

<b>State Agency</b>	Oklahoma School of Science and Mathematics <ul style="list-style-type: none"> <li><a href="#">SW0135</a></li> </ul>
<b>Scope of Work</b>	Crisis Response & Issues Management <ul style="list-style-type: none"> <li>Strategic Communications Consulting</li> <li>Project Management</li> </ul>
<b>Date Awarded</b>	September 2023
<b>Term of work</b>	09/01/2023 - 12/31/2023
<b>Fee Revenue*</b>	\$16,638.18
<b>Contract Amount**</b>	\$16,638.18

\***Fee Revenue** is the amount paid to Saxum for services rendered. Saxum pays a 1% fee on all state work to OMES quarterly.

\*\***Contract Amount** includes pass-through costs such as media buys, sponsorships, etc.

## MEANINGFUL & MEASURABLE IMPACT

- Crisis Communications Response Plan:** Saxum developed a comprehensive crisis communications response plan designed to address the immediate and ongoing needs of OSSM during the crisis. This plan included holding statements for timely media engagement, a structured media protocol and a robust FAQ with draft responses to anticipated questions. We also created key messaging tailored to various stakeholder groups, ensuring consistency and clarity across all communications. Additionally, we provided a backgrounder on OSSM and offered recommendations to improve school culture and policies to mitigate future risks. To keep the school informed, we conducted media and social media sentiment analysis and produced ongoing reports to track coverage. An OSSM impact one-pager was also developed to communicate the school's value to key stakeholders.
- Development of Response Materials:** In response to the crisis, Saxum produced several targeted materials to help communicate effectively with critical audiences. These materials included a draft Op-ed for the school's leader to provide a leadership voice in the public domain and tailored emails to legislators, parents, faculty and donors to address their specific concerns. An alumni letter was crafted to maintain support and engagement from the OSSM community. Additionally, we prepared a response to a key donor and developed a response statement for an Oklahoma Watch article, ensuring a consistent and measured tone throughout all communications.
- Ongoing Strategic Counsel:** Throughout the crisis, Saxum provided ongoing strategic counsel to OSSM, guiding the response efforts through regular meetings, phone calls and emails. Our continuous support ensured that all communications were aligned with the overall strategy, and we offered recommendations on key decision points to effectively manage the situation and help protect the school's reputation.

**Questions or Comments:** Please reach out directly to [contracts@saxum.com](mailto:contracts@saxum.com) with any questions.