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Dear President Coleman and Members of the Board of Education:

Please accept this proposal for strategic planning services. The Michigan Association of School Boards (MASB) would consider it an honor to assist the Saginaw Public Schools Board of Education in the development of your next strategic plan.

More and more board members are asked to solve complex district problems, cut budgets and elevate teaching and learning; all with shrinking funds. Often times, the best decision is the most difficult one and having a strategic plan by which to guide you can make all the difference.

The key to MASB's success is paramount: we're committed to serving boards of education. Why should this matter to you?

MASB's commitment to serving boards of education, and by extension communities, means that we won't stop working until Saginaw Public Schools has a strategic plan to guide the District through the next 3-5 years.

MASB is familiar with the unique needs of Saginaw Public Schools and will work closely with the Board to customize a process that engages all stakeholders.

MASB's facilitators have extensive experience in strategic planning; specifically with public school districts. This translates to a process designed to address the many lessons learned over the years regarding areas like: retreat team composition, stakeholder outreach, and implementation obstacles.

Like your district, MASB is dedicated to continuous improvement and has added an implementation component to its planning process to better serve the changing needs of districts.

We hope to have the opportunity to work with you and the Saginaw Public Schools community to develop a plan that ultimately prepares your students for their future. Please know that when you hire MASB, you hire an entire association of professional staff. Don't hesitate to contact me should you require additional information prior to making this important decision.

Most sincerely,

Debbie Stair, Assistant Director of Leadership Development
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