Information Network of Kansas Board Meeting Minutes

Special INK Board Meeting – via Teleconference
Wednesday, April 22, 2020

Opening

A special meeting of the INK Board was called to order via teleconference at 3:42 p.m. on Wednesday, April 22, 2020 by Chairman Aaron Kite with the following members present:

Mark Burghart, Secretary of Revenue
Patty Clark, representing the Secretary of Commerce
Jennifer Cook, representing the Secretary of State
Doug Gaumer, representing the Kansas Bankers Association
Gregg Wamsley, representing the Kansas Library Association
Glen Yancey, representing the Executive Branch Chief Executive Technology Officer

Others Present

Duncan Friend, Information Network of Kansas; Nolan Jones, Ashley Gordon, and James Adams of the Kansas Information Consortium, LLC.

Note: Copies of the materials distributed for this meeting and referred to in it are attached.

Special Meeting Agenda

1. **Projects to be initiated under Governor's grant request for COVID-19 Pandemic Response Public Communications and Supporting Activities (Review / Approval)**

   Kite opened the meeting by directing the members to the attachments that had been provided to them via email shortly prior to the meeting. He noted that there was a resolution included that he had crafted, with Friend's input, to delegate the Executive Director authority to approve projects that met the grant criteria within the existing $500,000 limit. Kite asked Friend to summarize the materials before the Board today.

   Friend noted that there were at present seven (7) projects that had been authorized by the Board under the grant to the Governor's office to-date, with an estimated total cost of $176,620. He continued that he had received no further information, nor requests for payment that led him to believe they had exceeded any of the amounts assigned to each project within that total so far. [The following table summarizing this information had been distributed to the Board members prior to the meeting for review]

Agency	Project	INK Date/Status	Status	Est. Cost
KDHE	Phones	Approved 3/23/20	Implemented	$3,000
GOV	Phones	Approved 4/6/20	Implemented	$1,620
KDHE	Website	Approved 4/6/20	Implemented	$22,000
Statewide	Website	Approved 4/6/20	In progress	$20,000
KDOL	Phones	Approved 4/6/20	Implemented	$100,000
GOV	Streaming Equipment	Approved 4/9/20	Implemented	$20,000
GOV/AGENCIES	Public Service Ann.	Approved 4/9/20	In progress	$10,000
			Total (to-date)	$176,620
			Remaining	$323,380

Friend then said he felt he should back up in his explanation and return to a request from the Board at the prior meeting (on April 9, 2020) that Friend ask the Governor's Office if they could obtain a better look "over the horizon" at what they may have coming up in the future for expenditures through the grant. He said he did approach them on April 9th and the Deputy Chief of Staff had indicated he would attempt to put something together. Friend had not received that in advance of this board meeting. Instead, what was attached came from the Governor's office's review of a draft document he sent over for their review / edits to address this question. It is titled [see attached] *Summary of Currently Approved Initiatives, Estimated Costs, and Proposed Categories for Future Expenditures*, dated Tuesday, April 21, 2020.

He then drew the Board's attention to the fact it was on the Governor's letterhead, it showed their understanding of what had been approved, and included the chart (above) that confirmed that. It also included some questions that they'd like to be able to address going forward and three methods by which they would like to be able to do that: Executive Messaging; Communicating Information about Government Functions and how they have changed or new ones as it relates to COVID-19; and Activities to Support these endeavors. The Board had asked for something like this and this was the response, albeit delivered along with a request for three additional projects to be funded.   It was for review rather than approval. And, that language was included in the motion that Kite had drafted regarding delegation of authority for approval to the Executive Director that was also on the agenda for this meeting for consideration by the Board.

Friend then recapped the content and purpose of the three new projects that were being submitted by the Governor's office for approval under the scope, conditions, and financial limits of the overall grant [See copies attached]. There were three projects, as follows: A - Website expansion: $9,950 (roughly $10,000), B - Messaging about changes in Unemployment Insurance (moving to distribute information to the public informing them of the move to a first letter of last name approach to queuing for this service at Department of Labor), which included content for $8,700 and two (2) months of Monthly media budget: $18,800 ($9400 x 2) = $27,500 overall total; and C – A public information campaign to publicize the new COVID-19 Website (covid.ks.gov) whose development was previously funded by the Board: Month 1 - $77,761 (which is actually half-month - April - placement plus full campaign content development), and Month 2 - $83,721, for a total for (C) of $161,482. The overall total of these three additional projects would result in an additional $198,982 added to what had been approved so far. Approval of these three projects would leave $124,398 remaining of uncommitted funds under the cap of $500,000.

Friend then addressed Kite's resolution for delegated authority to the Executive Director to evaluate any additional projects approved going forward.

Gaumer asked if the projects were all COVID-19-specific or if there was a life to them beyond COVID-19. Friend said his understanding was that they were all COVID-specific. He noted that if these websites persisted beyond COVID, and they continued to work with these companies and build out on other projects, he had not heard anything discussed about that. But, he had discussed INK's capabilities its role as the gateway to public information with them. And, he continued, there was a portion in the draft Board resolution on delegation being considered that included a provision that in the future, when the Governor's office brings these projects forward, that if they contain things INK could do, then INK should do them versus funding another company.

Yancey added that to piggyback off what Friend had been saying, if they adopted the draft resolution to delegate him discretionary authority for future endeavors, that this would be one of the gates that he would

use to make sure it was consistent with the previous award and that if they wanted to extend beyond those parameters, he would say that wasn't authority he had and it would come back to the Board. Friend confirmed he understood it this way as well. Gaumer indicated he'd appreciated those answers and that he would support a motion for the additional projects totaling approximately $198,000.

Friend said he wasn't clear if the Board wanted to approve the motion delegating him authority to approve these three projects for the Governor's office, or approve it and then consider the motion to delegate the authority, as he did not have a preference and addressed the question back to Kite. Kite outlined the two options. Friend responded that he felt that since the Board was already convened, it would be appropriate for them to approve the projects. However, he then stressed that all the costs that had been presented so far were estimates, so he wanted to call that to the Board's attention going forward. He noted that he felt like that would also be a place his discretion would come in.

Action Taken: Clark moved to approve the three projects listed for approval from the Governor's office as per Friend. Gaumer seconded. Kite asked for discussion. He then confirmed with Friend that the motion was just adding these three projects to the scope of the previously approved grant. Friend confirmed this was correct. There was no further discussion. Friend then called the roll. Approved unanimously.

2. Other business

Kite then discussed the resolution he had prepared, with Friend's input, that would provide a framework for delegating authority to the Executive Director to evaluate and approve further projects submitted by the Governor's office under the grant. It was essentially the same controls and processes as had been used and discussed over prior Board meetings. However, he included a condition that if the government was going to chose to contract with vendors other than KIC for work INK/KIC could do, he would like to understand why, both for evaluative purposes and to understand what the government's perspective is. Friend directed the Board members to section four of the resolution [attached] where this requirement was outlined. Gaumer and Yancey both voiced support for that approach.

Clark then added that she wanted to emphasize to the Board that while they were in the middle of the COVID-19 Response, there was also going to be a significant COVID-19 Recovery process. There could then be another response / recovery cycle in the fall and the state may well be involved in this for the rest of the calendar year. So, she wanted the Board to have that in mind as they gave Friend the latitude to make theses decisions.

Friend thanked Clark, then also called the Board's attention to the funding for a project for Bajillion that had just been approved for website expansion and that it was actually related to the Recovery. He continued that he felt this was in their wheelhouse, but, in addition, the Board was also going to pay over $100,000 to drive people to a covid.ks.gov website that he didn't even think Bajillion hosted, but was hosted by a third-party in the cloud.

So, as more investments could be made in the future here, it would not just be for the Board to know that they could be in it for the long-term, but - to draw an exaggerated distinction - there could become a point where instead of the Board wanting to pay another $250,000 to invest in covid.ks.gov when it could instead be covid.kansas.gov and KIC could do this and it would just be within the contract and they would spend nothing out of INK Board funds. So, it is early, and this is the case.

What Friend sees this leading to is that, after this meeting is over, the Governor's office will discover more things they need to do to covid.ks.gov – that's how web development works. They will come to Friend and while Jones might be able to do it, it is going to be their company on their platform, so as a practical matter, unless they want to give KIC signons on their platform to start doing work there, it is probably going to be better for the Governor's office to choose to keep going on the Bajillion platform.

He continued, stating that at some point the situation gets upside down and as there are more stimulus programs and other activity - the Board is already approving about $10,000 to provide that information, and over $123,000 to drive people to that URL which is not the state homepage or gateway and to invest in this company to do this work. He emphasized that he wasn't being critical of this, but that there could be some implications if ahead they see a 10-month journey that at some point the Board may seek to have their partner who is already paid for this type of work to start doing it themselves, rather than pay out additional funds.

Yancey said that he expected these were conversations that Friend was engaging with the Governor's office about this so that they understand that the long-term horizon for these activities needs to feed back into the same engine that is allowing them to do this emergency response. Friend agrees and assumes it can be done in a way over time that is fine and not disruptive. Yancey noted that this is a use case that demonstrates the value that leveraging the resources of INK and the value that it adds to the state in general. That's why we do this, that's why we set it up this way. And, that hopefully that is fairly self-explanatory.

Friend closed by noting that they are doing some things for the Governor's office already, so they are aware that INK can do web development and forms and similar activities. This eventually feeds into INK's contract with them, so that is also something that he and Jones are looking at updating and Friend has talked with the Governor's office about that, so as this grows and they change the nature of what they do, it can support that work.

> **Action Taken:** Kite moved that the Board adopt the draft resolution that was included in the materials previously distributed that delegated authority to the Executive Director for further project review and approval under the terms of the grant. Clark seconded. Kite asked if there were any further discussion. There was no discussion. Kite asked Friend to call the motion. Approved unanimously.

The meeting adjourned at 4:15 p.m.

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INFORMATION NETWORK OF KANSAS, INC. GRANT FOR COVID-19 PANDEMIC RESPONSE PUBLIC COMMUNICATIONS AND SUPPORTING ACTIVITIES

Summary of Currently Approved Initiatives, Estimated Costs, and Proposed Categories for Future Expenditures

Tuesday, April 21, 2020

Overview

On March 23, 2020, the Information Network of Kansas Board of Directors approved a grant application submitted by the Kansas Governor's office for the use of up to $500,000 in total for projects in support of public communications and other supporting activities related to the state's COVID-19 Pandemic response. The primary conditions set forth by the grant program for the use of these monies was that any initiatives proposed within this $500,000 "pool" must document a) how they will be used in support of COVID-19 Pandemic response communications and b) how they comply with INK's statutorily directed mission (K.S.A. 74-9302) to "Explore ways and means of expanding the amount and kind of public information provided, increasing the utility of the public information provided and the form in which provided, expanding the base of users who access such public information…and to explore technological ways and means of improving citizen and business access to public information."

Initiatives Approved Under the Grant To-date

At the meeting where the overall grant request was approved, the Board also granted approval for two projects. These projects were, generally described, to implement a software-as-a-service solution from Amazon to expand the capability of the Kansas Department of Health and Environment COVID-19 phone response line which was struggling to keep up with high utilization from inquiries by the public for information, and to proceed with a project that was under consideration at that time for implementing a COVID-19 "AI Chatbot" that could address some requests for information from the public directly.

When the original proposal was made, the scope and general categories of expenditures that might be pursued under the grant were not fully known. The progress of the pandemic is dynamic, thus, by nature, so is the need for communications with the public in support of the response by both the Governor's office and multiple state agencies involved. Going forward, the Board conveyed to us via a letter from its chairman formally approving the grant that *"...as you may identify additional needs and requests for drawdowns of funding from this grant, the Board plans to convene by special meeting where needed to review and act on these requests within the parameters described in the grant."*

Given the evolving situation and the need to quickly respond with communications to the public, we approached the Board on relatively short notice twice subsequent to the March 23 meeting with requests – all approved by the Board – to initiate additional efforts under the grant. These projects are listed in the table below, along with their status and the costs we estimated for each. This last point should be

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emphasized, in that while we are attempting to be conservative in both our requests and the management of the related funds, the duration of the pandemic and the level and type of communications that will be required to respond to it in future months are not yet known.

Agency	Project	INK Date/Status	Status	Est. Cost
KDHE	Phones	Approved 3/23/20	Implemented	$3,000
GOV	Phones	Approved 4/6/20	Implemented	$1,620
KDHE	Website	Approved 4/6/20	Implemented	$22,000
Statewide	Website	Approved 4/6/20	In progress	$20,000
KDOL	Phones	Approved 4/6/20	Implemented	$100,000
GOV	Streaming Equipment	Approved 4/9/20	Implemented	$20,000
GOV/AGENCIES	Public Service Ann.	Approved 4/9/20	In progress	$10,000
			Total (to-date)	$176,620
			Remaining	$323,380

Future Initiatives Under the Grant

Request for High-level Scope of Remaining Initiatives. In our most recent discussions with your Executive Director about the grant and the progress of projects approved under it, he suggested that in conversations with the Board, they felt that the approval process for these projects could be made more efficient and responsive if they had a high-level picture of the projects under consideration - or at least anticipated – for use of the funds remaining within the grant.

We support this idea, too, in that we very much appreciate the Board's efforts in evaluating and approving our requests so far and would be happy to help reduce the need for unscheduled meetings and increase our speed of delivery while also ensuring they are comfortable with the nature and number of projects we may request approval to implement under the conditions of the grant going forward.

Proposed Project Categories and Associated Costs. Although the specifics of the exact timing or technologies, or even channels (web, phone, television, etc.) applicable to future requests are hard anticipate, they will all be made in the service of providing information to address these questions:

1. What should you know and what can you do about COVID-19's potential impact on you and your family's health? (resources, instructions, warnings, etc.)
2. What is the status and anticipated impact of the pandemic going forward? How can you help?
3. What is government doing to respond to the COVID-19 pandemic? (explaining the broader effort / status) What has it been doing?
4. How is COVID-19 affecting government operations? (service availability, deadlines, etc.)

In each case, delivering information to the public may take various forms and require resources for supporting activities to plan, design, develop and deliver the information. The following page shows the main categories and nature of both existing and planned projects we anticipate in the near future.

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These projects will communicate critical information from one or more of the areas above. Communications implies interaction, both presenting information and receiving requests and questions. In general, <u>we may ask for approval of additional projects in the following areas</u>.

1) **Executive Messaging and Response**
   These are communications of information, primarily from government authorities or executives, with the general public as the intended audience.

   Examples: Public Service Announcements from the Governor, cabinet members, or other government representatives via various technologies; Streaming video (Facebook Live, for example) and / or audio of ongoing status or time-sensitive information as circumstances require. While projects have already been approved to support these activities, more PSA's or other communications may be required over time, and/or other technical/social platforms may be used.

2) **Governmental Functions – Information Distribution and Exchange**
   These projects range widely as they address communications that may occur in the course of daily business of delivering services to the public, but now require alternate forms and changes based on new impacts of the pandemic that may vary over time.

   Examples: These include projects that have already been approved by the Board, for example, the development of a new website to disseminate information to the public specifically from the perspective of the COVID-19 pandemic – a gateway to where to find the answers to questions outlined above. Or, the consolidation of the existing COVID-19 Health-related website at KDHE. Finally, expansion of capabilities to answer requests for information by phone (such as the phone-related projects already approved), or via other technologies. In the near future, as funds become available for support and recovery programs related to the impacts of the COVID-19 pandemic, we will require assistance in informing Kansans about how to apply for those funds and collecting information needed for them to do so.

3) **Supporting Activities**
   While the title of this category is general, the needs are likely to be very specific. As noted above, there is planning involved in communication, or consolidation of disparate data sources, the need for tracking and determining the efficacy of communication methods (is information being received? is this method of distributing it working?) While many of these activities and costs may be borne internally, the key question driving projects undertaken in this category is "Does this activity contribute to the development and/or distribution of public information?"

   Examples: We have not yet proposed specific projects in this area, but plan to do so very shortly. For example, we plan to procure assistance in development of content to be used across multiple platforms that conveys key messages in both categories above, but also assistance in planning and placement of it, monitoring its effectiveness, and consulting advice to improve its effectiveness. This will likely be through companies with marketing and advertising experience in these domains.

Draft Board Resolution
COVID-19 Pandemic Response - Public Communications and Supporting Activities
April 22, 2020

RESOLVED, that the Board of directors modifies and amends its resolution enacted on March 23, 2020, as modified by the board's subsequent amending resolutions enacted on April 6, 2020 and April 9, 2020, to state as follows:

1. The Executive Director is authorized to disburse the remaining grant funds previously allocated to Kansas Governor's Office for projects pursuant to the March 23, 2020 resolution. Currently, the amount of $176,620 have been disbursed or earmarked for such projects, with the amount of $323,380 remaining for disbursement and available for future requests from the Kansas Governor's Office.

2. The Executive Director is directed to consider disbursement of funds to the Kansas Governor's Office and subsidiary units of government in response to documented, written project requests for the remaining allocated funds from the Kansas Governor's Office. Such project requests will pertain to projects undertaken in light of the current COVID-19 pandemic and its effect and anticipated impact on the State of Kansas and its citizens. Project requests will be considered upon the determination by the Executive Director that the documentation supporting the request is sufficient to allow the Executive Director to determine whether the request satisfies the Board's statutory function, purpose, and guidelines using the process outlined in the grant proposal approved on March 23, 2020. By way of example but not limitation, the following purposes are considered to be appropriate uses of the remaining allocated funds in light of the current COVID-19 pandemic and its effect and anticipated impact on the State of Kansas and its citizens:

   A) **Executive Messaging and Response:**
   These are communications of information, primarily from government authorities or executives, with the general public as the intended audience.

   B) **Governmental Functions – Information Distribution and Exchange**
   These projects range widely as they address communications that may occur in the course of daily business of delivering services to the public, but now require alternate forms and changes based on new impacts of the pandemic that may vary over time.

   C) **Supporting Activities**
   While the title of this category is general, the needs are likely to be very specific. There is planning involved in communication, or consolidation of disparate data sources, the need for tracking and determining the efficacy of communication methods (is information being received? is this method of distributing it working?) While many of these activities and costs may be borne internally, the key question driving projects undertaken in this category is "Does this activity contribute to the development and/or distribution of public information?"

3. The Executive Director will, upon determining that a request satisfies the Board's statutory function, purpose, and guidelines, disburse the remaining funds in the requested amount or, in the Executive Director's reasonable discretion, at an amount sufficient to satisfy the purpose of the request. Such disbursements will be subject to such conditions and requirements as the Executive Director deems necessary in order to ensure that the funds are used appropriately and for purposes within the Board's statutory purpose and restrictions. The Executive Director is authorized and directed to take such additional steps as he deems necessary and appropriate to ensure the proper and efficient disbursement of such funds in accordance with this resolution and will adequately document the Kansas Governor's Office use of the funds in a manner suitable for use in any subsequent review or audit.

4. The Executive Director will, in considering the Kansas Governor's Office subsequent requests for funds, encourage the Kansas Governor's Office to consider the use of the Board's service provider, Kansas Information Consortium (KIC), for the requested projects, or for any part of the projects for which KIC can provide services. If the Kansas Governor's Office elects not to use KIC for a project, then the Executive Director will determine why the Kansas Governor's Office has chosen not to use KIC for such project and will report to the Board regarding the Kansas Governor's Office's reasoning, along with such documentation from KIC of their ability or inability to provide such service.

5. The Executive Director will not disburse, in total, funds in excess of the $500,000.00 allocated to such projects. The Executive Director will provide a summary report to the Board at the next regularly scheduled monthly meeting regarding the projects for which funds have been disbursed.

BAJILLION

AGENCY

Memo

To: Ryan Wright, Deputy Chief of Staff, Governor for the State of Kansas
From: Andrea Engstrom, President, Bajillion Agency
Re: Media Recommendations for Promoting Covid.KS.gov Campaign
Date: April 10, 2020

The Project

Covid.KS.gov is the Kansas Covid-19 Response Resources Website. It provides critical information to Kansans pertaining to the pandemic, how to protect themselves and their loved ones through this response phase, and bounce back through the coming phases of recovery and resiliency. To ensure that Kansans are getting the right information, and are aware of resources available, the site must be promoted effectively to adults statewide.

Promotion Strategies + Media Recommendations

Target Audience: Adults, 18-75, statewide in Kansas

Media Placement
1. Facebook + Instagram
2. Google's Display Network
3. YouTube Pre-Roll
4. Connected TV (Hulu, Sling, Philo, etc.)
5. Network TV stations in major metro areas including KC, Topeka, Wichita

Animated Text-Based Ads + TV Spots
To avoid COVID-19 campaign ads appearing to be a political ad, and to keep from alienating any certain demographic by leaving anyone out of visuals, we recommend text-driven, animated digital ads and video spots for advertising. Animated ads improve click metrics. We recommend 4 options for :15 TV ads, and 4 options for the digital display ad sets, in both English and Spanish. This will allow for A/B testing and to maintain relevance as the call to action shifts from "Stay Home" to recovery and resilience themes.

Front Load the Media Budget
Budget for a more aggressive approach for market penetration over the first 90 days of the campaign, then pull back a bit after the 90 days are up, decreasing budget by eliminating network TV in the months that follow, but adding billboards when the stay home advisory is lifted and traffic returns. Establish awareness early in the campaign, then remind people frequently. Rule of thumb: it takes approximately 8 impressions before the average consumer recalls an ad or message. Note: As the situation develops, media strategy adjustments may be recommended.

Organic Posts

Utilize existing followers on state department pages by posting messages pertaining to each department driving traffic to the resources website as appropriate. You could garner a substantial number of impressions just through organic posts, due to the high number of followers. Consistency across channels and paid advertising is important.

Facebook Page	Likes	Followers
KS Dept. of Health & Environment	23,000	47,000
KS Dept. of Labor	10,000	11,700
KS Dept. of Education	16,000	17,300
KS Dept. of Commerce	4,500	5,200

Fliers + Posters in Public Spaces

We will create a poster series in Spanish and English that can be printed from the website and / or delivered to grocery stores and other areas that are open to the public across Kansas. These fliers will be made available for printing on the Covid.KS.gov campaign page.

Billboards

We recommend starting outdoor advertising when the Stay Home guidance is lifted and traffic increases.

Media Budget

* Number of impressions for network TV and billboards will be based on placement and availability. This number will be provided when prices are negotiated. These numbers are recommendations and can be adjusted to increase or decrease based on your stated budget and priorities.

First 90 Days: Network TV, No Billboards

Facebook / Instagram (334K–942K individuals reached/month)	$2,400
Google's Display Network (880K–2.4M Impressions/month)	$3,000
Connected TV + YouTube (250K- 275K impressions)	$15,000
Spanish-Language Placements on FB, Google, Connected TV	$5,550
*Network TV stations in KC, Topeka, Wichita areas	$45,000
	$70,950

Plus Media Administrative Fee (18% = $12,771) $83,721 / month
Includes placement, monthly metrics reporting, management

Next Few Months: Remove Network TV, Add Billboards

Facebook / Instagram (334K–942K individuals reached/month)	$2,400
Google's Display Network (880K–2.4M Impressions/month)	$3,000
Connected TV + YouTube (250K- 275K impressions)	$15,000
Spanish-Language Placements on FB, Google, Connected TV	$5,550
*Billboards Placement	$30,000
	$55,950

Plus Media Administrative Fee (18% = $10,071) $66,021 / month
Includes placement, monthly metrics reporting, management

Campaign Elements Budget

The following elements will be developed utilizing the Health Is In Your Hands creative campaign messaging and graphics direction. Budget is based on economy of scale, taking the campaign's digital graphics and turning them into additional assets for the variety of media mix recommended.

Animated Text :15 TV Spots	$2,900 x 4
Add Spanish set	$900 x 4
Animated Digital Ad Set (in 6 sizes per ad)	$950 x 4
Add Spanish set	$300 x 4
Poster / Flier (in 2 sizes per ad, print-ready and pdf for download)	$700 x 4
Add Spanish set	$300 x 4
Billboard Design / File Creation	$1,300 x 2
Campaign Set-Up (Dependent on selection of media mix)	$3,300-$6,500
Organic Posts for Facebook / Instagram	$2,000
(8 sets of graphics, text, links, tags)	
Campaign Elements Total	$32,100–$35,300

BUDGET OVERVIEW

April	$77,161
½ Month First 90 Days Media with Network TV in Mix $41,861 + Campaign Elements $35,300	
May	$83,721
Full Month Media - First 90 Days with Digital Mix + Network TV	
June	$83,721
Full Month Media - First 90 Days with Digital Mix + Network TV	
July	$74,871
½ Mo. Digital Mix + Network TV $41,861 + ½ Mo. Billboards $33,010	
August	$66,021
Digital Mix and Billboards, no Network TV	
September	$66,021
Digital Mix and Billboards, no Network TV	
October	$66,021
Digital Mix and Billboards, no Network TV	
Total	**$517,537**

Memo

To: Shelbie Konkel, Chief of Staff, Kansas Lt. Governor
From: Andrea Engstrom, President, Bajillion Agency
Re: Media Recommendations for Promoting Unemployment Claim File System
Date: April 17, 2020

The Project

The Kansas Department of Labor has been inundated with phone calls during this unprecedented time in our state history. The Covid-19 pandemic has left countless individuals unemployed and needing help filing for assistance. The influx of calls is straining department staff and resources. Learning from other states experiencing similar problems, they have a solution: a new claim file system based on the starting letter of last names. The states who have been successful with implementing these types of systems have invested in promotion of the

Promotion Strategies + Media Recommendations

Target Audience: Adults, 18-65, statewide in Kansas

Media Placement
1. Facebook + Instagram
2. Google's Display Network
3. Retargeting ads (after people visit the Unemployment Assistance web page)

Digital Campaign Set-up
We will begin by working with you to access and manage a Google Ads account and a Facebook Ads account on your behalf. If you do not currently have Ads accounts, we will work to help you get those set up. Bajillion will maintain a separate Google Ads account that can be transferred upon request, at the end of the agreement once executed in full. We will retain sole access to the Google Ads account while under its management to provide the highest possible level of service and efficiency. We'll start by meeting with your team to determine your goals so we can make our best recommendation.

Includes:
- Competitive research
- Strategy and budget allocation recommendations
- Programming for all campaign

Digital Media Management
Over the course of your entire digital campaign, we will monitor each media outlet closely and optimize as necessary to ensure the most effective use of your budget. We will provide monthly reports demonstrating clicks, impressions, click-through-rates (CTR), cost-per-click (CPC) and conversions delivered over the contract period.

Includes:
- Performance analysis of all campaigns and making adjustments based on results
- Monthly display reports demonstrating:
    - Clicks
    - Impressions - how many saw the ad
    - Click-through-rates (CTR) - how many clicked on the ad
    - Costs-per-click (CPC) - how much each costs
    - Audit of campaigns and results
    - Google Analytics review

Unemployment Campaign Key Messages
We will craft key messages and explanation copy that help individuals connect to your concept and the instructions quickly, succinctly and memorably.

Web Content - Re-Working the Infographic / Visual
Utilizing the graphic you provided, we will create a visually appealing infographic that can be used on websites, sent via email and shared on social media.

Animated Text-Based Ads
We recommend text-driven, animated digital ads for advertising. Animated ads improve click metrics and increase the effectiveness of recall. We recommend 2 options for the digital display ad sets.

Organic Posts
Utilize existing followers on state department pages by posting and sharing messages pertaining to your resources, driving traffic to your websites as appropriate. You could garner a substantial number of impressions just through organic posts, due to the high number of followers. Consistency across channels and paid advertising is important. We will create four sets of graphics, with tags, links and instructions for posting.

Facebook Page	Likes	Followers
KS Dept. of Health & Environment	23,000	47,000
KS Dept. of Labor	10,000	11,700
KS Dept. of Education	16,000	17,300
KS Dept. of Commerce	4,500	5,200

Budget

Monthly Media Budget

Facebook / Instagram (334K–942K individuals reached/month)	$2,400
Google's Display Network (880K–2.4M Impressions/month)	$3,000
Retargeting (after people visit the Unemployment Assistance web page)	$2,500
	$7,900

Media Administrative Fee*	$1,500

Includes placement, monthly metrics reporting, management.

Total	$9,400 / month

*Minimum administrative fee is $1,500 per account *OR* 18% on any buys over $8,333.
Example: Admin fees on a $20,000 media buy is $3,600 (18% of total).

Campaign Elements Budget

Unemployment Campaign Key Messages	$1,500
Web Content - Re-Working the Infographic / Visual	$1,500
Animated Digital Ad Set (in 6 sizes per ad)	$950 x 2
Digital Campaign Set-Up	$2,900
Organic Posts for Facebook / Instagram	$900

(4 sets of graphics, text, links, tags)

Campaign Elements Total	$8,700

Terms

Monthly estimate amounts are billed at the beginning of each month. Quoted costs are based on our current understanding of your needs. If it is determined during the course of the project that additional needs for deliverables are required, an estimate will be provided at that time. All estimates include account service and meetings.

_____

Signature   **Date**

Memo

To: Ryan Wright, Deputy Chief of Staff, Governor for the State of Kansas
From: Andrea Engstrom, President, Bajillion Agency
Re: Website Expansion + Program Naming for Stimulus Program
Date: April 17, 2020

The Project

To support its recovery and revitalization, Kansas is slated to receive significant stimulus funding from the Federal Government. To disperse the funds, the Covid.KS.gov website needs expanded to allow Kansans to easily apply for this funding. The program needs to be promoted and articulated in a way that resonates, inspiring businesses and nonprofits to be innovative and do great things to help the Kansas economy bounce back.

Program Naming + Key Messages + Wordmark

The name should be authoritative and key messages should reflect the breadth and importance of your program in an understandable way. Our goal for the name is to reflect the strength of leadership, instilling confidence and inspiring innovation. The logo is the calling card for a program, it delivers the first impression and sets the stage for delivery of key messaging. This wordmark should be unique and professional, but not without character. It should set you apart from your competitors and help people know how to think of you. IIncludes:

- Naming
- Key messages copywriting
- Wordmark design

Due to the quick-turn deadline, we had our copywriting team get to work immediately on the project. Top new opportunity grant name ideas (with acronym options) are as follows:

SPARK Grants

SPARK: Strengthening People And Revitalizing Kansas
SPARK: Solving Problems And Revitalizing Kansas

STRIDE Grants

STRIDE: Strengthening, Transforming, Revitalizing and Investing for a Dynamic Economy
STRIDE: Solutions To Revitalize and Invest in a Dynamic Economy

GO Grants

GO: Generating Opportunity

Stimulus Application + Website Expansion

We will build out these additional pages:

1. Guidelines / FAQs / Application
2. Projects: Examples of Approved Projects
3. Media Resources (news releases, announcement video, photos, program logo, etc.)

The first page will include all of the guidelines that Kansans need to know about applying. There will also be applications for both a non-profit and a business. The second page will share approved projects to inspire others to come up with ideas that will stimulate our economy, and provide good news to share. These stories can serve as inspiration to other business owners as to what they could use the money for.

Includes

- Development of 3 additional pages
- Concepting
- Research
- Copywriting
- Design
- Programming
- SEO

Budget

Program Naming + Key Messages Development	$2,150
Program Wordmark	$2,950
Stimulus Application Form + Website Pages (3)	$3,300
Program Postcard / Rack Card	$1,550
Total	**$9,950**

Terms

Quoted costs are based on our current understanding of your needs. If it is determined during the course of the project that additional needs for deliverables are required, an estimate will be provided at that time. All estimates include account service and meetings.

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Signature   **Date**