

PROJECT ROLES	Description	Hours per Month	Full-time Equivalent/ Percent of Effort			Responsible Personnel (Primary; secondary)
			Year 1	Year 2	Year 3	
Project director	Responsible for overall project success; primary client contact.	40	0.5	0.5	0.5	Ginger Keller-Ferguson; Carla Landreth
Project manager	Responsible for project management system and partner coordination; secondary client contact.	40	0.5	0.5	0.5	Carla Landreth; Ginger Keller-Ferguson
Content Planner	Plans communications and public relations activities; manages editorial calendar.	40	0.25	0.25	0.25	Chelsea Adams; Ginger Keller-Ferguson
Editor	Edits all written copy, print and digital content.	10	0.125	0.125	0.125	Chelsea Adams; Ginger Keller-Ferguson; contract personnel
Copywriter	Writes copy for a variety of publications including print and digital.	40	0.5	0.3125	0.5	Chelsea Adams; Ginger Keller-Ferguson; contract personnel
Administrative Assistant	Provides clerical support for all project team members.	40	0.5	0.5	0.5	Katherine Bradley; contract personnel
Event Planner	Plans and executes public relations and community outreach events.	40	0.0625	0.125	0.1875	Katherine Bradley; Scott Clark; contract personnel
Public Relations	Manages and implements all aspects of the public relations plan.	120	1	0.75	1	Ginger Keller-Ferguson; Chelsea Adams; contract personnel
Instructional Designer	Develops curriculum, produces and delivers both live and online training.	80	0.25	0.125	0.25	Jamie Cyphers; contract personnel
Research Analyst	Collects, analyzes and presents data.	40	0.0625	0.0625	0.0625	All personnel job share in this role as appropriate
Advertising manager	Establishes advertising goals, and monitors, approves, and evaluates advertising campaigns.	40	0.25	0.25	0.25	Chelsea Adams; Scott Clark; contract personnel
Media buyer	Negotiates, purchases and monitors advertising space and airtime.	40	0.0625	0.0625	0.125	Scott Clark; Chelsea Adams; contract personnel
Subcontractors						
<i>Christian Schmid Design</i>						
Creative director	Develops overall look and feel of brand identity.	40	0.1875	0.0625	0.25	
Graphic designer	Implements graphic elements aligned to the brand.	40	0.3125	0.1875	0.4375	
<i>MSM Data and Analytics</i>						
Usability and Field Expert	Assesses user interfaces for functionality.	40	0.125	0.0625	0.0625	
Database Manager	Plans, installs, and configures database design, migration, performance monitoring, security, troubleshooting, as well as backup and data recovery.	40	0.0625	0.041666667	0.041666667	
Developer	Programs and designs systems to meet information technology requirements.	40	0.125	0.041666667	0.041666667	
Information Technology	Supports all aspects of data collection, storage and access to meet digital information needs.	40	0.1875	0.0625	0.0625	
Statistician	Collects, analyzes and presents data.	20	0.0625	0.0412	0.0412	