

## **X4.005: Tippecanoe Public Library – Confirming Agreements & New Year Goals**

**Dates:** December 30, 2024 – January 5, 2025 (Monday to Sunday)

*(A beloved library that connects the community to lifelong learning resources)*

**Objective:** Present an initial Memorandum of Understanding (MOU) for collaboration, focusing on community literacy goals. Engage in conversations about New Year’s resolutions and long-term aspirations for educational growth in Tippecanoe.

### **Full Engagement Strategy Outline**

#### **1. Meeting Setup and Team Composition**

*Core Team for Negotiation:*

- **Matrix Kids Cards Representative** – A leader in early childhood education with a strong background in literacy programs, serving as the face of Matrix Kids in discussions and aligning the team with the library’s goals.
- **Indiana Commercial Lawyer** – Ensures all agreements meet local laws and regulatory standards, providing legal support in real time during meetings and being present for contract clarifications.
- **Local Early Childhood Educator** – Offers insights on how Matrix Kids Cards align with current early education trends and community needs, bolstering the trust factor with local representation.
- **Assistant** – Manages logistical aspects such as scheduling, notes, and follow-up documentation for continuity.

#### **Meeting Options and Protocols:**

- **Option A: Virtual Initial Meeting**
  - **Purpose:** Efficiently establish initial contact, set a collaborative tone, and introduce core objectives.
  - **Format:** Use Zoom with a pre-shared agenda and collaboration platform for document sharing (e.g., Google Drive, OneDrive).
  - **Team Roles in Meeting:** Assign specific speaking points to each team member for streamlined communication.
- **Option B: On-Site Meeting (Tentative)**
  - **Purpose:** Build deeper engagement with the community and showcase Matrix Kids Cards’ commitment.
  - **Preparation Checklist:**
    - Printed handouts of MOU and sample reading kits.
    - Interactive exhibit of Matrix Kids Cards for attendees to experience.
    - Clear schedule of activities for both adults and children.

#### **2. Scripted Introductory Email for First Contact (Day 1)**

**Subject:** *Empowering Community Literacy Together in 2025*

Dear [Library Contact’s Name],

Happy almost New Year! My name is [Your Name], and I’m reaching out from **Matrix Kids Cards**, a publishing initiative dedicated to advancing early literacy and fostering a love of reading in children. We’re inspired by the impactful work Tippecanoe Public Library has achieved, and we believe we can create something even more extraordinary together.

We've hand-selected Tippecanoe Public Library for a partnership to expand literacy programming through unique Matrix Kids resources and community events. Here's our vision for what we could achieve together:

1. **Innovative Literacy Resources:** Our Matrix Kids Cards align with early literacy needs, and we can provide our latest resources tailored specifically for library programming.
2. **Shared Community Goals:** Our goal is to boost attendance at early literacy events by at least 20% in the first six months, with engaging activities like "New Year Reading Resolutions."
3. **Community Impact Events:** Together, we could host a public event celebrating children's reading goals, complete with personalized materials and family-centered activities.

Would you be available for a short introductory meeting on [Suggested Date/Time]? We're excited to share more about how we can create lasting community impact.

*Warm regards,*

*[Your Name]*

*Matrix Kids Cards*

### **3. Anticipated Success Rate and Response Options (Day 2)**

#### **Projected Success Rate:**

Based on previous responses to our outreach, we anticipate an interest rate of approximately 70% with follow-up required for 30% who may need further clarification.

#### **Response Tactics:**

- **Positive Response:** Schedule the follow-up meeting to discuss MOU specifics and solidify mutual goals.
- **Neutral Response:** Provide a tailored success story of a similar library partnership or data on the effectiveness of Matrix Kids Cards in early literacy.
- **No Response:** Offer an engaging, low-commitment action, such as complimentary virtual access to a Matrix Kids Cards workshop for local families.

### **4. Preparation for the New Year Event & Agenda Outline (Day 4)**

**Event Theme:** "New Year, New Goals: Reading Resolutions for Young Minds"

**Location:** Tippecanoe Public Library (Virtual/In-Person Options)

#### **Event Overview and Activity Breakdown:**

1. **Kids' Reading Goals Board:**
  - Children write down their reading goals for the year on leaf cards provided by Matrix Kids.
  - **Materials Needed:** Cards, markers, adhesive for displaying on the board.
2. **Storytime with Community Readers:**
  - Schedule interactive storytelling sessions with local authors, library staff, or teachers.
  - **Volunteer Outreach:** Reach out to local educators, authors, or family members to serve as guest readers.
3. **Parent Literacy Workshop:**

- A session for parents on how to foster reading habits at home, led by an early childhood educator.
  - **Workshop Materials:** Outline for creating reading-friendly environments, take-home resources, and digital guides.
4. **Take-Home Literacy Kits:**
- Each family receives a literacy kit as a memento and motivational tool.
  - **Kit Contents:** Matrix Kids Cards, a reading log, activity sheet, and small incentives for reading goals.

**Success Metrics and Feedback Collection:**

- Attendees receive feedback forms to rate the event and suggest improvements.
- Create an event-specific hashtag for families to share their experiences online, promoting library and Matrix Kids visibility.

**5. Initial MOU Terms & Flexible Options (Day 5-6)**

*Initial Memorandum of Understanding Key Clauses:*

1. **Purpose of Partnership:** A shared commitment to boost literacy engagement for children in Tippecanoe County.
2. **Roles and Responsibilities:**
  - *Matrix Kids:* Provides literacy kits, organizes community events, and contributes to the library’s literacy programs.
  - *Tippecanoe Public Library:* Promotes events, offers venue space, and ensures program accessibility to community members.
3. **Duration:** The initial term is set for one year, renewable annually based on agreed success metrics.
4. **Funding and Resources:** Clear guidelines on financial contributions, including seed funding from Matrix Kids for event organization.
5. **Intellectual Property and Publicity Rights:** Define IP rights on co-created content and establish shared publicity responsibilities.

**Flexible Terms Options (Zero-Down Payment Strategy):**

- **Option A:** Matrix Kids fully funds the initial event, focusing on a shared goal-setting phase.
- **Option B:** Cost-sharing with the library, with Matrix Kids taking the larger share.
- **Option C:** Event-Specific Funding – Limited funding commitments apply to individual events rather than long-term agreements.
- **Option D:** Support for securing a literacy grant to co-fund future events.

**6. Detailed Email and Meeting Scripts, with Follow-Up Schedule (Day 7)**

**Final Email Confirmation Script:**

Dear [Library Contact’s Name],

Thank you so much for meeting with us to discuss this exciting opportunity. We’re thrilled about the potential to make a positive difference together!

As a follow-up, we’ll share a draft MOU for your review and look forward to confirming the next steps in early January. We’re also excited to work together on our first collaborative event, the “New Year, New Goals” reading celebration, to kick off 2025.

Warm regards,  
[Your Name]  
Matrix Kids Cards

### **Follow-Up Action Points:**

1. **Confirm Event Details:** Check venue availability, finalize guest list, and confirm the theme and resources.
2. **Set Metrics for Partnership Success:** Create a checklist of benchmarks to monitor engagement and literacy gains.
3. **Continuous Engagement Strategy:** Outline long-term follow-ups, including regular updates on the program's impact and family feedback sessions.

## **Attachment 1: Candidate Search and Recruitment Plan for X4.005 Negotiation Team**

### **1. Position Details and Personas**

#### **Indiana Commercial Lawyer**

- **Role Description:** The lawyer will ensure that all agreements comply with Indiana state laws, provide contract clarity, and protect our interests during negotiations. They'll support Matrix Kids Cards by validating legal terms and conducting real-time consultations.
- **Ideal Candidate Persona:**
  - Experienced in contract law, specifically within Indiana.
  - Knowledgeable about small business and educational institution partnerships.
  - Detail-oriented, responsive, and reliable, with a track record of effective legal representation.

#### **Local Early Childhood Educator**

- **Role Description:** This educator will offer insights into local trends in early childhood education, making the partnership more relatable and credible within the Tippecanoe community. They'll serve as an ambassador, helping shape Matrix Kids Cards' alignment with community goals.
- **Ideal Candidate Persona:**
  - Has 5+ years in early childhood education or community work.
  - Passionate about literacy and local educational development.
  - Recognized within the community for impactful work with young children, creating a strong trust factor.

#### **Assistant (Logistical Support)**

- **Role Description:** This assistant will manage all scheduling, documentation, and follow-up processes for continuity, ensuring the negotiation process remains organized and efficient. They will serve as the operational backbone of the team.
- **Ideal Candidate Persona:**
  - Highly organized, tech-savvy, and proactive.
  - Experienced in coordinating events or projects within a corporate or

- educational setting.
- Strong communication skills, friendly and approachable demeanor.

## 2. Search Methods and Tactics

### Method 1: Creative Local Advertising

- **Objective:** Use unique and visually engaging ads to attract qualified, local professionals who align with Matrix Kids Cards' values.
- **Outlets for Advertising:**
  - *Local Newspapers (e.g., Lafayette Journal & Courier)* – Print ads targeting local readership.
  - *University Bulletin Boards (Purdue University)* – Attract legal professionals and educators through campus connections.
  - *Community Centers (Riehle Plaza, Public Library, etc.)* – Ads in popular spots to reach educators and service-oriented individuals.
  - *Digital Ads on Local Social Media (Facebook, Instagram)* – Targeted ads aimed at Tippecanoe professionals.

#### **Creative Ad Draft for Lawyer Role:**

**Headline:** *"Help Shape a Community Vision!"*

**Body:** "Matrix Kids Cards seeks an Indiana-based Commercial Lawyer to join our mission to bring high-quality early childhood resources to Tippecanoe! This role offers the unique opportunity to support educational development and forge local partnerships. Apply to be part of something impactful. Contact us at [contact info]."

#### **Creative Ad Draft for Educator Role:**

**Headline:** *"Passionate About Early Literacy? Join Our Vision!"*

**Body:** "Are you a local educator with a passion for early childhood literacy? Matrix Kids Cards invites you to join us as a community partner in making reading accessible and joyful. If you're ready to bring your expertise to a mission that matters, reach out today!"

### Method 2: Engaging an Intermediary/Headhunter

- **Objective:** Work with local recruiters who specialize in legal, educational, and administrative staffing to find highly qualified, motivated professionals.
- **Recommended Agencies:**
  - **Tippecanoe Recruiters LLC** – Specializes in corporate and legal staffing within Indiana, with local knowledge and connections.
  - **EduMatch Tippecanoe** – Known for matching educational professionals with roles that benefit community programs.
  - **Staffing Solutions Lafayette** – Broad recruitment reach, including support and administrative roles.

#### **Outreach Plan with Intermediaries:**

- **Initial Contact:** Phone calls to explain Matrix Kids Cards' mission, the roles we're filling, and emphasize the community-centered, impactful nature of this project.
- **Candidate Requirements Document:** Provide each agency with detailed job descriptions, our company's values, and expectations for soft skills to ensure cultural fit.

- **Screening Criteria:** Partner with intermediaries to prescreen candidates based on specified qualifications, experience, and local reputation.

### **Method 3: Direct Outreach & Cold Calling**

- **Objective:** Engage directly with potential candidates through personalized calls, building rapport and assessing interest.
- **Targeted Cold Calling Plan:**
  - *Indiana Bar Association Directory:* For commercial lawyer candidates, focusing on those who highlight contract law or community-related legal work.
  - *Local Schools & Community Centers:* For educators, focus on individuals who have led literacy or community projects.
  - *LinkedIn and Professional Directories:* For all roles, use LinkedIn's search functions to find people with relevant backgrounds and Tippecanoe connections.

#### **Sample Cold Calling Script for Lawyer Role:**

"Hi [Candidate's Name], I'm [Your Name] from Matrix Kids Cards, an organization focused on bringing enriching educational resources to Tippecanoe. We're currently seeking an Indiana commercial lawyer who believes in the power of community partnerships and education. Your background stood out, and we'd love to discuss a potential collaboration if you're interested!"

#### **Sample Cold Calling Script for Educator Role:**

"Hello [Candidate's Name], this is [Your Name] from Matrix Kids Cards. We're expanding our efforts in Tippecanoe to provide resources for early childhood literacy, and we're looking for an educator who's passionate about fostering community. Would you be interested in exploring how you can be part of this impactful initiative?"

## **3. Job Descriptions**

### **Indiana Commercial Lawyer – Detailed Job Description**

- **Key Responsibilities:**
  - Review, draft, and finalize agreements ensuring compliance with Indiana law.
  - Provide legal advice during partnership discussions, addressing any legal inquiries.
  - Maintain high levels of professionalism and confidentiality, with an emphasis on the community-focused nature of the project.
- **Requirements:**
  - Indiana Bar license and 5+ years of experience in commercial or contract law.
  - Strong interpersonal skills and a commitment to educational initiatives.

### **Local Early Childhood Educator – Detailed Job Description**

- **Key Responsibilities:**
  - Collaborate with the team to adapt Matrix Kids Cards' resources to local educational standards.
  - Provide insights on early literacy practices, trends, and the community's

specific needs.

- Act as a local ambassador for the initiative, representing Matrix Kids Cards at events.
- **Requirements:**
  - Background in early childhood education, ideally with experience in community initiatives.
  - Passion for literacy and a commitment to enhancing community education.

#### **Assistant – Detailed Job Description**

- **Key Responsibilities:**
  - Manage scheduling, prepare meeting materials, and oversee follow-up communication.
  - Document negotiation progress and ensure all documentation is properly organized.
  - Provide logistical support for virtual and in-person meetings as needed.
- **Requirements:**
  - Strong organizational and communication skills, proficient in project management tools.
  - Experience in administrative support roles, preferably with community-focused organizations.

#### **4. Persona Summaries for Each Role**

- **Lawyer Persona:**

A local lawyer, perhaps with experience in supporting small businesses or community projects, who understands Indiana regulations and values education. They bring authority, clarity, and attention to detail.
- **Educator Persona:**

A beloved local teacher known for their work with young children, someone who understands the community’s unique educational needs and has a passion for literacy. They are approachable, warm, and enthusiastic.
- **Assistant Persona:**

A reliable, detail-oriented professional with a background in administrative support and a keen interest in community engagement. They provide structure, ensure all team members are on the same page, and manage behind-the-scenes logistics effectively.

### **Attachment 2: Initial Memorandum of Understanding (MOU) Between Matrix Kids Cards Publishing and Tippecanoe Public Library**

**This Memorandum of Understanding (MOU)** is entered into on this [date] day of [month], 2024, by and between **Matrix Kids Cards Publishing** (“Matrix Kids”), a company organized and existing under the laws of the state of [state], and **Tippecanoe Public Library** (“Library”), located at [Library Address, City, State, Zip Code], collectively referred to as the “Parties.”



## **Section 1: Purpose and Scope**

This MOU establishes a mutually beneficial framework for a strategic partnership aimed at enhancing community literacy and early childhood education through joint initiatives. The partnership shall focus on resource sharing, collaborative programming, and the advancement of community literacy goals. The Parties acknowledge that the relationship is premised on principles of goodwill, respect, and flexibility to ensure evolving community needs are met.

## **Section 2: Responsibilities of Each Party**

### **1. Matrix Kids' Responsibilities:**

- To provide early childhood educational materials, including Matrix Kids Cards, and any additional digital or print resources deemed appropriate.
- To participate in the development of programs and events for children and families at the Library, including workshops, reading programs, and interactive literacy events.
- To assign a dedicated team, including at least one early childhood educator, who will work in collaboration with the Library on program creation and implementation.

### **2. Library's Responsibilities:**

- To allocate event and meeting space as necessary for programs developed jointly with Matrix Kids, subject to availability and operational considerations.
- To assist in the promotion and marketing of programs that fall within the scope of this MOU, ensuring outreach to target demographics.
- To provide logistical support, including staffing and resources necessary to implement planned activities, and to ensure compliance with local regulations.

## **Section 3: Term and Renewal**

The term of this MOU shall be for **one (1) year** from the effective date unless terminated earlier in accordance with this MOU. The MOU may be renewed for additional terms of one (1) year each upon mutual written agreement by both Parties.

## **Section 4: Financial Arrangement Options**

Matrix Kids is committed to offering financially flexible arrangements to allow the Library to benefit from Matrix Kids' resources and programs in ways that best suit its financial capacity. The following options are provided for consideration:

### **• Option A: Subscription-Based Model**

The Library may opt for a monthly subscription fee model, where a consistent fee is paid to Matrix Kids in exchange for a predetermined volume of resources and activities. This option allows for predictable budgeting and access to resources over time. Initial fees and terms shall be agreed upon in a separate addendum.

### **• Option B: Revenue Share Agreement**

In the case of jointly organized events that generate revenue, both Parties may agree



to a revenue-sharing model where proceeds from ticket sales or merchandise are divided. Terms of the revenue split shall be negotiated before each event and documented in a supplementary agreement.

- **Option C: Sponsorship Partnership**

Matrix Kids may assume primary sponsorship responsibilities for certain Library programs, covering direct program costs with no financial obligation from the Library. In return, Matrix Kids shall receive appropriate recognition in program marketing materials and on-site displays.

- **Option D: Grant and Fund Matching Collaboration**

Both Parties may seek grant opportunities or engage in fundraising activities for specific projects. Funds raised through these activities shall be allocated in proportions mutually agreed upon, supporting the joint mission of promoting literacy and education.

## **Section 5: Intellectual Property Rights and Confidentiality**

### **1. Intellectual Property:**

- Matrix Kids shall retain exclusive ownership of all intellectual property rights to its proprietary materials, including but not limited to Matrix Kids Cards, promotional designs, and copyrighted materials developed for the Library.
- The Library shall not reproduce, distribute, or use any proprietary material for purposes outside the scope of this MOU without express written consent from Matrix Kids.

### **2. Confidentiality:**

- Both Parties agree to maintain confidentiality concerning any proprietary or sensitive information disclosed during the term of this MOU. Confidential information includes, but is not limited to, educational content, business plans, financial arrangements, and any materials marked as “confidential” by either Party.

## **Section 6: Liability and Indemnification**

1. **Library’s Liability:** The Library agrees to indemnify, defend, and hold harmless Matrix Kids from any claims, damages, or losses arising from activities undertaken by the Library pursuant to this MOU, except where such claims are due to the gross negligence or willful misconduct of Matrix Kids.
2. **Matrix Kids’ Liability:** Matrix Kids agrees to indemnify, defend, and hold harmless the Library from any claims, damages, or losses arising from activities undertaken by Matrix Kids pursuant to this MOU, except where such claims are due to the gross negligence or willful misconduct of the Library.

## **Section 7: Termination and Amendments**

### **1. Termination:**

This MOU may be terminated by either Party with **thirty (30) days’ written notice**. Termination shall not affect the rights and obligations of either Party accrued before the termination date.

2. **Amendments:**

This MOU may be amended only by mutual written consent of both Parties. Any amendments shall be documented as an addendum to this MOU and attached as an official part of this agreement.

**Section 8: Dispute Resolution**

In the event of any dispute arising out of or relating to this MOU, both Parties agree to attempt to resolve the dispute through negotiation and informal resolution. If such attempts fail, the Parties agree to submit the dispute to mediation in Tippecanoe County, Indiana, before pursuing litigation.

**Section 9: Signatures**

**Matrix Kids Cards Publishing**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Tippecanoe Public Library**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Appendix: Simplified Summary for Internal Staff and Stakeholders**

- **Purpose:** Partnership to enhance local literacy and provide engaging early childhood resources.
- **Options:** Flexible financial models (subscription, revenue share, sponsorship, grant matching).
- **Confidentiality:** Both Parties agree to respect each other's proprietary information.
- **Duration:** Initial term of one year with renewal option.

**Appendix: Simplified Summary for Internal Staff and Stakeholders**

**Purpose:**

The purpose of this partnership between *Matrix Kids Cards Publishing* and *Tippecanoe Public Library* is to enhance literacy and provide engaging, interactive resources for early childhood education in the community. Both parties seek to create a supportive educational environment, foster local partnerships, and achieve mutual growth goals through innovative approaches to community engagement and resource sharing.

**Options:**

The partnership includes flexible financial and operational models, allowing both organizations to select terms that best fit their needs. Options include:

- **Subscription Model:** Monthly or quarterly subscription-based access to Matrix Kids Cards resources, which can be tailored to align with the library's programming schedules.

- **Revenue Sharing Model:** Revenue from any special events or programs jointly held by the library and Matrix Kids Cards Publishing can be shared, with terms adjustable based on program scale and community reach.
- **Sponsorship Model:** Local businesses or philanthropists may be invited to sponsor specific events or programs. Sponsorship funding can provide added financial support, with acknowledgment given to sponsors at events and on promotional materials.
- **Grant Matching Model:** Matrix Kids Cards Publishing and Tippecanoe Public Library can jointly apply for educational or community grants. Funds received from grants will be allocated in line with grant provisions, with both parties sharing responsibilities in program development and implementation.

**Confidentiality:**

Both parties agree to maintain strict confidentiality regarding each other's proprietary information. All materials, resources, program designs, participant data, and financial terms will be safeguarded. Unauthorized disclosure of any proprietary information, unless required by law, may result in a review and revision of partnership terms.

**Duration:**

The initial term for this partnership is one (1) year, starting on the date of agreement signing, with an option for renewal based on mutual satisfaction and goal alignment. This renewal option allows both parties to reassess the partnership's impact and make any necessary adjustments to program goals, resource commitments, and operational terms.

**Termination Clause:**

Either party may terminate this agreement with thirty (30) days' written notice, should they find that their goals or resource commitments no longer align. Early termination will be followed by a review of all shared resources, with each party responsible for returning any proprietary materials or securing permissions to retain them where applicable.

**Expected Outcomes:**

This partnership aims to:

- Increase community engagement with the library's early childhood programming by introducing fresh, creative resources.
- Support local literacy and educational growth, with specific metrics defined collaboratively by both parties, such as event attendance, participation in reading programs, and library membership growth.
- Foster a welcoming and enriching environment where young children and families feel supported and engaged in early learning.