



**LYCÉE FRANÇAIS  
DE LA NOUVELLE-ORLÉANS**

September 1, 2012

Sweet Olive Design and Development Co.  
Lora Carpina & Mary Carstens  
6119 Vicksburg St  
New Orleans, LA 70134

**Letter of Agreement  
Development, Data Management, Marketing/PR Consultant Position  
Lycée Français de la Nouvelle-Orléans**

I am pleased to extend an invitation for you (Sweet Olive Design and Development Co.) to join Lycée Français de la Nouvelle-Orléans as Development, Data Management, Marketing/PR Consultant.

**Compensation:** The compensation for this long-term consulting position is \$75,000 per year for part time (30 hours a week) employment. The position requires both traditional and non-traditional work hours, including some weekends and holidays. By accepting this position, you accept the responsibility to perform work duties during both traditional and non-traditional hours.

A copy of the position description has been discussed with you and you are fully committed to fulfilling the duties disclosed. For your reference, a copy of the position description is attached to this Letter of Offer. Your duties will include, but are not limited to the attached position description. As common practice, you will have an orientation meeting with the Chairman of the LFNO Board, the General Director, Director of Finance and a background check will be done before your employment is final.

Payroll is disbursed monthly. Please provide a completed W9 form and a voided check from the checking account you wish to use for the direct deposit of payroll.

**Evaluation Period:** There is an evaluation period of every 90 days for the first year and yearly starting from the second year. The trial period commences on September 1, 2012. A performance evaluation will be administered by a representative of the Board of Directors in conjunction with the General Director and the Director of Finance and Operations. For the first year, evaluations will take place on December 1, 2012; March 1, 2013; June 1, 2013. Starting the second year, evaluation will take place every April towards the end of the school year. You will receive a renewed letter of agreement by June 1<sup>st</sup> every year. Your employment status is at-will and therefore is for no predetermined period of time. Performance is the main determining factor of employment with Lycée Français de la Nouvelle-Orléans. You may resign from your position with 60 days written notice. Similarly, your contract may be terminated upon 60 days written notice unless the termination is for cause, in which case it can be terminated at any time without advance notice.

**Confidential Information:** Below is a statement regarding your responsibility of maintaining the confidentiality of Lycée Français de la Nouvelle-Orléans records. Please read the statement carefully.

"I understand by virtue of my employment with the Lycée Français de la Nouvelle-Orléans, I may be given access to, or come in contact with, confidential information. I understand that unauthorized use or disclosure of confidential information may result in disciplinary action taken against me, up to and including termination of employment."

If you wish to accept this offer on the terms and conditions set out above, please sign this letter of offer to begin employment.

Yours sincerely,

Dr. Jean Montés  
Chairman of the LFNO Board of Directors

I confirm my wish to accept the offer for Development, Data Management, Marketing/PR Consultant Position at Lycée Français de la Nouvelle-Orléans on the terms and condition set out above

Print Names: Mary Carstens Date: 9.10.12

Candidate Signatures: Mary Carstens

**Sweet Olive Design  
Development + Data Management + Marketing/PR  
2012-2013 Proposal**

**Contract Dates: September 1, 2012 through August 30, 2013**

**Website + Edline 4 hours/week (\$50/hr = \$800)**

- ▲ Migration to new site, setting up new page structure (current site is 44 pages), adding additional pages and set up class pages
- ▲ Tutorial to new teachers on teacher pages, functionality of site
- ▲ Informational session to parents on how to use password protected area of site
- ▲ Weekly (once a week; deadlines to be discussed) editorial and operational management of Lycee's website and social media
- ▲ Work with General Director as needed on editing, reviewing and updating all content insuring quality and consistency
- ▲ All content must be supplied by client; Sweet Olive will not be responsible for developing actual content
  - \*All content for website to be supplied by client.
  - \*All updates for website to be submitted by 5 p.m. Monday to be updated by Friday of same week.

**Fundraising + Events 10 hours/week (\$25/hr = \$1000)**

- ▲ Development of Fun-development Plan in conjunction with Administration and BOD
- ▲ Annual Giving Campaign cultivating new parents, current parents and board members, endeavored goal \$20K
- ▲ Fete de la Musique – produce and execute entire event: organization, marketing, branding, website, production, auctions, ticket sales, etc. (finances to be handled by administration), Net goal \$40K

In order to maintain a strategic funddevelopment plan, all Lycee Francais Fundraising efforts must be approved by the Development team and General Director. It would be very counter-productive to have multiple fundraisers going on simultaneously. (For example: Annual Giving kickoff starts and 3 days later, the KaBoom committee starts their drive)

**Outreach 1.5 hours/week (\$20/hr = \$120)**

- ▲ Design and Implement Outreach Action Plan to recruit 'at risk and underserved' population

- ▲ Document all outreach activities
- ▲ PR for all Open Houses; develop and deploy marketing strategy (print, web and press releases to established community contacts) to effectively communicate with mainstream and community stakeholders
- ▲ organizing Open houses
  - It is not the sole responsibility of Sweet Olive to produce (organize and setup) open houses. Sweet Olive will assist school (teachers, support staff, admin) with organizing open houses and working as part of a collaborative team.

### **Grant Writing | 15 hours/week (\$25/hr = \$1500/month)**

- ▲ Identify sources of funding (minimum goal endeavor \$80,000 for the year)
- ▲ Researching and writing grant proposals
- ▲ Manage tracking and follow-up reports
- ▲ Supervise Entitlement Grants (PCSP, Renaissance, NCLB)- in coordination with support staff
- ▲ LA 4 fund request
- ▲ All follow reports that need to be submitted

### **Communications (Parents + Families)**

- Independently, or in accordance with general instructions, compose correspondence (with parents/families) concerning a wide range of subjects requiring a thorough knowledge of policies, regulations, and operational procedure
  - Newsletter- content from Maria, formatted by Maria (or school staff)
- School will establish the newsletter schedule, provide content – including researching and writing "stories," content to be proofread by english teachers prior to submitting to Sweet Olive for formatting. Must be submitted as 1 complete document. Sweet Olive will provide content related to Sweet Olive events (Fete, any other fundraisers, good PR, etc.)

### **JPAMS**

- Manage database
  - Updating and omitting students as needed
- (Teachers will be responsible for the attendance component of JPAMS)
- Running reports as needed for Administration + BOD
  - Coordinate training for staff
  - Reporting to state- need a schedule of reporting requirements
  - Tackle calendar issue (Jpams) - run a new report

- Report to JJ on as needed basis

## **Admissions**

- \*Develop admission procedure and policies: French nationals, teacher's children,
  - Research best online application for school's target population
  - Develop and implement online application, if possible
  - Ensure printed copies are also available for pick up at school office
  - Ensure information is posted online about applying – dates, process, lottery date, lottery procedure, explanation of post-lottery notification
  - Application is online, export data and create database for Google Docs for use of maintaining accurate lottery list, email list for notification and communication with parents and wait list
  - Maintain accurate wait list
  - Field emails from parents regarding wait list status and application process, and registration process
  - Registration document packets created to be emailed out (via PDF, downloaded and also print packets for school office – pick up).
  - Coordinate intake of registration packets at main campus
  - If people turn in applications, they must be turned in at Patton and not Claiborne
  - After lottery, each family must be emailed that they were either accepted and/or their lottery/wait list number for each grade
  - Ensure online application process is in compliance with Charter school law
  - Communicate with LA DOE for opening admission dates and procedures to ensure compliance
  - Notification of acceptance/communication with parents – ongoing process from lottery through after school starts – maintaining of waitlist/enrollment

## **Photography + Graphic Design (included in services)**

- ▲ Student "Photo Day: Photo Days will be photographed by Sweet Olive and parents will be able to purchase various levels of packages, including prints and digital photos and prices will be comparable to last year's packages 90/10 + expenses
- ▲ Limited professional photography to support marketing efforts (outreach diversity) and website content (at the discretion of Sweet Olive).
- ▲ Professional graphic design of flyers, brochures, website, ads,

Sweet Olive has assisted w/ additional services including but not limited to:  
Creation of lunch database, set up online system for parents accounts,  
Assistance w/ Aftercare database, assistance creating forms of all types,  
organization of Parent Meetings, Organization of Open Houses.

- Sweet Olive will not be responsible for I.T. support
- If Sweet Olive is requested to train staff on anything other than Edline, the hourly rate for training will be \$50.00

Sweet Olive will have at least 1 representative attending weekly staff meetings in order to keep abreast of important events, issues, etc. at the school. We will continually be assessing priorities on a week, by week basis. We will work closely with administration and staff to ensure a productive work product for the benefit of the school.

Total - \$75,000\*

\$ To be paid monthly on 1<sup>st</sup> of each month.

\$6,250<sup>00</sup>

\*Prices are part of total service package and cannot be separated and are an average.

\*Correspondence with client to take place within normal business hours Monday through Friday from 9:00 am to 5:00 pm

All reports that need to be done, need a schedule.