



::Proposal for Special Consulting Services::

Presented to: City Schools of Decatur

Prepared by: Profile Marketing & Public Relations, LLC

Contract Period: Three Months (with separate Maintenance Phase option)

Monthly Retainer: \$20,000 per month

The purpose of this proposal is to outline the strategic communication services that Profile Marketing & Public Relations (The Consultant) will provide City Schools of Decatur (The Client) and the compensation for rendering those services beginning January 19, 2026, through April 19, 2026. The Consultant agrees to serve The Client by providing strategic communications and public engagement support in accordance with and subject to the terms and conditions listed below. The Consultant will work with and report to an assigned designee identified by The Client.

PROFILE TEAM: Profile is an award-winning strategic communications firm specializing in public-facing engagements at the intersection of education, government, and community impact. Our team has supported K-12 and higher-education institutions including Atlanta Public Schools, DeKalb County School District, Montgomery Public Schools, Atlanta Technical College and more. We assist leaders in navigating emerging issues, engaging stakeholders, and communicating with clarity, empathy, and purpose. Profile is trusted for its ability to translate complex decisions into clear narratives that build understanding, credibility, and long-term trust across audiences.

Team Leads:

Erik Burton (Communications Lead with Profile)

Steve Smith (Partner Pendleton Consulting Group, Profile Sub-Consultant)

Joye Burton (Project Manager with Profile)

Summer Dunham (Communication and Public Engagement Management with Profile)

OBJECTIVE: To support City Schools of Decatur leadership with a coordinated, transparent, and community-centered communications approach during a period of heightened public interest. Profile will partner with the district to provide strategic communications guidance, ensure consistent and informed messaging, and support meaningful engagement with the community, staff, and key government and business leaders.

SCOPE OF WORK

Strategic Communications Planning & Messaging

Develop clear, empathetic, informed messaging that supports City Schools of Decatur's goals, while addressing community concerns. Proposed support services can include message development and refinement for internal and external communications, key talking points and FAQs for board leadership, administrators, and spokespersons. We will draft and refining core messages that communicate enrollment realities and decision-making processes, and we will prepare messaging for public-facing materials (web, print, presentations).



Media & Stakeholder Engagement Support

Support City Schools of Decatur in proactively and transparently managing traditional and social media narratives. Proposed services may include media outreach strategy with targeted messaging, press release drafting and media coordination, media monitoring and response recommendations, and social media guidance and support.

Community Engagement & Forums Support

Strengthen two-way communication between City Schools of Decatur leadership and community stakeholders. Proposed services may include supporting staff in preparing for community forums (briefs, slides, facilitator notes), engagement strategy for listening sessions and feedback loops, and strategic recommendations for ongoing engagement channels and message amplification.

Internal Communication Support

Provide strategic guidance to ensure internal audiences, including staff, administrators, and central office leadership, receive clear and consistent communications aligned with external messaging.

Key Leadership Media Training

Customized media training sessions for district and school leaders focused on message control, confidence, and clarity. Services may include mock interview simulations and on-camera feedback, while anchoring key leadership voices in best practices, to help ensure clarity and proper message delivery while reinforcing key narratives.

FEES: Compensation for services rendered under this proposal will be based on an agreed-upon monthly retainer of \$20,000.00 for the duration of the initial contract term. The Client agrees to pay all invoices within fourteen (14) days of receipt. Submitted invoices will include all completed and billed tasks, as well as a preferred form of payment. Invoices will be submitted by The Consultant to The Client by the 15th of each month.

OUT-OF-POCKET EXPENSES: The Client agrees to reimburse The Consultant for all pre-approved out-of-pocket expenses. The Consultant will not incur any out-of-pocket expenses without prior approval from The Client.

CANCELLATION BY THE CLIENT OR PROFILE MARKETING & PUBLIC RELATIONS, LLC: Either party may cancel this Letter Agreement at any time by providing at least fourteen (14) days written notice to the other party.

CONFIDENTIALITY: The Consultant and The Client may exchange ideas and concepts as well as technical, financial, strategic, operational information and other data considered to be competitive, confidential and proprietary (hereinafter "Proprietary Information"). The Consultant agrees to keep all Proprietary Information provided or exchanged as part of this Letter Agreement confidential. Also, The Consultant will not use or reference The Client in any collateral, promotional or digital assets related to business or training materials. All conversations between The Client and The Consultant are confidential.

This Letter Agreement is dated January 19, 2026.



Gyimah Whitaker
Name

Gyimah Whitaker
City Schools of Decatur, Board Secretary

Erik Burton, Principal & CEO
Name

Erik Burton
Profile Marketing & Public Relations