

## Frequently Asked Questions

---

### Why do schools sign up for The School Communications Agency's newsletter service?

Schools constantly struggle to keep parents informed and engaged. There is also a constant shortage of staffing resources and funds available to each school. The School Communications Agency helps alleviate each of these challenges by:

1. providing an attractive, consistent and easy to access newsletter that parents want to read
2. removing the burden of creating a monthly newsletter from the school
3. sharing a portion of the advertising revenue generated with each individual school

Once a school sees and understands these benefits, signing them up for the service is easy.

### How long has The School Communications Agency been in business?

The School Communications Agency has had a history of success since we began producing newsletters in 2011.

### What does a School Communications Agency License provide?

With a School Communications Agency license you'll be granted exclusive rights to publish monthly school to parent newsletters in your licensed territory and to sell advertising to family friendly sponsors using our brand name and logo. You'll also be granted the use of ARUBA, our proprietary newsletter business management software.

### What else do I receive when I become a licensee?

You'll receive electronic copies of marketing materials that you can print and use at your discretion and you will be featured on The School Communications Agency website as the exclusive licensee in your licensed territory. You'll also receive a digital copy of our book "Stronger Schools and Engaged Families - How a Single School Newsletter Became an Extraordinary Opportunity".

### How much is the license fee?

Currently, the license fee is just \$5.00 per school per month for each K-12 school in your school district. For example, if there are 30 K-12 schools in the school district you license, your license fee would only be \$150 per month to secure the entire district. The minimum license fee is \$100 even if your territory has less than 20 schools.

### Is there an initial fee?

There is no separate up-front fee to become a School Communications Agency licensee! Other than your monthly license fee, you pay us nothing! That's right! You can begin your journey by simply paying a small monthly license fee to secure your territory.

### What is a licensed territory?

A licensed territory is made up of all the K-12 schools in a school district. Licensees have exclusive rights to publish monthly school to parent newsletters for any of the schools in their territory that agree to participate.

## Frequently Asked Questions

---

### **Can I obtain a license for more than one territory?**

Yes, you can license as many School Districts as you want. Each school district requires a separate license fee.

### **Can I obtain a license for just a few schools in a school district?**

Because of the community centric social enterprise nature of this business we only license the entire school district even if a licensee only plans to serve a few schools. Since the license fee is so minimal, it is not uncommon to only serve a portion of the schools in a district.

### **Does every school in a district participate?**

While it is possible for an entire district to register and participate, typically each school makes their own decision to participate. Licensees usually work with each school independently to register them for the free newsletter service.

### **Can I sell advertising outside my licensed territory?**

Yes, there are no geographic boundaries for advertising sales. You can sell ads to advertisers inside and outside of your licensed territory but you may only publish newsletters for schools within your licensed territory.

### **How quickly will the business start to be profitable?**

Just like starting any business it can take time to build your revenue stream. The bottom line is that your path to profitability is largely up to you, but one of the great things about this type of business is that there is minimal overhead required to operate and the pathway to realizing positive cash flow can be short.

### **Do you provide start up assistance?**

By reading our book “Stronger Schools and Engaged Families - How a Single School Newsletter Became an Extraordinary Opportunity”, you’ll learn what we did to make our business a success! In the book we also share with you samples of the tools and resources we created over the years to help our business run well.

### **How much money will I need to invest to get my business started?**

Because we provide you with digital copies of marketing materials and you have no need for offices or retail space, your startup costs are minimal. Part of the startup also depends on how you decide to produce your newsletters and how aggressive you are in signing up both schools and advertisers. Do you have a car, a cell phone and a computer? That may be all you need!

### **How much time will I need to invest in this business?**

The beauty of this business is that we leave the time investment up to you! The time required to operate the business depends largely on how many schools you support. A typical territory of around 10 to 20 schools requires only a part-time involvement and gives you maximum flexibility. Supporting more schools will still provide flexibility but will require more of a time commitment, especially during the business launch.

## Frequently Asked Questions

---

### **Do I need to live in the school district I serve?**

In most cases licensees will work from home so long as they have a quiet professional home office to work from. However, there will be meetings with local businesses and schools so living in or in close proximity to your school district will be critical. We also want licensees to be well connected to the community they serve so we do not recommend operating your business from afar.

### **Will I need to hire any employees?**

No. While you may choose to hire someone to assist you as your operation grows, this business does not typically necessitate the hiring of any employees for a single license operation.

### **What makes a successful School Communications Agency Licensee?**

There are several factors that determine success. Our successful licensees want what they do to matter both financially and socially... a double bottom line... a profitable social enterprise. To that end, successful licensees are passionate individuals who are engaged in their community and are excited to enroll schools and connect with local businesses.

### **Will I be able to get away from the business for other life events, appointments, vacation, etc.?**

Of course! You are an independent business owner not an employee! We hope you maintain a healthy work-life balance and spend quality time doing the things you enjoy with the people you love. Like any business owner, your results will reflect your commitment, however you will have the freedom and flexibility to be involved in the other areas of life that are important to you.

### **What are my options when I'm ready to retire or exit my business? Can I sell my business?**

One of the great advantages to being a licensee is that you have more options available to you when you decide it's time to move on. Not only do you have the ability to sell your operation to someone in the general public, you will also have other agency licensees that may be interested in expanding by acquiring your established operation. Being part of a national brand is beneficial when it's time to sell.

### **What is my primary role as a licensee?**

You have two primary roles as a licensee; 1) to build relationships with the schools and businesses in your territory so that you can register schools for your service and fill all of the advertising space in each newsletter to maximize your revenue and, 2) Produce quality digital newsletters.

### **I don't have experience in making digital newsletters. Will I need to learn how to do this?**

As a licensee, you have the freedom to choose how your newsletters are produced. We can refer you to independent advisors who can teach you how to create your own newsletters, you can find your own designer to create your newsletters or, we can connect you with a network of independent designers who can create your newsletters for you. Some of these designers can even handle school interfacing responsibilities and communication so you don't have to! The cost you'll pay for these services varies.

### **How many advertisements are in a newsletter?**

The final design and layout of your newsletters will be up to you and your schools but a good rule of thumb is to include about twelve advertisements per newsletter.

## Frequently Asked Questions

---

### What should I charge for an advertisement in my newsletters?

You are free to charge any rate for your advertising space. Pricing is typically based on the size of the advertisement, the number of schools the advertisement will be featured in, and how many months the advertisement will run for. We have a Rate Card template you can use to create your own pricing model.

### How many editions do schools send out each year?

Most schools send about ten monthly newsletters each school year (5 per semester) since advertisers depend upon and pay for consistent distribution.

### What donation do I make to my schools?

We suggest a donation of 20% of your total advertising revenue but the precise amount and timing of payment to the schools are up to what you and each school agree to.

### How big is The School Communications Agency?

Over the years The School Communications Agency has published newsletters from Virginia to California and many places in between. Our goal is to add at least two new licensees each week as we aim to increase our national presence.

### Will I be doing business as (DBA) The School Communications Agency?

As a licensee you are authorized to use our logo and trade name to grow your business but you will be operating as a separate entity. Your name will not include a DBA. We provide more details about this in the license agreement.

### Will I use my own email account?

Yes, you will use your own email account, phone number and address.

### What information will you include about me on The School Communications Agency website?

Your business name, your name and contact information, a brief bio, the school district(s) you serve, and a photo (if you wish) will be included on the website so prospective schools and advertisers can connect with you.

### Tell me more about the ARUBA software.

ARUBA is a cloud based proprietary software designed to be your business management tool. It tracks and stores advertiser information and contracts, it stores registered school information, provides basic accounting information and serves as a newsletter archive for all your newsletters. Additionally, it provides critical key metrics so that you can evaluate the performance of your business.

### How do I get started?

Call (970) 658-5503 or email [chris@tscaschools.com](mailto:chris@tscaschools.com) and we can provide you with the license agreement and details about the school district(s) you are interested in.