earn their support. We have relationships with key influencers in and around your district. And we will be with you, by your side, instead of simply supporting you remotely or sending subcontractors. None of our competitors can say that.
- We Bring Local Government & Political Experience: Our competitors come from other fields, like architecture firms and polling companies, and don't specialize in community engagement and political campaigns. The EOS-Cor partnership brings unmatched experience in all aspects of this process, allowing us to ensure every decision you make is one that will play favorably now and into the future.
- We Conduct True Community Engagement: Putting out a mail survey or holding a few sparsely attended committee meetings is not community engagement. We have developed a process that truly engages your entire community, not just those with ties to your district, so they feel fully involved in the process and you can confidently make decisions you know are aligned with your community's wishes.



OUR UNIQUE DATA GATHERING PROCESS

Our team of data experts are sought after nationally for their ability to accurately model public opinion and predict voter behavior, conducting data work for hundreds of clients including school districts, municipalities, colleges, and other government entities and civic organizations. This includes conducting over 250 surveys in the Chicagoland region.

These experts have developed a three-track process by which we gather data during community engagement, helping us engage as many district residents as possible while giving the board and administration the scientifically accurate data needed to make decisions.

- Intuitive: Nowadays, unfortunately, most people make decisions based on their intuition—their immediate, gut reactions. We must track the community’s intuitive feelings throughout this process to know where people stand before being educated. We use several methods to gather this data, primarily scientific surveys.
- Informed: The more people become informed, the more they tend to be supportive. We need to identify how individuals feel after being educated so we can predict how public opinion will change as they learn more. We gather this data through multiple methods, especially a community committee.
- Passionate: Strongly passionate individuals in the community can influence others to their position. As a result, it is vital we identify the level of passion within segments of the community supporting or opposing specific things. This data is gathered throughout, though one of the best methods is through public forums.

OUR PROVEN COMMUNITY ENGAGEMENT APPROACH

Our approach is based on the tried-and-true engagement funnel, both to maximize community engagement and to arrive at a consensus final plan.

Informational Campaign: We publicize the final plan and conduct a community education program to educate the public on the plan, answer their questions, and motivate people to vote so their voices are heard.



THE METHODS WE WILL USE

Below is a detailed explanation of the methods we will use to conduct this informational campaign. The exact plan will be customized in coordination with the district.

MESSAGING

It is imperative we consistently educate the public and influencers on the positive accomplishments of the district, the need to invest in the schools, and areas they would see improvement if those investments are made. This will lead to a stronger relationship between residents and their schools, increased favorability for the school district, and community investment in the final plan.

To accomplish this, we will work with the district to develop effective messaging that will be used by all individuals and entities involved in this effort. We will provide support to ensure everyone is comfortable with the messaging and effective in its delivery. And we will support the district in developing necessary marketing materials such as brochures, presentations, and a section on the district's website.

SCIENTIFIC SURVEY RESEARCH (OPTIONAL)

A successful process and outcome is driven by unbiased data. Using surveys, we can gather that data in a way that accurately reflects the opinions of every member of the district. *(Note: Most of our clients prefer phone surveys for their accuracy and cost effectiveness, so that is what is included in this proposal. We have extensive experience conducting all types of surveys, including mail, text, and online, so if another method is preferred by the district we can adjust as necessary.)*

The survey, conducted in December 2024, will test the strengths and weaknesses of the ballot question among demographic groups in the community. This will allow the district to hone its message and target additional educational efforts to those groups seeking more information.

COMMUNITY EDUCATION

With the board approving the ballot question, we must actively work to educate the public on how this community-driven plan was developed, the challenges the plan overcomes, and the benefits the plan will achieve for students and the community.

Working with the district, we will support engaging the public using a variety of methods. This includes a series of in person and virtual town hall style events open to all members of the public. It includes tours of the district's facilities most impacted by the plan. It includes scheduling district representatives to speak at local government, civic organization, and community group meetings. And it includes providing information directly to school-related organizations, such as PTAs, booster clubs, and foundations.



COMMUNICATIONS & MARKETING

Unfortunately, because members of the public lead busy lives, they often don't have time to come to you for information—you must bring your information to them as conveniently and concisely as possible. That is why we must conduct effective communications and marketing efforts to ensure our informational message is heard by as many residents as possible.

We will work with the district to develop a plan, budget, and calendar for these outreach efforts. This plan will utilize the district's current communications channels, including newsletters, emails, social media, fliers, and articles. The plan will also include paid channels such as detailed mailings, interactive tele town halls, and social media boosts, if budget allows since these channels have associated costs.



TIMELINE & DELIVERABLES

INFORMATIONAL CAMPAIGN (NOVEMBER – APRIL)

- Develop Informational Messaging
- Publicize Final Plan Using Informational Messaging
- Execute Informational Survey
- Conduct Community Education Program

EOS TEAM

EOS has an entire team, internal and external, that works together to provide the services detailed in this agreement. For ease of communication, the below team members have been assigned as the primary points of contact for the roles listed and they will communicate with the rest of our team as needed. EOS retains the right to adjust our team as necessary to ensure we are providing the best possible support to our clients.

- Ed Sullivan: Strategy & Messaging
- Collin Corbett: Strategy & Messaging
- Rich Carter: Community Education
- Arlen Gould: Community Education
- Ryan Kilduff: Operations
- Lane Davis: Communications & Content
- Abe Levy: Data & Technology

EOS REFERENCES

- Dr. Terri Bresnahan | 847.593.4300 | Bresnahan.terri@ccsd59.org
Superintendent of Berkeley School District 87 During Successful Referendum
- Dr. Jeff Schuler | 630.682.2002 | jeff.schuler@cusd200.org
Superintendent of Wheaton Community Unit School District 200 During Successful Referendum
- Dr. Kaine Osburn | 847.251.3587 | osburnk@avoca37.org
Superintendent of Lake Zurich Community Unit School District 95 During Successful Referendum
- Dr. Brian Harris | 630.639.9874 | lllinibri87@gmail.com
Superintendent of Barrington Community Unit 220 School District During Successful Referendum
- Dr. Mary Ticknor | 630.243.3260 | mticknor@lhs210.net
Superintendent of Lemont Township High School District 210 During Successful Referendum



PROJECT COST

Billing structure to be determined in consultation with client. We can break down billing monthly, by project, or lump sum.

Total Cost: \$15,000 for Consulting, Plus \$5,000 for (optional) Survey

Cost By Project:

- Messaging: \$5,000
- Community Education: \$10,000
- Surveys (optional): \$5,000 for 1 Automated Phone Survey with Modeling/Weighting

Note on Services: Covered in this Agreement is the cost of our time, expertise, and travel expenses, plus the cost for surveys. Not covered is any additional paid outreach the district wishes to pursue, such as mailings, texting, digital ads, etc. Should these services be needed, we will provide pricing and a detailed budget for the district to approve prior to any expenditures.

TERMS

- All pricing good for 15 days from date of proposal.
- Agreement terms are from date of signature until project completion.
- Client will be billed based on determination between EOS and D23, to be agreed upon in writing.
- Client will reimburse EOS for mutually agreed upon expenses. Expenses will be included on the following invoice. Proper documentation of each expense will be available at any time upon request.
- D23 and EOS reserve right to terminate this Agreement with 30 days' notice without cause.

CONDITIONS

- Completion of projects contingent on timely communication from client.
- During the term of this Agreement, EOS and its employees will not perform services, whether compensated or voluntary under the employment of EOS or independently, that shall conflict with any activities of D23 or cause to sully the goodwill of, or put into disrepute, D23 or its agents or clients.
- In the performance of its services, EOS shall comply with all laws applicable to the performance of such services and otherwise applicable to D23, its board members and employees, including, but not limited to, the State Ethics Act and laws governing lobbying, political activities, and the use of public funds. EOS shall comply with any D23 Board Policies regulating ethics and gift bans.
- All information and materials related to D23 and its operations are the property of D23 and will be treated as confidential information; EOS will not disclose any confidential information during or after the terms of this Agreement.
- Both parties agree that the duties and services outlined in this Agreement do not include any type of lobbying and/or government relations activities with the State of Illinois. If both parties agree that lobbying services are needed, then a separate and independent agreement would be executed and both parties would register with the Illinois Secretary of State's office, Index Division and follow all applicable Illinois laws and regulations.
- Client agrees to allow reasonable use of its name and work resulting from this Agreement for EOS's promotional efforts.



- Each Party (“the Indemnitor”) will defend, indemnify, and hold harmless the other Party, the other Party’s affiliates, subsidiaries, and related companies, and its trustees, members, officers, directors, agents, representatives, and employees, and each of their respective successors (collectively, the “Indemnitees”) against any and all third party claims, suits, losses, damages, suits, fees, judgments, costs, and expenses (collectively referred to as “Claims”), including reasonable attorney’s fees incurred in responding to such Claims, caused by any act, omission, negligence, or breach of this Agreement by the Indemnitor in connection with the performance of the Services.
- In no event shall either party be liable to the other for special, indirect, incidental, or consequential damages, including, without limitation, loss of use or loss of profits, regardless of whether such damages are caused or allegedly caused by breach of Agreement, tort or otherwise (including negligent or willful act or omission, warranty, indemnity, or strict liability).
- **Certifications.** As required by the Criminal Code, 720 ILCS 5/33E-11, by executing this Agreement, EOS certifies that it is not barred from contracting with any unit of State or local government as a result of a violation of any criminal statute including, but not limited to, the bid rigging (Section 33E-3) or bid rotating (Section 33E-4) provisions of the Criminal Code. EOS agrees that if this certification is false, D23 may declare the Agreement void. EOS further certifies that it will provide a drug free workplace as required by the Illinois Drug Free Workplace Act, 30 ILCS 580/1 et seq.
- **Equal Employment Opportunity.** EOS agrees to fully comply with the requirements of the Illinois Human Rights Act, 775 ILCS 5/1-101 et seq., including, but not limited to, the provisions of sexual harassment policies and procedures pursuant to Section 2-105 of the Act. EOS further agrees to comply with all federal Equal Employment Opportunity Laws, including, but not limited to, the Americans with Disabilities Act, 42 U.S.C Section 1201 et seq., and rules and regulations promulgated thereunder.
- As required by Illinois law, in the event of EOS’s non-compliance with the provisions of this Equal Employment Opportunity Clause, the Illinois Human Rights Act or the Rules and Regulations of the Illinois Department of Human Rights (“Department”), EOS may be declared ineligible for future contracts or subcontracts with the State of Illinois or any of its political subdivisions or municipal corporations, and the Agreement may be canceled or voided in whole or in part, and such other sanctions or penalties may be imposed or remedies invoked as provided by statute or regulation. During the performance of this Agreement, EOS shall agree as follows:
 - a. That it will not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, marital status, national origin or ancestry, citizenship status, age, physical or mental handicap unrelated to ability, military status, or an unfavorable discharge from military service or arrest record status; and further that it will examine all job classifications to determine if minority persons or women are underutilized and will take appropriate affirmative action to rectify any such underutilization.
 - b. That, if it hires additional employees in order to perform this contract or any portion thereof, it will determine the availability (in accordance with the Department’s Rules) of minorities and women in the areas from which it may reasonably recruit and it will hire for each job classification for which employees are hired in such a way that minorities and women are not underutilized.
 - c. That, in all solicitations or advertisements for employees placed by it or on its behalf, it will state that all applicants will be afforded equal opportunity without discrimination because of race, color, religion, sex, sexual orientation, marital status, national origin or ancestry, citizenship status, age, physical or mental handicap unrelated to ability, military status, or an unfavorable discharge from military service.
 - d. That it will send to each labor organization or representative of workers with which it has or is bound by a collective bargaining or other agreement or understanding, a notice advising such labor organization or representative of EOS’s obligations under the Illinois *Human Rights Act* and the Department’s Rules. If any such labor organization or representative fails or refuses to cooperate with EOS in its



efforts to comply with such Act and Rules, EOS will promptly so notify the Department and D23 and will recruit employees from other sources when necessary to fulfill its obligation thereunder.

- e. That it will submit reports as required by the Department's Rules, furnish all relevant information as may from time to time be requested by the Department or D23, and in all respects comply with the Illinois *Human Rights Act* and the Department's Rules.
 - f. That it will permit access to all relevant books, records, accounts and work sites by personnel of D23 and the Department for purpose of investigation to ascertain compliance with the Illinois *Human Rights Act* and the Department's Rules.
 - g. That it will include verbatim or by reference the provisions of this clause in every subcontract it awards under which any portion of the contract obligations are undertaken or assumed, so that such provisions will be binding upon such sub. In the same manner as with other provisions of the Agreement, EOS will be liable for compliance with applicable provisions of this clause by such sub; and further it will promptly notify D23 and the Department in the event any sub fails or refuses to comply therewith. In addition, EOS will not utilize any sub declared by the Illinois Human Rights Commission to be ineligible for contracts or subcontracts with the State of Illinois or any of its political subdivisions or municipal corporations.
- This typewritten Agreement constitutes the entire Agreement of the Parties and supersedes all prior or contemporaneous written or oral negotiations, correspondence, understandings, and agreements, between the Parties respecting the subject matter hereof. Any changes, additions, stipulations, or deletions including correcting lining out by any party to this Agreement or signator to this Agreement will not be considered agreed to or binding on any party unless such modifications have been initialed or otherwise approved in writing by all parties to this Agreement. No waiver of any of the provisions of this Agreement shall be deemed, or shall constitute, a waiver of any other provisions, whether or not similar, nor shall any waiver constitute a continuing waiver. No waiver shall be binding unless executed in writing by the party making the waiver.

ACCEPTANCE

In Witness Whereof, the parties hereto agree to the deliverables, scope, cost, and terms & conditions of this Agreement. Client representative is duly authorized to enter into this Agreement.

EOSULLIVAN CONSULTING

PROSPECT HEIGHTS SCHOOL DISTRICT 23

Signature: _____

Signature: _____

Printed Name: _____

Printed Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

