

November 21, 2024

Below is a summary of costs reflecting the following changes:

- Added Performance Protocol’s advanced recruitment for \$42,000 training
- Increased digital design costs by \$2,500 for Columbus Fire Department’s printed materials.
- Added cost for Fire Department marketing material by \$5,966
- Implementation services extended from 10 to 11 months, increasing costs by \$25,250.
- Travel costs reduced by \$2,500.
- Ad spend reduced by \$73,216.

Pricing

Strategic Marketing Plan

TASK	
Meetings to review recruitment practices	\$125 / hour x 20 hours Total = \$2,500
Advertising Strategy Assessment	\$125 / hour x 20 hours Total = \$2,500
Marketing Strategy	\$125 / hour x 20 hours Total = \$2,500
Branding Strategy	\$125 / hour x 20 hours Total = \$2,500
High-Level Recruitment Strategic Report & Presentation	\$125 / hour x 40 hours Total = \$5,000
Recommendations and Improvement Strategies	\$125 / hour x 20 hours Total = \$2,500
Hiring Status and Timeline Mapping	\$125 / hour x 20 hours Total = \$2,500
TOTAL	\$20,000

Research

TASK

Research	\$5,000 / Position x 3 Positions Total = \$15,000
Focus Groups	\$1,000 / Focus Group x 3 Total = \$3,000
1:1 Employee Interviews	\$375 / 1:1 x 15 Total = \$5,625
TOTAL	\$23,625

Diverse Candidate Strategy

TASK	
Hispanic Recruitment Messaging, Recruitment Brand Analysis and Strategy	\$350 / hour x 30 hours Total = \$10,500
Black Recruitment Messaging, Recruitment Brand Analysis and Strategy	\$350 / hour x 30 hours Total = \$10,500
Middle Eastern/Muslim Recruitment Messaging, Recruitment Brand Analysis and Strategy	\$350 / hour x 30 hours Total = \$10,500
Women Recruitment Messaging, Recruitment Brand Analysis and Strategy	\$350 / hour x 30 hours Total = \$10,500
Policy Review	\$350 / hour x 25 hours Total = \$8,750
Collateral Review	\$350 / hour x 25 hours Total = \$8,750
30x30 Advisor/Strategy	\$350 / hour x 25 hours Total = \$8,750
TOTAL	\$68,250

Communication Strategy

TASK	
Recruitment Communication Assessment	\$2,500

Recruitment Communication Plan	\$5,000
Enhancing Multilingual Recruitment Resources	\$2,500
TOTAL	\$10,000

Training and Development

TASK	
Recruiter Training	\$35,000
Advanced Recruiter Training for Police Department	\$42,000
In-Hire Group Mentorship Program Development	\$10,000
TOTAL	\$87,000

Content Development

TASK	
Creation and Design of Digital Assets	\$125 / hour x 60 hours Total = \$7,500
Website Design	\$125 / hour x 75 hours Total = \$9,375
Promotional Video & Photography	\$125 / hour x 400 hours Total = \$50,000
Follow up Campaign	\$125 / hour x 20 hours Total = \$2,500
CFD Printed Material Digital Design	\$125 / hour x 20 hours Total = \$2,500
CFD Printed Material	\$5,966
TOTAL	\$77,841

Implementation

TASK	
Candidate Messaging, Follow-up and Referral System Setup	\$6,000
Custom referral pages and officer cards	\$5,000
Candidate Messaging Platform Licensing	\$2,000 / month x 12 months Total = \$24,000
Implementation and Management of Campaign	\$8,000 / month x 11 months Total = \$88,000
Indeed Ad Management	\$1,500 / month x 11 months Total = \$16,500
Meta Ad Management	\$4,000 / month x 11 months Total = \$44,000
Google Paid Ads Management	\$2,000 / month x 11 months Total = \$22,000
Programmatic Marketing	\$1,250 / month x 11 months Total = \$13,750
Ongoing Digital Design	\$1,500 / month x 11 months Total = \$16,500
Virtual Recruitment Events	\$5,000 x 6 events Total = \$30,000
TOTAL	\$265,750

Pricing Summary

PHASE	
Strategic Marketing Plan	\$20,000
Research	\$23,625
Diverse Candidate Strategy	\$68,250

Communications Strategy	\$10,000
Training and Development	\$87,000
Content Development	\$77,841
Implementation	\$265,750
Direct Advertising Spend	\$430,034
Travel	\$17,500
TOTAL	\$1,000,000