



EMPOWERING CREATIVE MINDS LLC PROPOSAL FOR SERVICES –YONKERS CITY SCHOOL DISTRICT (YCSD) PROPOSAL 1 – MONTHLY NEWSLETTER FOR THE YONKERS TRLE SERVICE CENTER (YTSC) UPDATED APRIL 26, 2021

OVERVIEW

Empowering Creative Minds LLC is pleased to submit this proposal for services to design and publish a monthly newsletter for the Yonkers TRLE Service Center (YTSC), within the grant funding period. The newsletter is one of several project activities associated with the Teaching in Remote/Hybrid Learning Environments (TRLE) grant, also known as the Rethink K12 Education Models Project for the City of Yonkers, to support schools and school communities in addressing the challenges associated with the changing educational environment in response to the pandemic.

The six focus areas of the grant include:

- Shifting Schools to the Blended/Remote Instructional Model
- Supporting Students with Disabilities
- Supporting English Language Learners and Multilingual Learners
- Developing and Supporting Culturally Responsive Education (CRE)
- Developing and Supporting Social Emotional Learning (SEL)
- Working with Families

The Objective

Empowering Creative Minds LLC will design and publish a newsletter for the Yonkers TRLE Service Center (YTSC) aligned to the objectives specified in the grant related to the newsletter:

- Objective 1: Compile, develop and disseminate professional learning resources in specified areas including supports for SWD and MLL/ELL students as these students tackle learning through a remote learning environment as well as provide SEL supports and opportunities for teachers, families, and students during this time
- Objective 2: Collaborate with unions, charter and non-public schools, and parents.

The Opportunity

The three-year TRLE grant was awarded to Yonkers City School District (YCSD) to rapidly distribute resources targeting professional development for teachers city-wide to support the



necessary transition to a blended/remote instructional model for all students and families for year one. The grant also established the YCSD as a designated information center (level 1) responsible for sharing these resources and other information through the [Yonkers Public Schools Rethink K-12 website](#) and the *ReTHINK* newsletter. Empowering Creative Minds LLC's goals associated with this proposal focus on the newsletter and consist of the following:

- Goal #1: Design the newsletter template according to format required for publication
- Goal #2: Write the content for four issues of the newsletter (English and Spanish)
- Goal #3: Create a survey to obtain feedback and analyze results

OUR PROPOSAL

Empowering Creative Minds LLC is a professional educational consulting firm serving primary and secondary schools in New York, Connecticut and beyond. We provide instructional coaching and professional development for educators to meet the ever-changing needs of the 21st Century learners. Our coaching programs fuse pedagogy with instructional strategies that meet the demands of the real world and support student-focused achievement. Our programs include a variety of topics:

- Curriculum Development
- Strategic Planning
- Data-Driven Instruction
- Inquiry-Based Learning
- Student Engagement
- Professional Learning Communities

In addition to 15 years of experience in teaching World Languages, its founder, Dr. D'Ugo, held a variety of leadership roles and responsibilities at Roosevelt High School – Early College Studies (RHS-ECS) prior to her retirement including:

- Created Community Outreach Program for parents and families consisting of monthly informational sessions conducted at different times of the day (based upon parental feedback)
- Established Student Ambassador Program to market school's programs
- Smart Scholars Program Coordinator
- Facilitator of district-wide World Language professional learning sessions for four years
- Co-coordinated the roll-out of the *Keeping Learning On Track* (KLT) multi-year formative assessment curriculum to staff after school and during grade level team
- Co-facilitated monthly KLT Teacher Learning Community meetings
- Member of the district's Seal of Biliteracy Committee
- Member of Data Team, Shared Decision-Making Committee, and Professional Development Team



- Editor of the school’s monthly newsletter, *Sharkbytes*
- “2019 -2020 Secondary School Teacher of the Year” for Yonkers Public Schools

These roles have provided Dr. D’Ugo with a knowledge base and perspective associated with the six focus areas of the grant to develop articles for the newsletter.

Rationale

On July 29, 2020, former U.S. Secretary of Education Betsy DeVos announced that more than \$180 million in new grant funding was awarded to 11 states to initiate “rethinking” education to better serve the needs of students during the COVID-19 pandemic. The Rethink K-12 Education Models Grant sustains states’ efforts to create new and innovative ways for students to remain engaged in learning. New York State was awarded three ReThink K-12 Education Models Grants. The Yonkers City School District was one of the cities selected as an awardee.

As one of the project activities, the newsletter will play an important role in disseminating information to the YCSD community related to upcoming professional development sessions, webinars, programs, and events; and in highlighting accomplishments of students, teachers, families, and community members aligned to the six focus areas.

Execution Strategy

Our execution strategy incorporates proven pedagogy, extremely qualified personnel, and a highly responsive approach to managing deliverables. A description of our project methods, including how the project will be developed and a proposed timeline of events is presented in the ensuing sections.

Project Approach

The project will be managed by Dr. Ida M. D’Ugo, founder of Empowering Creative Minds LLC. Outlined below are a series of steps associated with the project approach:

1. As per a conversation held on March 25, 2021 with Dawn Bartz, Executive Director, Social Studies, Science, Instructional Technology and Distance Learning and Tanya Long, Grant Writer, Grants Development and Arts Education and a follow-up conversation on April 26, 2021 with Dawn Bartz; the present project proposal was created based upon details provided.
2. Ms. Bartz will review the updated proposal and provide feedback to Empowering Creative Minds LLC.
3. Once approved, the resolution documents will be created and submitted for review and approval by the Board of Education. After these have been approved, Dr. D’Ugo will commence the design of the *ReTHINK* newsletter according to the timeline.
4. Ms. Bartz will receive weekly updates via phone (or video conference), or e-mail as specified by Ms. Bartz.



- Empowering Creative Minds LLC will create a short survey using a Likert scale to obtain feedback to evaluate the quality of the newsletter. The survey will be accessible through a link provided in the newsletter.

Project Deliverables

The following is a complete list of project deliverables:

Deliverable	Description
Deliverable #1	Newsletter template according to format required for publication
Deliverable #2	Four issues of the Newsletter - English
Deliverable #3	Four issues of the Newsletter - Spanish
Deliverable #4	Feedback survey

Timeline for Execution

Key project dates will be determined by the contractual period. Dates are subject to change until a contract is executed.

Description	Start Date	End Date	Duration
Project Start	TBD*		
Planning Sessions	TBD*	TBD*	2.8333 hours
Phase 1 Complete		TBD*	2.8333 hours (1 day)
Four Issues of Newsletter – English	TBD*	TBD*	14 hours
Four Issues of Newsletter – Spanish	TBD*	TBD*	14 hours
Phase 2 Complete		TBD*	28 hours (8 days)
Feedback Survey and Analysis	TBD*	TBD*	2.5 hours
Phase 6 Complete		TBD*	2.5 hours (1 day)
Project End		TBD*	33.3333 hours – 10 days

*Dates will be determined by contractual period.



EXPECTED RESULTS

Empowering Creative Minds LLC’s proposal for YTSC provides the development of procedures and protocols as well as the necessary content to publish a monthly newsletter that communicates information to the YCSD community.

PRICING

The following table details the pricing for delivery of the services outlined in this proposal. This pricing is valid for 30 days from the date of this proposal:

Services Cost Category #1	Price
Planning for Newsletter	\$ 425.00
Total Services Category #1 Costs	\$ 425.00
Service Cost Category #2	
Newsletter – English	\$2,100.00
Newsletter – Spanish	\$2,100.00
Total Services Category #2 Costs	\$4,200.00
Services Category #3	
Feedback Survey and Analysis	\$ 375.00
Total Services Category #3 Costs	\$ 375.00
Total	\$5,000.00

Disclaimer: The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed before a contract is executed.

QUALIFICATIONS

Empowering Creative Minds LLC provides high quality products and service based upon the following:



- 15 years' experience of its founder as a World Language teacher
- 4 years' experience of its founder as a facilitator of professional learning sessions for World Language teachers on a variety of topics related to language acquisition
- 4+ years' experience of its founder as co-facilitator of *Keep Learning on Track (KLT)* and co-facilitator of *KLT* Professional Learning Community
- Member of the Data Team, Shared Decision-Making Committee, and Professional Learning Team
- Member of the district's Seal of Biliteracy Committee
- Recognition of its founder as the "2019 -2020 Secondary School Teacher of the Year" for Yonkers Public Schools
- 100% dedication to successful completion of project

CONCLUSION

Empowering Creative Minds LLC looks forward to working with YTSC and assisting you in your efforts to disseminate information with the YCSD community through the *ReTHINK* newsletter. The newsletter will support schools and school communities in addressing the challenges associated with the changing educational environment in response to the pandemic.

Empowering Creative Minds LLC is confident that we can meet the challenges ahead and are ready to partner with you in delivering the *ReTHINK* newsletter.

If you have any questions related to this proposal, please contact Dr. D'Ugo at your convenience by email at info@ecminds.org, or by phone at 914,263.5402 or 914.512.8971. She will be in touch with you this week to schedule a follow-up discussion of the proposal.

Thank you for your consideration.

Ida M. D'Ugo, Ed.D.
Founder