AppleTree Early Learning Public Charter School (AELPCS)
Consent Resolution Relating to
Kalix Marketing
July 14, 2021

Whereas, AppleTree Early Learning Public Charter School issued a Request for Proposals for marketing services and received three unsatisfactory responses, and

Whereas, AELPCS then engaged in discussions with Kalix Marketing to provide it with an analysis of enrollment-challenged schools, using qualitative and quantitative research to connect with current families, prospective families and accepted families who are not enrolling at AppleTree to determine: (1) perceptions of AppleTree versus our PreK competitors and (2) the parent decision-making process and criteria insights for AppleTree to inform future messaging and communications,

Now therefore it is --

Resolved, that the Board of Directors of AppleTree Early Learning Public Charter School hereby approves Management entering into an agreement with Kalix Marketing $89,840 to provide such analysis, with the scope of work to being in July 2021 and extend through December 2022.

I hereby certify that the above resolution was approved and adopted by unanimous consent of the Board of Directors of AppleTree Early Learning Public Charter School effective July 14, 2021.

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Thomas M. Keane, Jr.
General Counsel