



## MEMORANDUM

**TO:** Terri MacDonald  
**FROM:** Andrea Wilkey  
**DATE:** January 25, 2012  
**SUBJECT:** Rural Development Institute Communications Support

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### **Purpose:**

1. The purpose of this document is to propose the manner in which CBT can provide Communications support to the Rural Development Institute.

### **Background:**

2. Selkirk College and Columbia Basin Trust (CBT) have partnered together to establish the Rural Development Institute (RDI). RDI has identified a need for ongoing Communications support. In order to further the establishment of the RDI as an organization CBT is proposing a solution to address RDI's needs.

### **Proposal:**

3. CBT proposes providing support to the RDI in the following manner:
  - a. Provide CBT staff resources to dedicate 7 hours per week to for a total of 364 hours of communications support to the RDI in the upcoming year.
  - b. RDI will be billed back at an hourly rate of \$55 for CBT work for a total of \$20,000.
  - c. For a summary of communications activities please refer to the attached RDI Communications Hours and RDI Communications Plan.

### **Next Steps:**

4. RDI to review and consider the details of this proposal and determine whether the proposed meets their needs and discuss further with CBT.

### **Attachment:**

1. RDI Communications Hours
2. RDI Communications Plan