FUND: DHS-BEHAVIOR

DHHS - BEHAVIORAL HEALTH SERVICES (630) BUDGET

Department: DHHS - BEHAVIORAL HEALTH SERVICES

BUDGET SUMMARY

| Category | 2021 Actuals | 2022 Actuals | 2023 Budget | 2024 Department Request | 2023/2024 Variance | | |
|---------------------------|---------------|---------------|---------------|-------------------------------|-----------------------|--|--|
| | | Expenses | | | | | |
| Personnel Costs | \$63,888,676 | \$59,276,100 | \$47,976,836 | \$48,398,597 | \$421,761 | | |
| Operations Costs | \$161,073,015 | \$175,475,678 | \$174,965,323 | \$175,794,656 | \$829,333 | | |
| Debt & Depreciation | \$0 | \$50,000 | \$0 | \$0 | \$0 | | |
| Capital Outlay | \$2,731,653 | \$479,607 | \$0 | \$0 | \$0 | | |
| Interdepartmental Charges | \$7,679,604 | \$7,550,689 | \$12,069,910 | \$10,872,828 | (\$1,197,082) | | |
| Total Expense | \$235,372,948 | \$242,832,075 | \$235,012,069 | \$235,066,081 | \$54,012 | | |
| | | Revenues | | | | | |
| Other Direct Revenue | \$137,011,972 | \$132,810,242 | \$135,090,304 | \$138,572,007 | \$3,481,703 | | |
| State & Federal Revenue | \$51,775,498 | \$52,166,289 | \$46,921,765 | \$43,494,074 | (\$3,427,691) | | |
| Indirect Revenue | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| Total Revenue | \$188,787,470 | \$184,976,531 | \$182,012,069 | \$182,066,081 | \$54,012 | | |
| Tax Levy | \$46,585,478 | \$57,855,544 | \$53,000,000 | \$53,000,000 | \$0 | | |
| Personnel | | | | | | | |
| Full-Time Pos. (FTE) | 489.90 | 429.35 | 302.60 | 313.50 | 10.90 | | |
| Overtime \$ | \$2,402,530 | \$1,940,693 | \$0 | \$0 | \$0 | | |
| Seasonal/Hourly/Pool \$ | \$1,146,923 | \$1,757,223 | \$136,701 | \$198,548 | \$61,847 | | |

Department Mission:

Together, creating healthy communities.

Department Vision:

Empowering safe, healthy, and meaningful lives.

Department Description:

The Behavioral Health Services Division (BHS) consists of Management and Support Services, Mental Health Emergency Center & Inpatient Services, Crisis Intervention Services, Community Access to Recovery Services, and Youth Mental Health Services (Wraparound Milwaukee).

Department: DHHS - BEHAVIORAL HEALTH SERVICES

Major Changes in 2024

- 7.0 FTE new peer support staff to support mobile crisis and community support teams
- Community Support Program provider rate increase to support high-quality service delivery.
- New Suicide Prevention Coordinator position
- 4.0 New paid internship positions to support long-term workforce development opportunities. BHS will continue
 to seek out new grant opportunities to expand and enhance internship opportunities.
- Non-Emergency Medical Transport Services provided under Crisis Transport Team to support connections between levels of care during psychiatric crisis events.
- Additional administrative positions to support quality and growth in the BHS provider network
- Continued support for Mental Health Emergency Center and other partner agencies
- Patient revenue is increased by \$3.4m due to increases in Comprehensive Community Service and Wisconsin Medicaid Cost Report (WIMCR) revenue.
- This budget does not include revenue related to the American Rescue Plan Act (ARPA) or Opioid Settlement funds. Those funds are allocated outside of the annual budget process. BHS anticipates substantial project funding under both ARPA and Opioid Settlement funds in 2024.

Page: 2 of 12

Department: **DHHS - BEHAVIORAL HEALTH SERVICES**

Strategic Program Area 1 - Management

Service Provision: Administrative

How We Do It: Program Budget Summary

| Category | 2021 Actuals | 2022 Actuals | 2023 Budget | 2024 Department Request | 2023/2024 Variance |
|-----------|--------------|--------------|-------------|-------------------------------|-----------------------|
| Expense | \$2,494,292 | \$856,457 | \$512,101 | \$211,008 | (\$301,093) |
| Revenue | \$509,967 | \$346,851 | \$201,300 | \$201,300 | \$0 |
| Tax Levy: | \$1,984,325 | \$509,606 | \$310,801 | \$9,708 | (\$301,093) |
| FTE | 127.30 | 116.00 | 85.00 | 97.00 | 12.00 |

| What We Do With It: Activity | | | | | |
|-------------------------------|--------------|--------------|-------------|-------------|--|
| Performance Measure Name | 2021 Actuals | 2022 Actuals | 2023 Target | 2024 Target | |
| Impaneling Requests Processed | 2,774 | 2,876 | 3,000 | 3,000 | |

| How Well We Do It: Performance Measure | | | | | |
|---|--------------|--------------|-------------|-------------|--|
| Performance Measure Name | 2021 Actuals | 2022 Actuals | 2023 Target | 2024 Target | |
| Revenue Dollars/Fiscal Staff | \$7,612,398 | \$7,567,985 | \$6,043,906 | \$6,298,156 | |
| Patient Revenue Collected /Billed Revenue | 71.80% | 73.10% | 76.10% | 77.20% | |

Strategic Overview:

Management and Support Services provides fiscal management, compliance, and quality assurance to support Behavioral Health Services.

Department: DHHS - BEHAVIORAL HEALTH SERVICES

Strategic Implementation:

2024 Management and Support Services Expenditures are increased by \$1.2m. This is primarily related to the following position creations and transfers:

- 1.0 FTE Lead Credentialing Specialist
- 2.0 FTE Operations Assistant
- 3.0 FTE Workforce Development Specialists (reclassified from Technical Support Analyst & RN educator positions)
- 1.0 FTE Project Manager
- 1.0 FTE unfunded Senior Grants Analyst
- 1.0 FTE Clinical Program Director Quality Assurance (transferred from CARS)
- 1.0 FTE Integrated Services Manager (transferred from CARS)
- 1.0 FTE Health Data Analyst (transferred from CARS)
- 2.0 FTE Program Evaluator (transferred from CARS)
- 1.0 FTE vacant RN Risk Management is eliminated

Service and commodity costs are increased to support quality audit consultation and ongoing medical residency fees to support long-term workforce development.

Expenses in this area are allocated out to direct service areas.

Department: DHHS - BEHAVIORAL HEALTH SERVICES

Strategic Program Area 2 - MHEC & Inpatient Charges

Service Provision: Mandated

How We Do It: Program Budget Summary

| Category | 2021 Actuals | 2022 Actuals | 2023 Budget | 2024 Department Request | 2023/2024 Variance |
|-----------|--------------|--------------|--------------|-------------------------------|-----------------------|
| Expense | \$59,167,137 | \$59,491,081 | \$17,301,957 | \$20,072,134 | \$2,770,177 |
| Revenue | \$23,804,694 | \$23,905,543 | \$1,200,000 | \$700,000 | (\$500,000) |
| Tax Levy: | \$35,362,443 | \$35,585,538 | \$16,101,957 | \$19,372,134 | \$3,270,177 |
| FTE | 197.00 | 121.25 | 0.00 | 0.00 | 0.00 |

| What We Do With It: Activity | | | | | |
|--|--------------|--------------|-------------|-------------|--|
| Performance Measure Name | 2021 Actuals | 2022 Actuals | 2023 Target | 2024 Target | |
| PCS & MHEC Admissions | 6,289 | 4,473 | 7,500 | 7,500 | |
| Acute Adult Inpatient - Number of Patient Days | 9,687 | 5,979 | 5,475 | 5,475 | |

| How Well We Do It: Performance Measure | | | | | |
|---|--------------|--------------|-------------|-------------|--|
| Performance Measure Name | 2021 Actuals | 2022 Actuals | 2023 Target | 2024 Target | |
| Percent of Clients Returning to PCS & MHEC within 30 days | 26.60% | 25.90% | 24.00% | 22.00% | |

Strategic Overview:

The Mental Health Emergency Center is an innovative public-private partnership that looks to address the crisis mental health needs of vulnerable residents closer to where they live. The facility operates as a psychiatric emergency room and micro-hospital to stabilize patients in need of emergency psychiatric services.

This service area also includes costs for placements at partner psychiatric hospitals such as Granite Hills, Mendota Mental Health Institute, and Winnebago Mental Health Institute.

Strategic Implementation:

For the 2024 budget narrative, MHEC and inpatient charges are combined into one service area. These had previously been reflected in service area 2 and service are 3. Previous years' financials have been restated to reflect the combined financials for these program areas.

The 2024 budget anticipates \$6,265,804 annual membership payments to MHEC, and \$9.7m in funding for inpatient psychiatric placements at partner facilities based on current inpatient placement costs. Revenue is decreased by \$500,000 to account for decreasing cost report revenue related to partial-year Milwaukee County hospital operations in FY2021 prior to closure.

Page: 5 of 12

Department: **DHHS - BEHAVIORAL HEALTH SERVICES**

Department: DHHS - BEHAVIORAL HEALTH SERVICES

Strategic Program Area 3 - Crisis Intervention Services

Service Provision: Mandated

How We Do It: Program Budget Summary

| Category | 2021 Actuals | 2022 Actuals | 2023 Budget | 2024 Department Request | 2023/2024 Variance |
|-----------|--------------|--------------|--------------|-------------------------------|-----------------------|
| Expense | \$14,398,841 | \$16,093,959 | \$25,297,060 | \$25,610,549 | \$313,489 |
| Revenue | \$10,003,259 | \$8,091,099 | \$12,770,722 | \$11,681,259 | (\$1,089,463) |
| Tax Levy: | \$4,395,582 | \$8,002,860 | \$12,526,338 | \$13,929,290 | \$1,402,952 |
| FTE | 64.80 | 88.30 | 108.80 | 114.50 | 5.70 |

| What We Do With It: Activity | | | | | |
|--|--------------|--------------|-------------|-------------|--|
| Performance Measure Name | 2021 Actuals | 2022 Actuals | 2023 Target | 2024 Target | |
| Crisis Stabilization Admissions | 151 | 155 | 150 | 150 | |
| Crisis Resource Center Admissions | 442 | 419 | 425 | 425 | |
| Crisis Mobile Team - Mobiles Completed | 5,348 | 5,840 | 5,550 | 5,550 | |

Strategic Overview:

Crisis Intervention Services includes the following service options: Access Clinics, Milwaukee Crisis Mobile, Community Assessment Response Team (CART), Community Consultation Team (CCT), Team Connect, Crisis Resource Centers (CRC), Crisis Stabilization Facilities, and Community Linkage and Stabilization Program (CLASP), Crisis Care Management, and the Crisis Transport Team

Department: DHHS - BEHAVIORAL HEALTH SERVICES

Strategic Implementation:

For the 2024 budget, Crisis Intervention Services are separated out into a separate program area. In the 2023 budget document, these services were included with Community Access to Recovery Services division programming in Service Area 4. Previous years' financials have been restated to reflect the combined financials for these program areas.

2024 Crisis Intervention expenditures are increased by \$0.3m to fund the creation of 5.0 FTE peer specialist positions and 1.0 FTE Lead Peer Specialist to support Milwaukee Mobile Crisis.

2024 budgeted revenue is decreased by \$1.1m due to updated billing assumptions for mobile crisis, access clinics. Anew Non-emergency Medical Transport billing for the Crisis Transport Team will enable the Crisis Transport Team to receive reimbursement for transferring clients in psychiatric crisis between levels of care to best meet their needs.

Other 2024 Crisis Intervention Position actions include:

- 1.0 FTE Suicide Prevention Coordinator is created to lead suicide prevention initiatives.
- 1.0 FTE vacant Clinical Program Psychologist is eliminated based on staff supervision needs.
- 1.0 FTE vacant Staff Psychiatrist is reclassed to 1.0 FTE Advance Practice Nurse Prescriber based on ongoing crisis clinic staffing needs.

Additional Program Details:

"MHEC admissions" data only includes clients under Chapter 51 Emergency Detention.

Page: 8 of 12

Department: DHHS - BEHAVIORAL HEALTH SERVICES

Strategic Program Area 4 - CARS

Service Provision: Mandated

How We Do It: Program Budget Summary

| Category | 2021 Actuals | 2022 Actuals | 2023 Budget | 2024 Department Request | 2023/2024 Variance |
|-----------|--------------|---------------|---------------|-------------------------------|-----------------------|
| Expense | \$96,193,985 | \$102,688,958 | \$118,518,805 | \$120,118,004 | \$1,599,199 |
| Revenue | \$92,065,020 | \$90,182,029 | \$98,791,468 | \$105,377,186 | \$6,585,718 |
| Tax Levy: | \$4,128,965 | \$12,506,928 | \$19,727,337 | \$14,740,818 | (\$4,986,519) |
| FTE | 50.30 | 56.80 | 58.80 | 55.00 | -3.80 |

| What We Do With It: Activity | | | | | | |
|--|--------------|--------------|-------------|-------------|--|--|
| Performance Measure Name | 2021 Actuals | 2022 Actuals | 2023 Target | 2024 Target | | |
| Number of Unique Clients Served | 9,980 | 10,654 | 10,750 | 10,750 | | |
| Targeted Case Management - Average Enrollment | 915 | 763 | 1,000 | 1,000 | | |
| Community Support Program - Average Enrollment | 1,287 | 1,192 | 1,300 | 1,300 | | |
| Comprehensive Community Services - Year-End Enrollment | 1,637 | 1,590 | 2,000 | 2,000 | | |
| Detoxification - Admissions | 4,890 | 5,608 | 5,000 | 5,000 | | |
| AODA Residential - Average Enrollment | 80 | 94 | 80 | 90 | | |
| Recovery Support Coordination - Average Enrollment | 615 | 598 | 620 | 620 | | |
| Recovery Support Services - Year-End Enrollment | 51 | 39 | 100 | 80 | | |

| How Well We Do It: Performance Measure | | | | | |
|---|--------------|--------------|-------------|-------------|--|
| Performance Measure Name | 2021 Actuals | 2022 Actuals | 2023 Target | 2024 Target | |
| Average Satisfaction Survey Score (CCS) | 90.20% | 93.00% | 80.00% | 80.00% | |
| Average Experience Survey Score (BHS) | 4.40% | 4.50% | 4.00% | 4.00% | |
| Detoxification 7 Day Readmissions | 50.12% | 54.07% | 49.00% | 49.00% | |

Strategic Overview:

Community Access to Recovery Services Division includes, Comprehensive Community Services (CCS), Community Support Program (CSP), Targeted Case Management (TCM), Community Base Residential Facilities (CBRF), and Milwaukee County's community Substance Use Disorder Service program is an alcohol, drug treatment, and recovery service system.

Department: DHHS - BEHAVIORAL HEALTH SERVICES

Strategic Implementation:

2024 CARS budget continues to support provider partner agencies and expansion of services.

The 2024 CCS budget includes a \$3.6m expenditure increase based on ongoing trends in cost per client care. Enrollment is expected to remain flat at 2,000 adult participant. Overall CCS enrollment continues to grow with increased enrollment for youth consumers (those increases are reflected in Service Area 5).

AODA service costs are increased by \$1.1m to support increased costs in Bridge Housing and Detox services. These increases are offset by increased state and federal grant funding. Other AODA program expenses are adjusted based on current utilization trends.

The budget includes a 5% rate increase for certain Community Support Program provider clinician levels including bachelors degree, masters degree, and peer support services. Overall CSP budget is reduced by \$0.8m to reflect recent experience. Grant revenue in CSP is reduced by \$1.0m due to the expiration of the 4-year Assisted Outpatient Treatment grant. This program continues in 2024 with a shift to Medicaid billing.

The 2024 CARS budget includes \$1.3m reduction in internal overhead charges allocated to this service area.

Funding for the Office of Consumer Affairs (OCA) is reduced by \$315,000. This reduction brings the OCA budget in alignment with actual expenses. Savings from this budgeted reduction is offset by cost increases related to creating new internal peer support positions in the Milwaukee Mobile Crisis Team (this is budgeted in Service Area 3).

The following adjustments are made to CARS budgeted personnel:

- 1.0 FTE Integrated Services Coordinator position is added to support quality oversight and utilization review of the adult group home and community-based residential facility network.
- 1.0 FTE Peer Specialist is created to support the Assisted Outpatient Treatment Program.
- 2.0 FTE Administrative Coordinator are created to help oversee quality in the Comprehensive Community Services network.
- 1.0 FTE Administrative Assistant is created.
- 2.0 FTE vacant Office Assistant positions are eliminated.
- 1.0 FTE vacant staff psychiatrist is eliminated based on ongoing needs.
- 6.0 FTE are quality management moved from CARS to Management and Support Services.

Page: 10 of 12

Department: **DHHS - BEHAVIORAL HEALTH SERVICES**

Strategic Program Area 5 - Youth Mental Health

Service Provision: Mandated

How We Do It: Program Budget Summary

| Category | 2021 Actuals | 2022 Actuals | 2023 Budget | 2024 Department Request | 2023/2024 Variance |
|-----------|--------------|--------------|--------------|-------------------------------|-----------------------|
| Expense | \$63,118,692 | \$63,701,619 | \$73,382,146 | \$69,054,386 | (\$4,327,760) |
| Revenue | \$62,404,530 | \$62,451,009 | \$69,048,579 | \$64,106,336 | (\$4,942,243) |
| Tax Levy: | \$714,162 | \$1,250,610 | \$4,333,567 | \$4,948,050 | \$614,483 |
| FTE | 50.50 | 47.00 | 50.00 | 47.00 | -3.00 |

| What We Do With It: Activity | | | | | | |
|--|-------|-------|-------|-----|--|--|
| Performance Measure Name 2021 Actuals 2022 Actuals 2023 Target 2024 Target | | | | | | |
| Average Monthly Enrollment in Wraparound | 995 | 859 | 758 | 660 | | |
| Average Annual Unique Youth Enrollment in Wraparound | 1,381 | 1,212 | 1,054 | 916 | | |
| Youth Comprehensive Community Services (CCS) - Year-End Enrollment | 544 | 626 | 725 | 977 | | |

| How Well We Do It: Performance Measure | | | | | |
|---|--------------|--------------|-------------|-------------|--|
| Performance Measure Name | 2021 Actuals | 2022 Actuals | 2023 Target | 2024 Target | |
| Family Satisfaction with Care Coordination (5.0 Scale) - Wraparound & CCS | 4.68 | 4.50 | 4.20 | 4.20 | |
| Percentage of Enrollee Days in a Home Type Setting - Wraparound Only | 60.5% | 62.3% | 75.0% | 75.0% | |
| Percentage of youth who achieved permanency at disenrollment - Wraparound & CCS | 58.2% | 80.5% | 70.0% | 70.0% | |

Page: 11 of 12

Department: DHHS - BEHAVIORAL HEALTH SERVICES

Strategic Overview:

Children's Community Mental Health Services & Wraparound Milwaukee (WM) is the Behavioral Health Services (BHS) entity that manages the voluntary public-sector, community-based mental health for children, adolescents, and young adults (ages 5-23) in Milwaukee County who have serious mental health or emotional needs. Serving as the umbrella body for a number of supports, all core programs rely on care coordination that promotes parental and youth driven care through the facilitation of the Wraparound Process. Programs create access to a range of supportive services, foster family independence, and provide trauma informed care for children and youth in the context of their family and community.

Milwaukee County Mental Health Clinic - A Medicaid funded outpatient clinic that provides medication management and psychotherapy services to serve youth and young adults enrolled in Wraparound Milwaukee or Youth Comprehensive Community Services (CCS), with a future goal to also serve youth and young adults in the community-at-large.

Wraparound - A Specialized Managed Care Entity that serves families with youth who have serious mental health needs and are at immediate risk of placement in a residential treatment center, juvenile correctional facility or psychiatric hospital. Youth may have system involvement through the Child Welfare and/or Juvenile Justice System. Referrals also come directly from families, schools, service providers, and the Milwaukee Mobile Team.

Comprehensive Community Services (CCS) for Youth - A Medicaid benefit which supports youth and young adults who are coping with either a mental health and/or substance abuse diagnosis across the lifespan. Within CCS, the program Coordinated Opportunities for Recovery and Empowerment (CORE) serves youth ages 10-23 years old who are at high risk for psychosis or experiencing their first episode with psychosis.

Strategic Implementation:

Comprehensive Community Services youth enrollment is expected to increase by 252 youth to a total enrollment 977. This will bring total youth and adult CCS enrollment to an estimated 2,977 total enrollment by the end of 2024. Vendor spending is increased by \$5.4m to meet increasing enrollment projections. This is offset by CCS Medicaid and WIMCR funding.

Wraparound Milwaukee program vendor expenses decrease by \$4.5m base on ongoing enrollment trends. Revenue is decreased by \$7.1m based on current capitated and crisis intervention revenue experience.

Milwaukee County Mental Health Clinic salary expenses increase by \$824,925 due to transfer of clinician positions being transferred into the clinic. Clinic revenue is reduced by \$399,312 based on current utilization trends.

Revenues and expenses related to youth mental health grants is reduced by \$2.7m. Several multi-year grants are set to expire in 2024. Expenses and revenues related to new grant awards will be added to the budget through appropriation fund transfer when a formal notification of award is received.

- 1.0 FTE Administrative Coordinator is created to support the CCS network.
- 1.0 FTE vacant Child Psychiatrist position is eliminated.
- 2.0 FTE vacant Clinical Resource Referral Coordinator position is eliminated with expiring grant funding.
- 1.0 FTE vacant School Liaison position is eliminated.
- 1.0 FTE Office Assistant is reclassed to an Administrative Assistant.

Page: 12 of 12

REVISED

AMENDMENT 2024 REQUESTED BUDGET MILWAUKEE COUNTY BEHAVIORAL HEALTH SERVICES



Submit completed amendment templates to Kathleen.FlynnPost@milwaukeecountywi.gov
Due by Monday, June 19th 2023

| Amendment Title: | Community and Family Resource Liaison | | | |
|--|---------------------------------------|-----------------------------------|--|--|
| | | | | |
| Sponsor(s): | Kathleen Eilers, M | ISN Mental Health Board Secretary | | |
| | | | | |
| Amend budget text | | | | |
| (optional): | Page(s): | | | |
| At recent public hearings of the Mental Health Board, parents and family members provided personal testimony describing challenges accessing behavioral health resources to support their loved ones. In some cases, adult children do not recognize their own mental illness and, therefore, do not seek assistance. A centralized resource for parents and family members would help to demystify all of the support options that are available at BHS and the BHS partner network. | | | | |
| In response to this feedback, BHS will fund a Community and Family Resource Liaison to ensure that effective resources are offered to families in connection to BHS services. This role will be a part of the BHS staff team (CARS or another program as appropriate) to facilitate connections to services. | | | | |
| Equity Impact Although mental illness is prevalent in all communities, impacts within communities are disproportionate across racial and ethnicity demographics as a well as socioeconomic status, age, geography, language, gender, disability status, citizenship status, and sexual identity and orientation. Individuals may suffer a devastating effect to his or her personal socio-economic status. This role would ensure that families with limited resources are able to seek and receive the help that the require to support their loved one. | | | | |
| | | | | |

Amend budget appropriations as follows:

| Description | Revenue | Expense | Tax Levy |
|---------------------|---------|---------|----------|
| | - | - | - |
| BHS Budget Reserves | 60,000 | - | - |
| | - | 60,000 | - |
| | - | - | - |
| Total | 60,000 | 60,000 | - |

MILWAUKEE COUNTY BEHAVIORAL HEALTH SERVICES

5

MOBILE CRISIS RECRUITMENT CONTRACT EXTENSION AGREEMENT

June 12, 2023

Overview

Milwaukee County Behavioral Health Services (BHS) continues to experience job vacancies and a shortage of applications for potential new hires to the Milwaukee Mobile Crisis.

In an effort to support the BHS and DHHS communications team's ongoing public relations, communications and marketing efforts towards the Milwaukee Mobile Crisis recruitment plan, Kane Communications Group will continue the support of the public relations endeavors. This contract extension covers the time period from July 1, 2023 - December 31, 2023, and will not exceed \$13,197.00 per month.

The plan includes the following:

- Public and media relations efforts including local and regional media pitches
- Outreach to additional local and regional universities to engage students and graduates
 - Promote internship opportunities
 - Connect with on-campus career services
 - o Connect with other relevant university influencers, such as professors and deans
- Identify and coordinate speaking engagements and panel opportunities
- Development of messaging and talking points
- Prep and media training for scheduled interviews
- Organic social media content to share on the DHHS Facebook page

BHS will:

- Provide one primary point of contact for all communication and approvals.
- Perform timely turnaround for reviews, approvals, etc.

Kane Communications Group Page 1



Key Performance Indicators and Evaluation

- Kane targets to secure an average of three media placements per month over the course of the six month engagement. The team will track coverage via Meltwater and Google Alerts.
 Kane will provide results to client on a monthly basis.
- Kane targets to secure twelve engagements with local and regional universities. This could
 include involvement with campus career services, distribution of job or internship
 opportunities or campus visits.

Budget

The following chart outlines the time budgeted to execute the plan.

| Strategy | Tactics | Budget |
|--|--|-------------|
| Public relations outreach and media relations Community engagement and outreach | Identify local, regional and national media Develop proactive pitches Proactively pitch stories Leverage existing media appearances Prepare BHS staff for interviews Monitor and amplify stories Engage with local universities and technical colleges Develop organic social content Identify and coordinate speaking engagements and opportunities | \$56,732.00 |
| Account service and project management | Bi-weekly team meetings to review progress, brainstorm and update strategy and opportunities Weekly client reports Monthly client meetings Media and social media monitoring Ongoing research and strategy development Ongoing account support and management | \$22,450.00 |
| CONTRACT TOTAL | | \$79,182.00 |

Monthly spend: \$13,197 for six months

Kane Communications Group Page 2



Assumptions

Kane will budget hours to accommodate the work outlined in this agreement. If expected hours, scope or timeline exceed those allotted in the agreement, a Change Order will be drawn up. No changes will be implemented until the Change Order is agreed to in writing or by email. Kane will provide BHS with an account supervisor that stays up to date on all the moving parts of activities outlined in this estimate. This time accounts for project management, planning and setup coordination.

BHS will designate a single, primary point of contact for strategic direction, input and approvals.

BHS will perform a timely turnaround for issue resolution, content production, review, acceptance, etc.

Out of Scope

Any deliverables not specifically listed in this Scope of Services are excluded from the scope of this project. Additional estimates and statements of work can be provided as requested.

Billing Terms and Schedule

The fees for the services outlined in this proposal, provided by Kane, will total no more than \$79,182.00. Fees will be billed monthly on a retainer basis, dividing the estimated time only of the total project estimate across six months. Out-of-pocket expenses, including paid media will be billed separately as they are received. This rate is in effect through December 31, 2023. If the engagement extends beyond that time, BHS and Kane will reevaluate the priorities of the activities and re-scope the work. Any work completed outside of the scope of this agreement will be quoted separately at an hourly rate and billed under a separate agreement. Any element that will cause the total cost of the project to exceed the quoted amount reflected in the contract must first be approved (in written form) by Kane and BHS. All invoices are due according to terms of the Master Services Agreement.

Change Order Terms

Modifications to this agreement must be in writing and signed by an authorized officer of both you and us. This agreement is effective July 1, 2023, and shall continue until December 31, 2023. It may be terminated 30 days after either of us gives written notice of termination to the other party. Your organization remains liable for all fees through the date of termination, as well as for out-of-pocket expenses we incur up to the date of termination.

Kane Communications Group Page 3