



Website Refresh

Gurnee School District 56

12.4.2025



01 | The CESO Communications Story •

CESO Communications is committed to “rethinking possible” in all we do. Our team includes school communication professionals from across the country who have a combined experience of more than 300 years, and all of our senior strategists have earned the Accredited in Public Relations (APR) designation. We understand the issues faced by schools and districts, and we have the experience to solve any issue. We combine our school expertise with a creative team of talented designers, marketers and strategists to create and deliver powerful solutions that solve problems and lead to impactful results.

We are colleagues with our clients, showing up for them with our sleeves rolled up, ready to think, work and act in their best interest. We tap our team’s creativity, expertise and experience as we partner with our clients, knowing that expertly implemented action founded in strategy can have a transformational impact.

02 | Scope of Work & Cost •

CESO Communications is proposing to expand our partnership with Gurnee School District 56 to include refreshing the district and school websites. The scope of work could include the following:

Website Refresh

- Review website analytics and website-related feedback from the Communication Effectiveness Assessment we conducted for D56 to determine priorities for refresh
- Design and implement a new navigation system to enhance usability
- Update site design to align with D56’s brand and communications goals
- Refresh content to ensure it is up-to-date and meets D56’s communication goals, helping district leaders organize and implement the review process
- Optimize pages for mobile viewing
- Review all pages to help with quality assurance and link testing
- Develop templates for future district use
- Help identify and troubleshoot any technical issues with Apptegy
- Develop a training plan and guide for D56 staff
- Conduct staff trainings for D56 content editors

The cost below is based on a block of 100 hours to complete the work. If the district needs and requests more hours, we will initiate another contract or seek written approval from the district to continue the work.

TOTAL COST - \$16,000



03 | Summary •

The CESO Communications team is excited at the possibility of working with D56 and assisting your district with refreshing your website. We are happy to discuss the details of the proposal and make any necessary adjustments. Let me know if you have any questions or need additional information. We look forward to hearing from you.

Submitted by:

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