

William C. Riley and Associates

Communications Consulting

In order to provide Vigo County School Corporation with essential and seamless communications and website support, William C. Riley and Associates will:

- Manage/update website as directed
- Serve as website help desk for school-level website managers
- Route messages from website contact form to appropriate staff member (about 10 per week)
- Manage social media accounts as directed (YouTube, Facebook, Twitter)
- Manage PeachJar
- Manage COVID-19 Dashboard as directed
- Manage ThoughtExchange as directed
- Provide document design and graphic design support for reports, social media, etc.
- Provide communications support for superintendent/administrative team as needed (presentations, writing, strategy)
- Provide consultation on media inquiries as needed

A VCSC employee will be needed for:

- Media inquiries
- Media spokesperson
- Livestream board meetings
- School cancellation alerts
- School Messenger alerts for lockout/lockdown

Retainer:

- \$1000 weekly
- Invoiced monthly
- Starting January 3, 2022

Needs:

- Continue to have access to the following e-mail/Google Accounts: william.riley@vigoschools.org, youtube@vigoschools.org, website@vigoschools.org.