



# **Response to Request for Proposal**

## **Professional Development & Instructional Support for The Laurel School District**

**Due Date: March 23, 2025**

**Prepared by:**

**AEW Educational Enterprises (AEWEE)**  
4530 W. Sophie Lane, Laveen, AZ 85339  
EIN: 99-3834347  
DUNS: 10-121-7752

**Point of Contact:**

Dr. Ann Williamson  
Phone: 480-330-1933  
Email: [drann@aeweducationalenterprises.com](mailto:drann@aeweducationalenterprises.com)  
Website: [www.aeweducationalenterprises.com](http://www.aeweducationalenterprises.com)

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*This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used, or disclosed in whole or part for any purpose other than to evaluate this proposal. If, however, a contract is awarded to this offeror as a result of – or in connection with – the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent necessary for execution.*

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Dear Selection Committee,

It is with great enthusiasm that we present this proposal for comprehensive professional development and instructional support for The Laurel School District. Our team's strategic, data-informed, and wellness-centered approach addresses the real and urgent needs currently experienced by the district.

While The Laurel School District has demonstrated remarkable progress in recent years—most notably Laurel Magnet School of the Arts earning an A rating and Laurel High School advancing from a C to a B—it still faces persistent challenges. These include inconsistent academic performance across schools, gaps in teacher engagement, resource allocation limitations, and an uneven focus across extracurricular programs.

At AEWEE, we believe your strengths and accomplishments deserve reinforcement through aligned, research-based professional development and coaching. This proposal outlines a sustainable model of instructional and leadership support tailored to Laurel's current context.

### **What Makes AEWEE Different?**

**Differentiator 1: Wellness-Driven Professional Development** AEWEE takes a holistic approach to teacher and leader development by integrating instructional best practices with educator well-being strategies. By focusing on reducing burnout, increasing retention, and fostering resilience, we ensure that professional development is sustainable and impactful.

**Differentiator 2: Research-Based, Data-Driven Instructional Coaching** Our coaching framework is informed by cognitive coaching, SEL, and trauma-informed practices. We guide educators to translate data into actionable insights, boosting engagement and elevating instructional quality.

**Differentiator 3: Customized Implementation & Ongoing Support** AEWEE offers tiered professional development packages that go beyond one-time workshops, providing ongoing support that integrates into daily practice and drives long-term change.

AEWEE is committed to helping The Laurel School District achieve its instructional and leadership goals. Please contact Dr. Ann Williamson at [Insert Email Address] with any questions.

Respectfully, Dr. Ann Williamson, CEO AEW Educational Enterprises (AEWEE) Email: [drann@aeducationalenterprises.com](mailto:drann@aeducationalenterprises.com) | Phone: 480-330-1933

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## Introduction / Situational Analysis / Background Information

The Laurel School District is making steady academic strides, including standout performance at Laurel Magnet School of the Arts and significant gains at Laurel High School. However, the district still contends with critical areas in need of targeted support:

- Academic gaps remain in subjects such as reading, math, and science at Laurel Middle School.
- Teacher engagement has been noted as inconsistent by parents and students.
- There are inequities in support between extracurricular programs.
- The district has experienced facility damage (e.g., tornado-affected Parent Center), limiting family engagement.
- Educator burnout and retention continue to be pressing issues.

AEWEE proposes a comprehensive and sustainable professional development model that:

- ✓ Integrates instructional excellence with educator wellness
  - ✓ Includes long-term coaching and implementation support
  - ✓ Utilizes data-informed strategies for improving student outcomes
  - ✓ Elevates school climate and family engagement
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## Goals and Objectives

- Strengthen teacher effectiveness in core academic areas through job-embedded professional learning that includes modeling, co-teaching, and reflective feedback.
  - Equip administrators with data analytics training, trauma-informed leadership strategies, and tools for coaching educators toward instructional excellence.
  - Increase student academic outcomes by implementing high-impact, evidence-based instructional strategies tailored to the needs of Laurel's diverse student population.
  - Enhance educator well-being by embedding mindfulness practices, wellness coaching, and workload management training to prevent burnout and improve job satisfaction.
  - Build a school culture rooted in inclusivity and cultural responsiveness to promote community trust, increase parent involvement, and elevate student belonging and achievement.
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## Value and Impact

- **Accelerated Student Achievement:** Tailored instructional strategies will directly address academic gaps in math, ELA, and science, particularly at underperforming schools like Laurel Middle. Benchmark and state assessment scores will be used to track gains.

- **Sustainable Teacher Retention:** Research-based wellness and support systems will reduce teacher turnover by promoting balance, purpose, and fulfillment in the classroom.
- **Empowered School Leaders:** Principals and instructional leaders will receive the tools, frameworks, and coaching necessary to create data-informed action plans, improve teacher capacity, and increase campus-wide accountability.
- **Resilient School Climate:** With consistent trauma-informed strategies and SEL integration, schools will cultivate a supportive environment that improves behavior, attendance, and engagement.
- **Enhanced Family and Community Partnerships:** With facility challenges such as the Parent Center closure, targeted family engagement strategies will help maintain strong ties between home and school, even in times of disruption.

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## Methodology & Training Packages

AEWEE provides a tiered PD framework combining workshops, coaching, and real-time implementation support.

### Package Options

Options	Description	Pricing
<b>Option 1: Essential Support</b>	1 full-day PD workshop + 30-day virtual coaching	\$6,500
<b>Option 2: Comprehensive Growth</b>	3 full-day PD workshops + 3-month coaching support	\$20,000
<b>Option 3: Transformational Partnership</b>	6 full-day PD workshops + yearlong coaching & leadership training	\$50,000

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## Evaluation Methods

AEWEE employs a rigorous, multi-tiered evaluation model that ensures continuous improvement and measurable success:

- **Pre- and Post-Training Surveys:** Capture shifts in educator confidence, content mastery, and instructional strategy implementation.
  - **Instructional Observations:** Conducted using research-based rubrics to evaluate the fidelity of instructional practices and identify coaching priorities.
  - **Coaching Logs & Feedback Cycles:** Document real-time instructional changes, teacher reflections, and next steps for personalized development.
  - **Student Assessment Data:** Analyze benchmark, formative, and summative assessment trends to correlate instructional impact with student learning outcomes.
  - **Quarterly Impact Reports:** Provide the district with data dashboards and narrative summaries, highlighting progress, outcomes, and strategic recommendations for continuous growth.
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## Contract Accountabilities

### AEWEE Accountabilities

- Deliver **customized professional development** sessions.
- Provide **instructional coaching** and **leadership training**.
- Offer **wellness-based educator support** to enhance teacher retention.

### School District Accountabilities

- Provide **scheduling and logistical support** for training sessions.
- Ensure **teacher participation and follow-up coaching**.
- Share **student performance data** for evaluation purposes.

### Joint Accountabilities

- Maintain **open communication** to ensure successful implementation.
- Address **any needed modifications** to training schedules within 24 hours.
- Evaluate **the program's effectiveness** and adjust strategies as needed.

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The future of Laurel School District is brimming with promise—and the key to unlocking that potential lies in investing in people. By equipping educators with the tools to thrive, supporting leaders to inspire, and empowering communities to engage, we create a ripple effect that drives long-term, systemic success. AEWEE doesn't just deliver professional development—we build momentum, inspire innovation, and cultivate environments where every learner and educator can flourish.

To take the next step, contact Dr. Ann Williamson at [drann@aeducationalenterprises.com](mailto:drann@aeducationalenterprises.com) or 480-330-1933 to discuss how we can tailor this partnership for your district's immediate and long-term success.

## Terms and Conditions

### Fees, Reimbursements, and Cancellation Policy

- **Payment Terms:** 50% upon acceptance of this proposal, and 50% within **60 days after commencement of services**.
- **Full Payment Discount:** Organizations that pay in full upfront receive a **10% discount**.
- **Rescheduling Policy:** If necessary, training can be rescheduled **without penalty, as long as the original payment schedule remains in place**.
- **Satisfaction Guarantee:** If AEWEE does not meet the stated objectives and cannot correct shortcomings after notification, a **full refund** will be issued.

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## Acceptance

By signing below, The Laurel School District agrees to move forward with AEWEE's professional development services.

**Authorized Representative Signature:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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