



Mark C. Perna
Founder, Author, and CEO

Monday, March 26, 2018
PROPOSAL

College of the Canyons
Harriet Happel

Dear Harriet,

It is with great pleasure that I present you this proposal with information and pricing regarding our ability to partner with College of the Canyons in the long-term delivery of high quality marketing products, services, and strategies.

PROJECT DESCRIPTION:

Strategic Enrollment & Retention Development Plan for College of the Canyons

College of the Canyons needs to develop emotional attachment and loyalty with future students as well as maintain and increase retention and graduation rates of existing students in order to create and sustain strong ongoing enrollment. The benefits of College of the Canyons' programs are extensive and yet a clear awareness amongst students and parents must be improved and capitalized on.

TFS will facilitate our proprietary CTE Enrollment & Retention Funnel and Marketing Plan Development Process for College of the Canyons that includes the following components and services:

- Extensive Enrollment Funnel project management, meetings, and creative brainstorming.
- Facilitation and coaching of the College of the Canyons team assigned to develop, implement, and operate the ongoing Funnel.
- CTE Funnel strategies and creative input to develop a powerful personal experience for each future and existing student and parent, although it is the ongoing responsibility of College of the Canyons to operate the Enrollment Funnel. Together, we will:
 - Create a meaningful Funnel that increases emotional attachment and loyalty, through our CTE marketing and sales expertise.
 - Pull together and laser focus all the key aspects of marketing, sales, and strategic enrollment and retention planning.
 - Deliver the ongoing professional development necessary (organization wide) to facilitate positive culture change in order to build a long-term enrollment and retention driven organization.
 - Identify potential issues, positive and negative, for dealing with students, parents, and additional influencers.
 - Develop the "home field advantage" while working closely with any feeder schools or programs that funnel students.
 - Facilitate benefit statement creation (College of the Canyons value statements) for strategic marketing messages.
 - Connect the entire enrollment, retention, graduation, and community awareness processes for maximum long-term impact.



Monday, March 26, 2018
PROPOSAL

- ✦ It is the objective of the Enrollment Funnel process to increase enrollment, retention, graduation, and community awareness through the creation of an ongoing relationship with each prospective and existing student and parent.
 - ✓ The Enrollment Funnel method is a rewarding procedure that uncovers the hidden opportunities to make a connection with your audience. This process may take many hours over many months/years depending on the team assembled, the challenges faced, timeframes and travel schedules, and the goals and direction established at the beginning of the project. We do not require a long-term agreement because we trust you will see great value in the process and welcome the insight we will deliver to College of the Canyons. Though no long-term agreement is needed, it is critical to commit to TFS as your partner in this important marketing technique. TFS must be viewed by the team and organization as your partner, coach, and facilitator in order to move the process forward productively.
 - ✓ The Enrollment Funnel is not designed as a quick-fix process, but a long-term solution. Though it has worked quickly with some clients, it has been created to significantly increase emotional attachment and loyalty with students over time. Your results may differ based on many factors outside the control of TFS. Time and consistency are the critical factors because it takes time to develop a strong relationship over many “drips.”
 - ✓ A critical component in this process is a team that can work together to quickly implement the strategies developed and drive the process through the internal organization for maximum effectiveness. This team and its leader will work directly with TFS. Rule of thumb: the bigger the team, the slower the process. We have found that a team of six to ten positive, open-minded, results-oriented individuals who are influential within the organization and understand its inner workings is most effective.
 - ✓ One team member must be capable of taking comprehensive meeting notes and turning them around quickly.
 - ✓ Once this proposal has been approved and faxed as stated below, a comprehensive prep document will be sent prior to the initial meeting clearly outlining:
 - ✓ Team requirements and descriptions for the makeup of the team.
 - ✓ Initial meeting agenda and location needs.

***Investment:* \$285.00/Hour plus Expenses**

TERMS: The above pricing is valid for 30 days, although any change in specifications or scope of services required may necessitate an adjustment. Hours include but, are not limited to, pre-meeting prep, planning, meetings, conference calls, phone calls, meeting wrap-ups, document and timeline updates, marketing support hours, emails, and ongoing coaching throughout the process. Annual adjustments to the cost per hour may occur on or near the anniversary date of this proposal. All schools vary, based on their unique needs, however to budget/plan effectively, plan on a range of hours from **140-180** hours per year depending on the speed of the team and project needs. Expenses include all travel expenses plus \$185 per consulting invoice (number of client consulting invoices per year averages 6).

Approval below establishes TFS as the strategic marketing plan, creative, and production marketing partner for College of the Canyons as it relates to the creation and production of most new marketing and communication materials developed through this process. This ensures a consistent branding effort, delivering a strong marketing message and the critical impact needed to achieve the stated goals and objectives. Existing marketing materials, in all



Mark C. Perna
Founder, Author, and CEO

Monday, March 26, 2018
PROPOSAL

their forms, already produced by College of the Canyons will continue to be produced as they are and will not be affected by this proposal. TFS intends to work seamlessly with the existing marketing department as a support partner.

The TFS team created at College of the Canyons will require a team member capable of acting as a "project coordinator" liaison between College of the Canyons and the TFS Senior Account Manager to help facilitate the timely production of all projects initiated.

There is no specific pricing included on this proposal for creation or production of printed materials, radio and TV commercials, ad creation, placement of media, focus groups, extensive survey development, branding development, graphic design, or social media and web development, therefore any of these items required by College of the Canyons will incur additional charges.

The Enrollment Funnel and marketing plan development process, strategies, and terminology are the copyrighted materials and intellectual property of Mark C. Perna and TFS. All rights are reserved. Except where they apply to College of the Canyons, any use of these materials or sharing with other schools, in whole or in part, including the posting of any materials on or accessed via the Internet or through social media of any kind, without written permission, is strictly prohibited by law.

Due to the many College of the Canyons factors outside the control of TFS in the facilitation of this process, there are no guarantees of performance made or implied regarding the increase of enrollment, retention, and performance. Hours and expenses will be invoiced monthly. Any additional products and services will be invoiced separately at the time the products are produced.

Termination: There is no mandatory length of agreement, so College of the Canyons or TFS may cancel this agreement at any time or at any point in the ongoing process. Cancellation must be in writing, while any hours and expenses incurred up to and including the date the notification is received, are due in full from College of the Canyons once invoiced by TFS.

Related Work Experience and Qualifications:

- TFS is a full-service enrollment and retention marketing firm specializing in the career and technical education field. We have served school districts, career centers, community colleges, technical colleges, universities, and statewide organizations for over 20 years. We understand the stigmas faced in CTE and what motivates the younger generations to take positive action.
- We have delivered excellence in education and workforce development since our founding and today work closely with the Association for Career and Technical Education (ACTE) and many other statewide organizations in raising awareness nationwide for CTE programs.
- Mark C. Perna, author, speaker, and TFS founder/CEO, will be the primary delivery personnel for the project, although other TFS team members may also be involved as needed.
- Mark has delivered many dynamic keynote speeches nationwide and has given well over 500+ presentations over the last 16 years.
- Mark has written over 25 articles in national publications and recently finished his first book, *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*. The book is due out September 18, 2018 across North America in Hardcover, EBook, and audio versions. Visit MarkCPerna.com to learn more.
- Mark is a featured speaker at Model Schools, High Schools That Work, Best Practices & Innovations, Business & Industry Statewide Summits, and ACTE VISION National Conferences.



Mark C. Perna
Founder, Author, and CEO

Monday, March 26, 2018
PROPOSAL

- In recent years Mark accepted a special invitation to speak at Harvard University at The Pathways to Prosperity Conference regarding the power of career-focused education. That esteemed audience was made up of governors, chancellors of community college systems, statewide K-12 superintendents, and Fortune 100 top executives.
- Mark has worked successfully with over 300 schools, districts, and statewide organizations nationwide to support their efforts to attract and retain more of the right students, in the right programs, for the right reasons.
- We are already 95% booked solid in our consulting services through the next 18 months, which is a testament to the quality of our services and expertise in this field.

Harriet, we are looking forward to moving ahead with this project and having the opportunity to thoroughly delight you. If we can be of any further assistance, please call Kristy Warrell, our Senior Account Manager, or myself at 330-840-2680 or on my cell phone any time at 216-215-8115. We truly appreciate this opportunity to work closely with you and the College of the Canyons team!

Please fax the complete approved proposal to Kristy Warrell's attention at 330-650-6416.

Warmest Regards,

Mark

Mark C. Perna
Founder/Author

Approval

Harriet Happel
College of the Canyons