



**TO:** Roger Breed, Ed.D.  
Commissioner of Education

**FROM:** Donlynn Rice, Administrator Curriculum , Instruction , and Innovation  
Rich Katt, Director, Nebraska Career and Technical Education

**SUBJECT:** Continuation contract with David & Associates

**Proposed Board Action:**

Grant the Commissioner the authority for a continuation contract with David and Associates to provide communication strategy services to Nebraska Career Education.

**Background Information:**

Nebraska has served as a national model for communicating career education information. Eight years ago, resources and tools were created to support Nebraska educators in developing students’ understanding of the importance of college and careers. This contract will build upon the latest initiatives and information to update, enhance and validate the resources needed to increase student achievement, college going rate and program quality improvement.

This contract includes the development of a strategic communication plan for Nebraska Career Education through collaboration with Nebraska Department of Education and key stakeholders. The contract also provides resources for the development of materials to implement strategies identified in the plan.

This contract also helps to satisfy the requirement of Section 118 of the Carl D. Perkins Career and Technical Education Act of 2006 which requires states to develop and share resources for career exploration and planning.

**Estimated Cost:**

The contract is for not more than \$48,000 paid for with Federal Carl D. Perkins Career and Technical Education funds.

**Supporting Documentation Included:**

**For Additional Information on this item:**

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