

**Contract Committee Review Request**  
**MUST BE COMPLETED IN FULL**

Date: 8-11-21

Contract/Agreement Vendor: SCoPE c/o Cokeley Communications

Name of Vendor: Sandy Cokeley Phone Number: 844-322-8675

Contact Person: 19 James Place Address: Manasquan, NJ 08736

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

scokeley@scopeschoolsurveys.com  
Email address

2021-22 FY  
Date of services

**IS THIS A NEW VENDOR? IF SO, PLEASE PROVIDE : W9** \_\_\_\_\_  
 And \_\_\_\_\_  
**Vendor Registration** \_\_\_\_\_

Person Submitting Contract/Agreement for Review: Christina Dixon, ESC  
Name Site

Reason for Review: (New Agreement, Renewal...): New Agreement

Audience/Group to benefit from Contract/Agreement: Students, parents, staff

**Routing Approval: PLEASE SEND TO APPROPRIATE LEADERSHIP TEAM MEMBER BEFORE SENDING TO STACIE CHASE**

Principal and Director or Administrator: \_\_\_\_\_  
Signature

Does this Contract/Agreement utilize technology? No  Yes

Has it been reviewed by the Chief Technology Officer? No  Yes

If yes, Approved by: \_\_\_\_\_  
(Signature) Technology / Approval

**Leadership Team Member:** \_\_\_\_\_  
Signature

Funding Source: Communications Project 162  
Description OCAS Coding

- Process: **PLEASE FOLLOW ALL STEPS**
- 1. The Contract/Agreement is reviewed and approved by site Principal/ Director/ Administrator.
  - 2. If Technology related, the Contract/Agreement is reviewed and approved Technology.
  - 3. Prepare Board Agenda Memorandum and attach to Contract/Agreement.
  - 4. Begin the requisition process and place a comment in the Notes section that says, "Please hold req pending board approval on \_\_\_\_\_"  
Date of Board Meeting
  - 5. Attach this form with Contract/Agreement and Board Memo
  - 6. **The appropriate Leadership Team Member will review and submit to the Contract Committee**
  - 7. Keep copy for your records

*The Contract/Agreement should be received at least 2 weeks prior to a Board Meeting to ensure placement on the Agenda. The Contract Committee meets most Tuesdays at 8:30a.m. All Contracts/Agreements, regardless the amount, must be first approved by the Contract Committee and then presented to the Board of Education for approval and signature. The item will be placed on Electronic School Board for the board agenda by Stacie Chase. By following this process, the liability of entering into an agreement is placed with the district rather than an individual.*

## MEMORANDUM

To: Dr. Janet Vinson  
Lori Kerns

From: Christina Dixon

Date: September 13, 2021

Re: NEW Agreement with SCoPE School Survey 2021-2022

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### SUBJECT

Accept and approve the NEW agreement between Broken Arrow Public Schools and SCoPE, LLC, (School Communication Performance Evaluation) to provide online communication surveys and support for the 2021-2022 school year. Total cost to the District is \$6,000.00 and will be paid with General Funds. C. Dixon

### ENCLOSURE/ATTACHMENTS

Agreement

### SUMMARY

### FUNDING

General Fund

### RECOMMENDATION

Approve



## **PROPOSAL**

TO: Broken Arrow Public Schools

DATE: August 2, 2021

### **Program Summary**

SCoPE is a series of three online surveys comprised of standardized questions aligned to national standards to assess the effectiveness of school communications. SCoPE Surveys are designed specifically to inform improvement and identify best practice in effective school communications.

### **Survey Overview**

SCoPE includes surveys dedicated to three target audiences

- Faculty and Staff: Assessing communication from the district and school/department where employee works; 49 questions; Less than 15 minutes to complete
- Parents and Families: Assessing communication from the district and the student's school/classroom; 55 questions; Less than 15 minutes to complete
- Community: Assessing communication from the district; 39 questions; Less than 10 minutes to complete

All questions are answered on a 1-5 Likert scale, except for two comment questions on each survey. All surveys are online and compatible with popular desktop and mobile devices.

### **Program Deployment**

Surveys are administered cooperatively by SCoPE and district.

- SCoPE will provide full set-up, surveys with survey portal, customer and campaign participation support, complete data reports and a follow-up consult.
- District will provide information for set-up via SCoPE Intake Questionnaire and Excel spreadsheets
- District will oversee campaign to elicit participation. To support a successful survey administration, SCoPE provides a comprehensive *User Guide* and ongoing assistance to district throughout the campaign.

### **SCoPE Deliverables**

- Summary Dashboard (Excel): Higher level summary charts and tables
- Raw Data Results (Excel): Detailed responses by question and participant for filtering/disaggregating
- Comment Responses (Excel)
- Word Clouds (JPG): Graphic representation of words describing district submitted by survey participants
- SCoPE Scorecard: Comparative data on key performance indicators with all other SCoPE districts (PDF)
- Customized follow-up consultation focused on identifying opportunities for improvement and prioritizing next steps to improve communication effectiveness (PowerPoint)
- Copy of the National School Public Relations Association Benchmarking Project's *Rubrics of Practice*

### **Schedule/Timeline**

Survey administration schedule to be mutually determined by district and SCoPE; Approximately eight weeks following receipt of Intake Questionnaire

### **Price**

\$6,000 (Representing base price of \$8,000 for districts 10,001-99,999 students, less 25% first-in-state discount)



Invoice



4151 North Mulberry Drive, Suite 270, Kansas City, MO 64116

MAILING ADDRESS:  
c/o Cokeley Communications, 19 James Place, Manasquan, NJ 08736

Date	To	Ship To
September 14, 2021	Broken Arrow Public Schools Attn: Christina Dixon 701 S. Main Street Broken Arrow, OK 74012	SCoPE c/o Cokeley Communications 19 James Place Manasquan, NJ 08736

Description	Total
SCoPE Survey Broken Arrow Public Schools	\$6000.00

Staff, Family and Community Audiences

Includes survey set-up, administration, data collection, reports compilation,  
and Results Review session

DUE PRIOR TO RELEASE OF RESULTS

Thank you for your business!

844-322-8675

[www.scopeschoolsurveys.com](http://www.scopeschoolsurveys.com)