RRR Initiative:
Repair, Rebuild, Revitalize
Scope of Work

Prepared For
North Slope Borough
School District

Presented By
LYNX Education
August 29, 2024

Objectives

1. Develop Online Language & Culture Courses
Develop two (2) language-based, and three (3) cultural-based online courses for distance delivery in the NSBSD.

2. Integrate Technology-Enhanced Units
Identify specific units within each course to enhance using multimedia and interactivity.

3. Develop Distribution System
Create an online distribution application, that includes teacher and student course resources in a modern user interface.

4. Integrate Current NSBSD Technology
Build accessible resources and training materials for use of existing district distance delivery tools.

5. Train NSBSD Staff in Distance Delivery Best Practices
Develop materials and deliver training to NSBSD instructional staff on best practices for distance delivery, including special considerations for the district.

6. Train NSBSD Staff in New Courses
Deliver professional development training to instructors in developed online courses and material once completed.

7. Purchase Video/Photo Equipment
Purchase necessary equipment for student inclusion in media capture (photo, video, audio, etc.)

8. Include NSBSD Students in Learning Opportunities
Provide direct instruction to students in skills-based learning opportunities surrounding media capture for these courses.

Background

Through the **Repair, Rebuild, and Revitalize ("RRR") Initiative**, NSBSD leadership will work with LYNX Education to customize existing instructional programming, including instruction in the Iñupiaq language. Through this collaboration, NSBSD will work with LYNX Education to create technology-enhanced units, including:

- North Slope History & Culture (approx. 14 Units)
- North Slope Government (approx. 16 Units)
- North Slope Science (approx. 13 Units)
- Conversational Iñupiaq (approx. 9 Units)
- Iñupiaq Grammar (approx. 9 Units)

Instructional assets include all courses to be made available for instructors, students, and the community at large.

- These assets may include video, audio, and other media types that may be accessed and/or disseminated via distance delivery.
- Materials also will be developed for students, instructors, and the community.
- These instructional materials will include resources required to deliver and complete the curricular units of study.
- A Program of Studies, instructional lesson/unit plans, and course materials will be included.

An application will be developed for dissemination and access of instructional assets and materials.

- This application may be a coded specific application, a web interface, and may also include local access.
- Tiered access to materials may be implemented, including via distance learning (web) and/or internal server-controlled delivery.

Background

(cont.)

Including Local Students, Staff, and Community Partners
LYNX always encourages cooperation with communities and seeks authentic learning experience for students wherever possible. This project was originally planned and designed with this model in mind. Students, staff, and community partners are crucial to ensuring the success of this project and building local capacity and long-lasting interest to better enhance these outcomes.

Throughout the project, LYNX will collaborate with community partners and include students in producing authentic work that represents their communities and culture in the online courses. Students will have the option to gain credits as well as media skills that are applicable in other academic endeavors and future employability.

Qualifications & Approach

LYNX is a team of educational specialists, averaging over 25 years of diverse expertise in district leadership, policy support, teaching and learning, project management, funding scenarios support, business management, and Information Technology. This comprehensive skill set is rooted in a range of experiences, from hands-on classroom teaching to high-level administrative roles. The LYNX leadership team consists of former Apple specialists who maintain positive industry relationships, adding a valuable technological edge to their services.

The company's involvement in large-scale technology initiatives, across districts in and out of Alaska, demonstrates its capacity to handle complex, far-reaching projects.

Our team's composition ensures that solutions developed in partnership with LYNX are firmly rooted in educational best practices and directly support district objectives. We prioritize enhancing learning outcomes through strategic technology integration, providing robust support for educators, and driving meaningful innovation in classrooms. LYNX's dual expertise in education and technology allows us to create tailored solutions that seamlessly blend pedagogical requirements with cutting-edge technological capabilities.

Our mission is clear: to empower learners and educators by thoughtfully integrating technology into the educational landscape. We achieve this by maintaining a learner-centric approach in every project, ensuring that technology serves as a powerful tool for educational advancement rather than an end in itself.

Relevant Past Performance & Required Skills

- Web Application Development
- Creative Technologies (Photo/Video/etc.)
- Professional Development
- Learning Management Systems
- Project-based Learning

- Curriculum Development
- Educational Consulting
- Curriculum Software
- Classroom Management
- Language/Culture Preservation

Key Personnel

Jesse Carnahan, Lead Project Manager
Jesse been a professional educator for over 20 years and has extensive experience promoting the use and adoption of creative technologies throughout districts in the state. With LYNX, he has had the privilege to provide professional development training to teachers and educational professionals, helping them bridge the technology/education gap and leading the conversation in integrating technologies of the present and future such as web, application use, and AI.

Jesse will provide quality assurance and oversight on this project and spearhead the enhancement initiatives to ensure teachers and students are first priority when adapting the selected courses for high quality instruction.

Ryan Murphy, Lead Alternate
Ryan has served communities in Alaska and throughout the United States for over 30 years, providing educational technology solutions and crafting creative project development initiatives supporting culture and language preservation and revitalization.

His knowledge of the state educational and legislative systems give him unique insight into the history and current state of affairs regarding community involvement and beginning-to-end project development.

Relevant Client Summary

- Administration for Native Americans
- University of Alaska
- Charter Schools USA
- Ketchikan Indian Community
- Alaska Association of School Boards
- Charter Schools USA

Key Personnel
(cont.)

LYNX

Micah Headdings, Application + UX/UI
Micah has worked for over 10 years as an expert in development of web technologies in the private and public industry. He has worked as a federal contractor, ensuring quality to digitized resources that meet nationwide standards of accessibility and compliance.

Micah will be leading efforts for adaptations of materials on web or digital spaces with a high priority on end-user experience—for students and teachers alike.
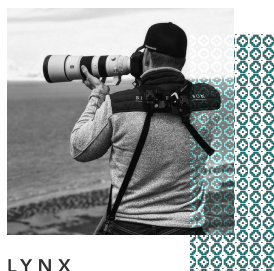

LYNX

Cecil Sanders, Design and Oversight
Cecil has worked for over 20 years as a writer, editor, and designer for high quality physical and digital materials in the Alaska. His work ranges from local publications to federal guidance documentation.

He also has enjoyed work as an educator delivering industry-quality courses and workshop sessions to students in both urban and remote districts.

Cecil will provide design support and quality oversight for all physical/printable course materials and support overall product design language guidelines.

LYNX

Bradford Jackson, Cinematography
Bradford has worked in the film industry in Alaska and California for over 20 years. He is a SAG member and has experience in cinematography, acting, directing, and editing. He has produced documentary and narrative films, as well as short-form advertising.

Bradford will be the lead in media capture, editing, and final content delivery.

Discovery Findings
Brief Summary

▶ **Custom Development Required**
Locally developed cultural and language courses, by their nature, cannot be purchased off the shelf like most other curriculum. These courses must be custom developed with student and instruction requirements in mind.

▶ **Commitment to Quality, Viable Curriculum**
Quality and viability require consistent, easy-to-use curriculum that is fully developed and accessible for teachers and students. While some of these courses exist, they are not readily accessible as a cohesive package.

▶ **Meaningful Use of Technology & Resources**
NSBSD leadership has invested in high quality distance delivery tools. However, teachers lack training and thus, these tools are not always used with intention and meaning, based around best practices.

▶ **Internal Staff Lack Technical Knowledge & Capacity**
Current curriculum development and leadership staff are operating at capacity and lack the technical knowledge to implement digitally enhanced courses based on current best practices.

▶ **Staff Turnover & Lack of Regional Knowledge**
With high instructional staff turnover, the district cannot count on always having returning, high-quality, highly-informed instruction in these content areas. Also, students need access to on-demand options during the year.

▶ **Student Authentic Learning Opportunities**
NSBSD recognizes the need to include students in authentic and interesting learning opportunities. Students have indicated interest in learning media skills in video, photo, audio, and other creative technologies.

Vendor Deliverables

Summary

Deliverable 1 ◆ **North Slope Science**
  - Self-guided Student Course
  - Teacher Guide
  - Student Guide

Deliverable 2 ◆ **North Slope History & Culture**
  - Self-guided Student Course
  - Teacher Guide
  - Student Guide

Deliverable 3 ◆ **North Slope Government**
  - Self-guided Student Course
  - Teacher Guide
  - Student Guide

Deliverable 4 ◆ **Iñupiaq Grammar**
  - Self-guided Student Course
  - Teacher Guide
  - Student Guide

Deliverable 5 ◆ **Conversational Iñupiaq**
  - Self-guided Student Course
  - Teacher Guide
  - Student Guide

Vendor Deliverables

(cont.)

Deliverable 6 — **Student Instructional Intensives**
- 2 one-week intensive courses for students
- Creative technologies (video, photo, etc)
- Course media creation opportunities

Deliverable 7 — **Distance Delivery Best Practices**
- Documented best practices for instructors
- Specific to NSBSD teacher needs

Deliverable 8 — **Professional Development Delivery**
- Face-to-face training for teachers
- Built around existing NSBSD technologies

Deliverable 9 — **Web Application**
- Tiered access (if applicable)
- Editor portal for updates
- Source code access handoff

Deliverable 10 — **Capture/Creation of Media Assets for Courses**
- Intro videos to units of study
- Collaboratively designed media

Deliverables Narratives

▶ **Deliverables 1–5: Develop Online Language & Culture Courses**
NSBSD Staff will work with LYNX to develop two (2) language-based, and three (3) cultural-based locally created courses for distance delivery. These courses will include online, digital resources for on-demand student access as well as teacher and student course kits that will support instruction during the regular academic calendar.

These courses will serve to meet the need to have a concise, simple, and high-quality curriculum that helps staff better understand the material they are teaching as well as provide structure and resources to make the material more accessible to NSBSD students and families.

Online courses will be developed with best practices in mind for distance delivery in both on-demand and concurrent instruction methods. Resources and activities will be prioritized and organized for appropriate progression. Videos will be created for courses and select multimedia (video, photos, audio, etc.) will be determined to enhance student engagement within the units. See the Deliverable 10.

▶ **How this supports the NSBSD Strategic Plan:**
- Culturally Responsive Instruction
  - Iñupiaq language instruction on all sites
  - Inclusive, integrated and place-based materials in all classrooms
- Staff Support and Professional Development
  - Supporting all staff to create and foster Culturally Safe buildings
  - Staff participation in relevant professional learning communities
- Financial and Operational Stewardship
  - Technology utilized to facilitate learning, communication and collaboration.

Deliverables Narratives

(cont.)

▶ **Deliverable 6: Student Instructional Intensives**
LYNX will provide two (2) instructional intensives with students from the NSBSD. These intensives will be developed with the NSBSD CTE department to provide students learning opportunities in the Creative Technologies space around video, photo, audio, etc. These intensives will also help train students with the basic skills required to capture some required elements of the courses in development.

The overarching idea of these courses is to provide students the opportunity to contribute in meaningful and authentic learning by helping capture videos or other media that will be used in the courses or for other relevant learning. Some activities that have been discussed are recording of oral histories, recording of elders, specific language recording, Iñupiaq language media, and more.

LYNX may provide more opportunities through partnership with the NSBSD CTE department if students seem to show further interest.

▶ **How this supports the NSBSD Strategic Plan:**
- Culturally Responsive Instruction
    - Schools and classrooms providing a student-centered learning experience with opportunities to apply knowledge and skills in real-world situations, scenarios, or problems
- Family & Community Collaboration
    - Cities, Tribes, Corporations partnering with the schools and District to strengthen community/student engagement, facilities and programs
    - Ilisaġvik College program for dual credit and vocational education
- Financial and Operational Stewardship
    - Technology utilized to create opportunities for all students

Deliverables Narratives

(cont.)

▶ **Deliverable 7: Distance Delivery Best Practices**
LYNX will provide documentation on specific best practices for distance delivery practitioners in the NSBSD. This documentation will be developed with specific technology available at NSBSD in mind and include easy-to-access instructions and how-to videos to support distance delivery in the project courses, as well as in general across the district.

This deliverable will require research into current district tools and resources and will cover a wide variety of media and tools that are district approved. Some tools currently identified include specific distance delivery rooms in most schools, interactive boards, district personnel devices, as well as student devices.

This documentation will help new staff learn the tools and resources available, as well as returning staff better utilize the tools at hand.

▶ **How this supports the NSBSD Strategic Plan:**
- Staff Support and Professional Development
  - Supporting all staff to create and foster Culturally Safe buildings
  - Staff participation in relevant professional learning communities
- Financial and Operational Stewardship
  - Technology utilized to facilitate learning, communication and collaboration.
- Culturally Responsive Instruction
  - Inclusive, integrated and place-based materials in all classrooms

Deliverables Narratives
(cont.)

▶ **Deliverable 8: Professional Development Delivery**
Professional development will be provided during the project scope, specifically designed around two main areas:
- Distance Delivery Best Practices with Existing Technologies (~3 days)
- Newly Developed Course Trainings (~5 days)

These trainings will be customized to the district's needs and provided when most appropriate through the course of the scope of work. The total hours of available professional development are estimated be between 50 and 75 hours, depending on staff availability and district need, as determined by NSBSD leadership.

Trainings may be done face-to-face, via distance, or any combination that the NSBSD leadership seems most appropriately meets the needs of the staff at the time of delivery.

Customizations will be developed with NSBSD leadership, ensuring the desired results for both content and technology use.

▶ **How this supports the NSBSD Strategic Plan:**
- Staff Support and Professional Development
  - Supporting all staff to create and foster Culturally Safe buildings
  - Staff participation in relevant professional learning communities
- Financial and Operational Stewardship
  - Technology utilized to facilitate learning, communication and collaboration.
- Culturally Responsive Instruction
  - Iñupiaq language instruction on all sites
  - Inclusive, integrated and place-based materials in all classrooms

Deliverables Narratives

(cont.)

▶ **Deliverable 9: Web Application**
LYNX will build a web application to house the course resources and instructional materials in an easy-to-use user interface that supports both student and teacher needs. The application will guide users through the course materials and provide simplified access to videos, photos, audio, and other enhancements that are developed as part of the courses.

This application may be made available to users outside the school district if so desired, and tiered access may be allowed to ensure that any resources that the district or partner organizations do not wish to be public will be hidden from general view.

This application may be a website or other online-accessible application and will be collaboratively designed with district staff. Ownership of the application and the material it houses will be property of the district and LYNX will ensure district personnel have training and access credentials.

▶ **How this supports the NSBSD Strategic Plan:**
- Staff Support and Professional Development
  - Supporting all staff to create and foster Culturally Safe buildings
  - Staff participation in relevant professional learning communities
- Financial and Operational Stewardship
  - Technology utilized to facilitate learning, communication and collaboration.
- Family & Community Collaboration
  - Cities, Tribes, Corporations partnering with the schools and District to strengthen community/student engagement, facilities and programs

Deliverables Narratives

(cont.)

▶ **Deliverable 10: Capture/Creation of Media Assets for Courses**
LYNX will work with the district and community to enhance the online cultural and language courses through capture of high-quality and engaging media designed to increase user interactivity.

For each course, resources and activities will be prioritized and organized for appropriate progression. Introduction videos will be created for each unit and each course, and select multimedia (video, photos, audio, etc.) will be added to enhance student engagement within the units.

This enhanced media may include some of the following:
- Video/Audio Capture of Elders
- Video/Audio of Oral Histories
- Photos/Videos of Culture & Language Activities
- Audio Capture of Iñupiaq Speakers

NOTE: Students will be included in recording videos and producing media assets whenever possible, and opportunities will be explored to achieve dual high-school and college credits.

▶ **How this supports the NSBSD Strategic Plan:**
- Family & Community Collaboration
  - Cities, Tribes, Corporations partnering with the schools and District to strengthen community/student engagement, facilities and programs
- Financial and Operational Stewardship
  - Technology utilized to facilitate learning, communication and collaboration
  - Technology utilized to create opportunities for all students
- Culturally Responsive Instruction
  - Iñupiaq language instruction on all sites
  - Inclusive, integrated and place-based materials in all classrooms

Client Responsibilities

Responsibility 1

Access to Resources
Access to current instructional tools & district guiding documents (Chalk, etc.)

Responsibility 2

Availability and Time
Regular, dedicated meeting availability

Responsibility 3

Course Development
Build out of new language courses, verify flow of existing courses

Responsibility 4

Scheduling Support
Planning and coordination for media capture and collaboration

Responsibility 5

Accommodation and Logistics
Provide accommodations and local transportation when possible

Course Deliverable Timeline

Example

	Activity 1 Course Discovery	Activity 2 Course Flow	Activity 3 Targeted Enhancement	Activity 4 Web Translation	Activity 5 LMS Buildout	Activity 6 Review and Adjustment
wk 01	1					
wk 02	2	2		2		
wk 03			3			
wk 04						
wk 05		5				
wk 06					6	
wk 07						
wk 08						
wk 09						9
wk 10			10			
wk 11				11	11	
wk 12						
wk 13						13
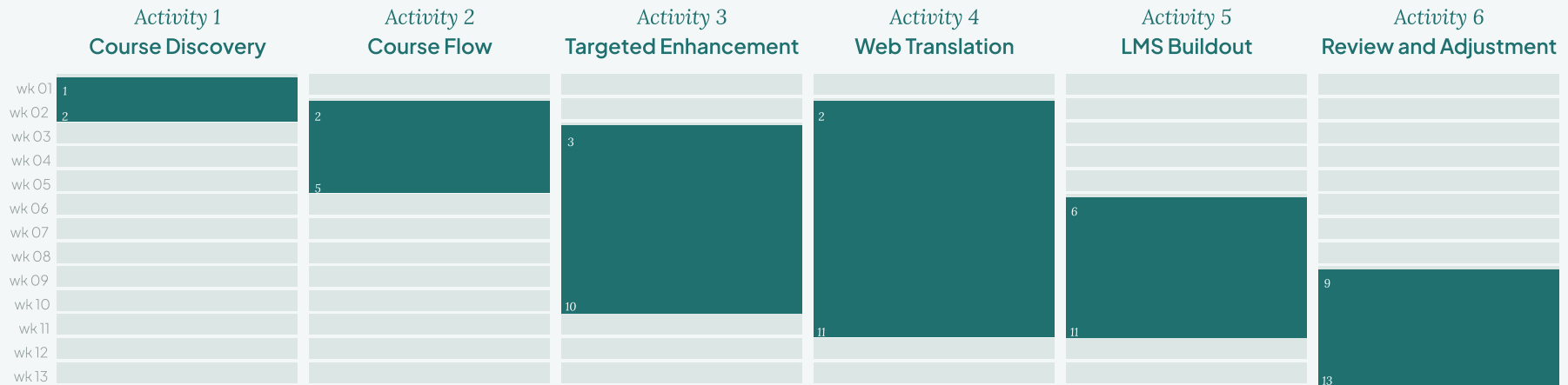
Course Discovery

wk 1-2

Work through the existing content to understand overall flow and specific activities/lessons, identify potential issues with translating to digital spaces, and map all existing assets and resources.

Course Flow

wk 2-5

Development of clear flow for digital delivery and make any modification necessary for appropriate instructional flow. Wireframes built to inform digital translation and areas for targeted enhancement identified.

Targeted Enhancement

wk 3-10

Targeted enhancements developed in conjunction with course flow and web translation. Media assets and/or interactive activities created and vetted to be embedded in digital spaces.

Web Translation

wk 2-11

Design and development of web application and associated tools. Collaboration among team members for overarching design and desired user interface interaction.

LMS Buildout

wk 6-11

Development of learning management system templates for synchronous and asynchronous modules. Inclusion of teacher materials for simplified implementation.
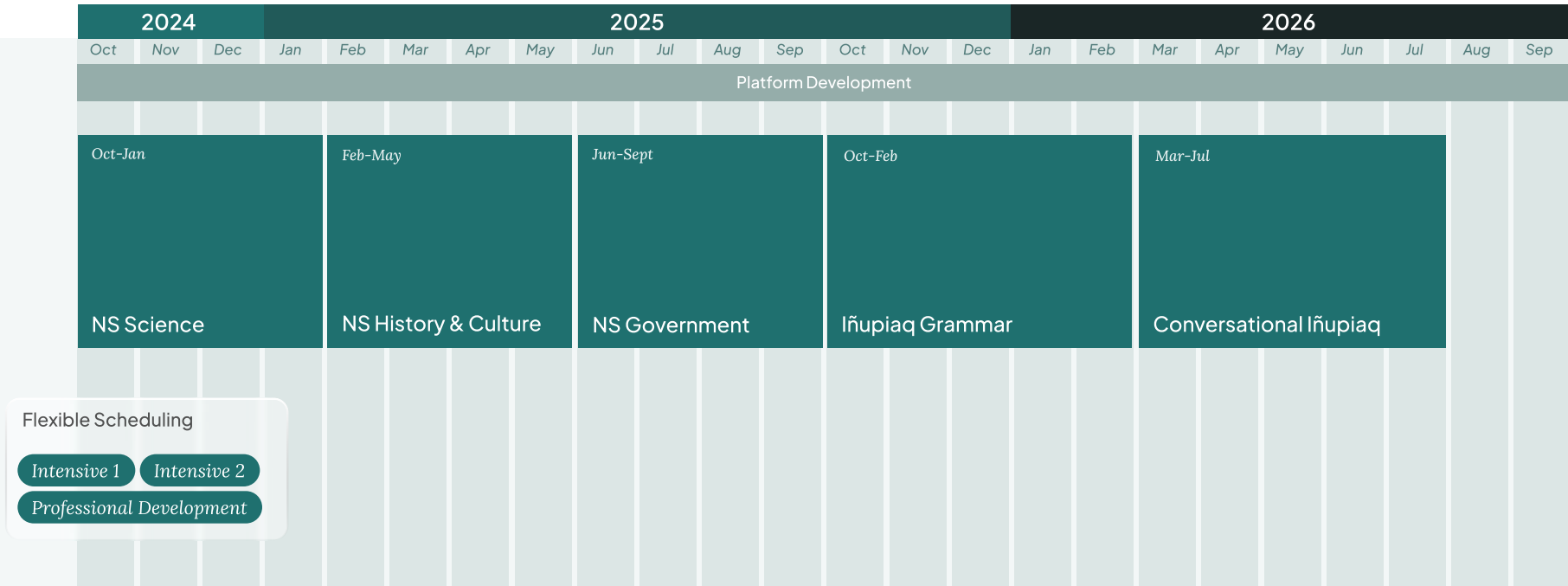
Review and Adjustment

wk 9-13

Specific review and public sharing for feedback and required adjustments. Finalization and deployment of final web application, corresponding LMS, and any print materials.

Course Deliverable Timeline

(cont.)

	2024			2025												2026							
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep

Platform Development

Oct-Jan	Feb-May	Jun-Sept	Oct-Feb	Mar-Jul
NS Science	NS History & Culture	NS Government	Iñupiaq Grammar	Conversational Iñupiaq

Flexible Scheduling

Intensive 1 Intensive 2
Professional Development

Overall Project Timeline

While development of courses may overlap, this draft schedule prioritizes the desired progression of course development and fits the estimated time to completion for each, assuming a rather aggressive implementation period.

These efforts would bring all 5 courses and associated trainings to completion by the beginning of FY27 instruction.

Budget Allocation

Deliverables 1-5: Develop Online Language & Culture Courses	
North Slope Science (13 units)	$57,500
- Self-guided Student Course - Teacher Guide - Student Guide	
North Slope History & Culture (14 units)	$59,500
- Self-guided Student Course - Teacher Guide - Student Guide	
North Slope Government (12 units)	$51,000
- Self-guided Student Course - Teacher Guide - Student Guide	
Inupiaq Grammar	$75,000
- Self-guided Student Course - Teacher Guide - Student Guide	
Conversational Inupiaq	$75,000
- Self-guided Student Course - Teacher Guide - Student Guide	
Total	**$318,000**

Deliverable 6: Student Instructional Intensives	
Intensive #1	$22,500
- Work with students on creative technologies - Capture local cultural events/activities	
Intensive #2	$22,500
- Work with students on creative technologies - Capture local cultural events/activities	
Course Materials	$20,000
- Classroom set of cameras & peripherals - Studio Lighting & Audio Equipment	
Total	**$65,000**

Deliverable 7: Distance Delivery Best Practices	
Development	$10,000
- Easy to use documentation designed & developed - Made available in easy-to-use format for all NSBSD staff	
Total	**$10,000**

Deliverable 8: Professional Development Delivery	
Distance Delivery Best Practices	$7,500
- Estimated 3 days of face-to-face trainings - May be modified for distance delivery if requested	
New Course Overviews (5 days)	$10,500
- Estimated 5 days of face-to-face trainings - May be modified for distance delivery if requested	
Total	**$18,000**

Deliverable 9: Web Application	
Development	$265,000
- Design & Development with NSBSD Staff - Overarching structure with each course and materials broken down into sections - Inclusion of created media & interactivity - Tiered access (if applicable) - Training and editor portal for updates	
Total	**$265,000**

Deliverable 10: Capture/Creation of Media Assets for Courses	
North Slope Science	$61,000
- Course Introduction Video - Unit Introduction Videos x 13 - Content Enhancement Videos x ~6-10	
North Slope History & Culture	$65,000
- Course Introduction Video - Unit Introduction Videos x 14 - Content Enhancement Videos x ~6-10	
North Slope Government	$58,000
- Course Introduction Video - Unit Introduction Videos x 12 - Content Enhancement Videos x ~6-10	
Inupiaq Grammar	$75,000
- Course Introduction Video - Unit Introduction Videos - Content Enhancement Videos	
Conversational Inupiaq	$75,000
- Course Introduction Video - Unit Introduction Videos - Content Enhancement Videos	
Total	**$334,000**

Summary	
Deliverables 1-5	$318,000
Deliverable 6	$65,000
Deliverable 7	$10,000
Deliverable 8	$18,000
Deliverable 9	$265,000
Deliverable 10	$334,000
Course Stipend Allocation ($10,000 x 5)	$50,000
TOTAL	**$1,060,000**