

State Agency	The Office of Educational Quality & Accountability <ul style="list-style-type: none"> <u>SW0135</u>
Scope of Work	Strategic Communications Consulting & Support Ongoing strategic consulting Development of talking points and statements Communications support
Date Awarded	February 2024
Term of work	03/06/2024 - 6/30/2024
Fee Revenue*	\$2,358.50
Contract Amount**	\$2,358.50

**Fee Revenue is the amount paid to Saxum for services rendered. Saxum pays a 1% fee on all state work to OMES quarterly.*

***Contract Amount includes pass-through costs such as media buys, sponsorships, etc.*

MEANINGFUL & MEASURABLE IMPACT

- **Streamlined communication**
 - *Helped ensure the Legislature, press, teachers, the Commission on Educational Quality and Accountability and scholarship recipients knew changes being made to the National Board Certification program, why those changes were being made and that it did NOT mean a loss of support for the program overall*
- **Elevated agency visibility & media relations:**
 - *Helped communicate changes to the NBCT program to multiple audiences to ensure proactive communication to eliminate any miscommunication or misunderstanding about intent*

Questions or Comments: Please reach out directly to contracts@saxum.com with any questions.