

## **Relay Professional Education & DeKalb County Public Schools**

May 9, 2025

Mr. Derrick Hardy, Area Superintendent  
DeKalb County Public Schools  
1701 Mountain Industrial Blvd  
Stone Mtn, GA 30083-1027

Re: Proposal for Relay Customized Coaching and Training

Dear Mr. Hardy,

Thank you for considering our proposal to support DeKalb County Public Schools through our Customized Coaching and Training program. Crafted with our shared goals in mind, our proposal aims to outline:

- Four days of summer training in the core Leverage Leadership Practices
- An approach to hybrid (site based and virtual) customized coaching and for high priority schools
- An approach to engage all leaders in your network in instructional rounds for the purpose of norming and practice
- Provide you with strategic thought partnership and implementation support
- Work within your budgetary parameters of ~\$200k.

On the following pages, please find a comprehensive proposal. We offer this as a working draft and welcome feedback in order to chart a path forward that will be impactful, affordable, and feasible for all. I look forward to discussing when we meet.

Warm regards,

Dr. Ben Klompus  
Vice President of PE Partnerships

## Proposed Scope of Work

### **Customized Leader Coaching and Training**

Service	Description	What this entails	Fee
<b>Leader Professional Development (In Person) Summer 2025</b>	<p>Enhance your organization's leadership with Relay's practice-based professional development (PD). Create a customized scope of professional learning rooted in the proven principles of <i>Leverage Leadership</i> by Paul Bambrick-Santoyo. Led by expert faculty, our training is delivered locally and seamlessly integrated into your professional development calendar. Here is the leadership training you selected for your leaders:</p> <ul style="list-style-type: none"> <li>● <b>Leading Student Culture</b> <ul style="list-style-type: none"> <li>○ Exceptional school leaders succeed by aligning their time, actions, and strategies to build a thriving school culture. In this session, participants will explore how culture—what you see and do daily—forms the foundation for an equitable and impactful student experience. Participants will:           <ul style="list-style-type: none"> <li>■ Develop their own school values that support an equitable school culture.</li> <li>■ Design routines that align with their values and vision for school culture.</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Four, 8-hour days of of in-person professional learning</li> <li>● Up to 150 participants</li> <li>● Cost Includes digital course materials including one pagers and session hand-outs</li> <li>● Printing, operational support, AV, food and beverage, and/or venue, can be added for additional cost</li> </ul>	<p><i>\$100,000</i></p>

	<ul style="list-style-type: none"><li>■ Practice effectively rolling out one of these routines to their staff.</li><li>○ Through guided activities and hands-on practice, leaders will leave equipped to create systems that bring their values to life and foster a culture where equity thrives.</li><li>● <b>Leading Observation and Feedback</b><ul style="list-style-type: none"><li>○ Exceptional school leaders excel by strategically managing their time and actions to maximize impact. Among the most effective uses of a leader’s time—alongside data-informed instruction and shaping school culture—is observation and feedback. In this session, participants will:<ul style="list-style-type: none"><li>■ Learn to build coaching relationships founded on trust, openness, a shared growth mindset, and a commitment to equity.</li><li>■ Identify and craft high-leverage instructional and management action steps for teachers, grounded in the Great Behaviors Framework (GBF) and structured with clear "what" and "how" steps.</li><li>■ Design and practice a coaching</li></ul></li></ul></li></ul>		
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	<p>meeting using the “See It, Name It, Do It” framework to ensure actionable feedback and teacher skill mastery.</p> <ul style="list-style-type: none"> <li>○ This session equips participants with the tools to lead transformational coaching conversations that drive student and teacher success.</li> </ul> <ul style="list-style-type: none"> <li>● <b>Leading Weekly Data Meetings</b> <ul style="list-style-type: none"> <li>○ This full-day session focuses on preparing leaders to effectively lead Weekly Data Meetings (WDMs) to support teachers in analyzing data and student work to address learning gaps. Participants will:           <ul style="list-style-type: none"> <li>■ Engage in a deep analysis of student work to identify both procedural and conceptual gaps in student understanding.</li> <li>■ Plan a targeted reteach designed to address the identified gaps in learning.</li> </ul> </li> <li>○ Additionally, participants will practice facilitating a Weekly Data Meeting, where they will support teachers in unpacking a focus standard or task, analyzing student work to uncover gaps in conceptual understanding, and collaboratively planning and practicing a reteach to close those gaps. This session equips leaders</li> </ul> </li> </ul>		
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	<p>with the tools and strategies to lead impactful Weekly Data Meetings that drive teacher development and student achievement.</p> <ul style="list-style-type: none"> <li>● <b>Putting it Altogether: Strong Start Playbooks</b> <ul style="list-style-type: none"> <li>○ To launch the first 30 days of the school year, participants will begin with their goals for the year, identify their priorities for the first few weeks of school and then determine what to monitor for and how to do so. Using these key elements, they will build a playbook to guide their work for Week 1. Finally, they will be able to plan a practice clinic to close gaps in teacher skills as they emerge.</li> </ul> </li> </ul>		
<p><b>School-Based Coaching</b> <i>In-Person</i> <b>School Year 25-26</b></p>	<p>Dive into the heart of effective implementation with our research backed, school-based coaching—a dynamic approach that aligns theory with immediate, impactful action. The research is clear: the most effective leaders prioritize instructional leadership. School and systems leaders work alongside an expert Relay coach to ensure they are ready to “walk the walk” of impactful instructional leaders.</p> <p>Relay’s school-based coaching is highly adaptable; we tailor our approach to meet the needs and goals of your community.</p> <ul style="list-style-type: none"> <li>● <i>Job-Embedded, Side-by-Side Coaching:</i> Local leaders will be immersed in real-time action,</li> </ul>	<ul style="list-style-type: none"> <li>● Eight, 8-hour days onsite (<i>eg, (4) 2-day visits</i>)</li> <li>● 64 hours of virtual coaching for priority leaders and/or PLC</li> <li>● Serve up to four priority schools: each school receives quarterly, four-hour site visits</li> </ul>	<p><i>\$78,000</i></p>

	<p>fostering immediate improvements through school walks, feedback, action step creation, and collaborative strategic planning.</p> <ul style="list-style-type: none"> <li>● <i>Professional Learning Communities (PLCs):</i> Work with a Relay coach to build custom rounds of practice and feedback designed to build muscle memory around key instructional leadership practices. Embedded into a day of onsite coaching, these sessions can be up to three hours in length for up to 30 previously trained Relay leaders.</li> <li>● <i>Year-Long Commitment:</i> Sustainable change requires commitment. Our school-based coaching packages start with a year-long commitment, providing the continuity needed for transformative growth over time.</li> </ul>		
<p><b>Instructional Rounds</b></p> <p><b>School Year 25-26</b></p>	<p>A strong, normed culture of observation and feedback <i>and</i> practice is the lynchpin for systemic student achievement. This can be hard to build given the leaders' vast roles and competing priorities. Relay's Instructional Rounds support teams of leaders to prioritize the time and space to build a robust coaching culture by building collective skill around coaching, practice and progress monitoring.</p> <p>Instructional Rounds include:</p> <ul style="list-style-type: none"> <li>● <i>Campus Walkthroughs:</i> Alongside a Relay coach, teams of coaches walk schools, visit classes, and observe instructional meetings to simultaneously build coaching skill and set a shared vision of</li> </ul>	<ul style="list-style-type: none"> <li>● Two, 1-day school-based walkthroughs conducted concurrently at 2-4 priority schools across the district</li> <li>● Up to 15 participants per site</li> </ul>	<p>\$28,000</p>

	<p>excellence, the building blocks of district-wide success.</p> <ul style="list-style-type: none"> <li>● <i>Onsite Group Learning Experience:</i> The day culminates in up to three hours of professional learning focused on applying and practicing the learning from the campus walks and creating an action plan to support each participant's implementation moving forward.</li> </ul>		
<p><b>Executive Level Coaching</b></p> <p><b>School Year 25-26</b></p>	<p>Navigate the thorniest implementation hurdles with the support of Relay's executive level coaching, a service designed to empower the most senior instructional leaders in your system or cluster. Work alongside expert Relay faculty to architect solutions to address your community's most pressing needs.</p>	<ul style="list-style-type: none"> <li>● 12 hours</li> <li>● Virtual</li> </ul>	<p>\$4,400</p>
<b>Total</b>			<b>\$210,400</b>