



## Proposal for Craig City School District for Communications Support Services

**Challenge:** Improve internal communications with faculty and staff satisfaction and retention as a core goal.

**Proposal:** Please find below a broad proposal with flexible options for at minimum research and development of recommendations, with options for additional support in implementation, which can be selected and customized based on findings and district need.

**Part 1:** Develop and disseminate internal communications survey to faculty and staff. Conduct interviews in-person or via Zoom with both leadership and a selection of faculty and staff to elaborate on survey results. Process findings and develop explicit recommendations for internal communications.

Equivalent 3 days at \$661.25/day: \$1,983.75

**Part 2:** Support district leadership in implementing recommendations, including one-on-one or small group coaching, workshops, communications support.

**One-on-one or small group coaching:** One-on-one or in small groups, read and discuss recommendations and develop skills and strategies to implement recommendations — examples of coaching include hands-on learning with new or existing tools, effective listening practices or managing tone when communicating.

Equivalent 1 day prep at \$661.25/day + X days coaching at \$661.25/day: \$1322.50+

**Workshops or webinars:** Training for larger groups on effective interpersonal communication, available online and on-demand. Topics may include effective listening practices, effective verbal and written communication and managing body language.

Equivalent 1-2 day prep at \$661.25/day + X days training: \$1322.50+

**Communications support:** This could include developing internal communications like regular



reports, newsletters, surveys, etc.

Equivalent 1 day at \$661.25/day: \$661.25+

**Travel:** If preference for in-person interviews or training, travel and lodging would be the responsibility of the district.

**Additional Costs:** Need for presentation supplies or specific tools could arise and would be enumerated in the recommendations generated in Part 1.

**Prepared by:** This quote was prepared by Communications Director Melissa Griffiths  
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**Prepared for:** Trish Conatser, Craig City School Board

***About SERRC - Alaska's Educational Resource Center:*** Formed in 1976, SERRC is Alaska's premier non-profit educational service agency, supporting learners, educators, and districts throughout the state by providing quality educational programs that complement the unique strengths and respond to the diverse needs of Alaska's communities.

From: **Tanya Iden** <[Tanya@agnewbeck.com](mailto:Tanya@agnewbeck.com)>  
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Hi Trish,

Thank you for reaching out to Agnew::Beck for a quote. Here is an estimate of what something like this would take.

|   |         |
|---|---------|
| Task 1. Project Management + Kick-Off Meeting                               | \$ 800  |
| Task 2. Design and Conduct Staff Survey                                     | \$4,500 |
| Task 3. Facilitate In-Person* Meeting to review survey findings and discuss | \$3,200 |
| <i>*travel costs from Anchorage not included</i>                            |         |
| TOTAL   | \$8,500 |

Best,

Tanya

**Tanya Iden**  
Principal | Owner, Agnew:: Beck Consulting

907.222.5424 Office | [tanya@agnewbeck.com](mailto:tanya@agnewbeck.com) | [www.agnewbeck.com](http://www.agnewbeck.com) | Engage. Plan. Implement.  
**Dena'inaq e'nen'aq' gheshtnu ch'q'u yeshdu. (Dena'ina)** *I live and work on the land of the Dena'ina. (English)*  
Translation by J. Isaak and S. Shaginoff-Stuart

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