



**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.*

Thomas M. Keane, Jr.  
General Counsel