



TO: Matthew L. Blomstedt, Ph.D.
Commissioner of Education

FROM: Dean Folkers

SUBJECT: Contract with Snitily Carr

Proposed Board Action:

Grant the Commissioner the authority to contract with Snitily Carr for strategic communications work associated with the Statewide Longitudinal Data System (SLDS) grant and P-20 Governance Council efforts.

Background Information:

The SLDS grant work and the efforts of the P-20 Governance Council provide an opportunity to ensure strategic communications are provided to the general public, policy makers, and others about the resources and data collected. As a means to provide transparency and awareness of the work and the reports of data available, a strategic communications effort, aligned to the goals of the State Board and the department, is the target work of the contract. A core part of the process is to establish the planning and scope of the work with P20 partners (University of Nebraska, Nebraska State Colleges, Nebraska Community Colleges, and the Department of Education). The defined scope of the contract from this group will ultimately define the the contract deliverables and price based on the range and options provided.

Estimated Cost:

The contract range is from \$33,300 - \$44,000, but would not exceed 44,000.

Supporting Documentation Included:

None

For Additional Information on this item:

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