

The Mohawk Trail School System

Mohawk Trail Regional School District | Hawlemont Regional School District

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The Mohawk Trail Regional School District is requesting proposals from Public Relations/Communication Consultants to supply public relation and communication consultant services to the school district. It is anticipated that services will commence after Bid approval award on August 8, 2022. The scope of work will include:

Strategic Communications

- Effective Communication of Strategic Plan Initiatives
- Trailblazer
- Literacy Initiative
- Diversity, Equity, Inclusion and Anti-racism Strategic Building Relationships
- Brand Building
- Unify District Schools' Messaging
- Social Media and Website Redesign
- Focused Communication For Critical School Choice Decision Years (Grades 4-8)
- Crisis Communications
- Unify District Communication Plan For Crisis Response

Professional Development For District Leadership Team

- Effective and Targeted Public Presentations
- Strategic Communications for 21st Century Leaders Training for District Leadership Team
- Understanding the Community
- Responding to Negativity

Vendors are asked to break out the cost of consultant services and the cost for professional development offerings

A Great Place to Learn and Grow

The Mohawk Trail Regional School District is committed to maintaining and promoting an educational environment free from all forms of discrimination, including harassment. The civil rights of all school community members are guaranteed by law, and the protection of those rights is of utmost importance and priority to the District. Discrimination, including harassment, on the basis of race, color, religion, national origin, ethnicity, genetic information or testing, sex, sexual orientation, gender identity, age, pregnancy, pregnancy related condition, homelessness or disability (hereinafter "membership in a protected class") will not be tolerated.