

Proposal for Custom Training Series

TRAINING CURRICULUM - Fragge Leng Renad. Trimedia x Media Resource Langue MRGI For: Kentucky Educational Descriquent Secure et 1012

Jim and Tammy,

Thank you for your interest in working with Educator's Media Resource Group (EMRG). We're pleased to present this proposal for your review.

At EMRG, we help clients use customized video for training and professional development that is interactive and realistic. We bring your organization, mission, people (and most importantly- educational training) to life through extensive research by subject-matter experts, content creation & script writing, production management, filming, editing, and everything in between. EMRG, with our commitment to cinematic storytelling and evidence-based content, is the educational resource company for the job. We provide engaging and thought-provoking content, packaged within a framework of evidence-based instruction.

We've created a scope of work, which includes our processes and pricing for writing, producing, filming, and editing six (6) video series on issues related to Equity, Restorative Practices, Mental Health, Family Engagement and the Counselor's role in SEL. All content will be based on research-based practices and will include definitions, descriptions, rationale, and modeling of key processes and concepts. Each of the six series will comprise three (3) 10-minute videos (totalling approx. 3 hours of video content across all series), along with associated training materials for trainees and participants per video.

We appreciate the opportunity to work with you. Don't hesitate to reach out via phone call or email if you have any questions.

Sincerely,

Erin Roark

Chief Operating Officer Educator's Media Resource Group

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Section I: Introduction

Educator's Media Resource Group (EMRG) is based in Louisville, Kentucky, but has worked with multiple school districts across the country to assist with planning, training, and evaluating Positive Behavioral Interventions and Supports (PBIS).

At EMRG, we are on a mission to help school districts improve student success rates, manage student misbehavior, and strengthen school community & culture. We combine research, content creation, and filmmaking, to provide a variety of tailored services. Our training services provide a comprehensive & versatile approach to identify areas of improvement, implement PBIS into action, and measure the results.

WHY EMRG

+1. Content Creation & Full Video Production Services

EMRG is a unique organization. We develop video-based training curriculum for Departments of Education and school districts around the country. We specialize in integrating behavioral research, content creation, and full video production services. Our end products (training videos and complimentary materials for trainers & educational participants) are rooted in evidence-based practices, have the same tone and voice for consistency, and have a modern and professional look. Together – these qualities make training more impactful and effective, and support informational retention for years to come.

+2. Behavioral Research Experts & PHDs

Our content creation team is led by behavioral researchers (Dr. Terry Scott and Ms. Meghan Martin), who have extensive experience in developing training curriculum for Departments of Education and school districts around the country. In collaboration with KEDC and KDE, EMRG handles all content creation and research. In addition, we will submit all materials for approval and feedback, lessening KDE's responsibilities and workload. EMRG researcher, Dr. Terry Scott, was a part of a team that developed PBIS and has more than 30 years experience in developing school-based training content. His Book, *Teaching Behavior*, is used in teacher training programs across the US and around the world and his research in these areas has been widely published. For more information about our behavioral researchers / content creators – please view their bios in this proposal below.



+ 3. Intellectual Property (IP) Ownership & Archiving

KDE will own the Intellectual Property (IP) of all training videos and associated materials for trainers and materials. After delivery, EMRG will house and archive all footage, edited pieces, video graphics / assets, and training materials that will result from this project. Should KDE need to reuse or edit any of these materials in the future, EMRG can repurpose these materials and a new scope of work will be issued.

+4. Micro-Credentialing

EMRG will edit and prepare the videos for micro-credentialing at the University of Louisville. All training videos and associated materials that result from this contract will be edited and shared with KEDC and KDE to all for CIBRS state-wide continual micro-credentialing.

RESUMES

Our team has extensive experience in content creation, research, and filmmaking. Our different business backgrounds allow us to offer a holistic approach for any kind of project that you won't find anywhere else. You will find our biographies listed below.

Terry Scott is a Professor and Distinguished University Scholar in the College of Education and Human Development at the University of Louisville and is Director of the Center for Instructional and Behavioral Research in Schools (CIBRS). Having received his Ph.D. in Special Education at the University of Oregon in 1994 (with an emphasis on emotional and behaviors) he has previously been a faculty member at the Universities of Kentucky, Florida, and Oregon. He has over 100 publications, including five books on a variety of issues in the areas of behavioral disorders and behavioral support systems and has conducted over 1000 presentations and training activities throughout the U.S., Canada, Ireland, Australia, New Zealand, the Netherlands, Sweden, and Norway. Dr. Scott has successfully competed for more than \$25 million in external grant funding and was a 2-term editor of Beyond Behavior. In 2004 he received the Distinguished Early Career Award from the Research Division of the International Council for Exceptional Children and in 2012 he received the Outstanding National Leadership Award from the Council for Children with Behavior Disorders and was elected President of this organization in 2013. As a former counselor and teacher of students with seriously challenging behaviors, his research interests focus on school-wide prevention systems, the role of instructional variables in managing student behavior, functional behavior assessment/intervention, and scientific research in education.

Meghan Martin is an experienced consultant and trainer in areas related to MTSS, school-based mental health, and equity. She holds master's degrees in both school counseling and gifted education, holds a Rank 1 in educational psychology, is a nationally certified school counselor, and is currently completing a doctoral degree in school mental health. Having spent several years working through the Kentucky Academic and Behavior Response to Intervention (KY-ABRI) center at the University of Louisville, Meghan provided training and technical assistance to schools around the state. In addition, she has been a trainer for the Department of Criminal Justice and a consultant/trainer to the Safe Schools Marshall's Office and the Kentucky State Police where she developed and taught a resource office program. Her areas of expertise include MTSS, PBIS in juvenile justice facilities, facility wide positive behavior supports and interventions, the Virginia Threat Assessment, and intervention programs including Sources of Strength,



Mindful Schools, and Handle with Care. She has experience writing video content, scripting training content, and providing video-based training.

Archie Borders is a Producer and Director with over thirty years experience in filmmaking and production. As a partner of EMRG, Archie also provides production support, including locations, production management and coordination, and post-production supervision. Archie was the co-producer and director of "Catching A Killer," produced for the Colon Cancer Prevention Project. Archie's most recent project is as producer, writer-director of the feature film, *Pleased to Meet Me*," an adaptation from of the nationally syndicated radio program, "*This American Life*." Other clients include ABC Television, ESPN, Greater Louisville, Inc., Kentucky Hazardous Emergency Management, Waterfront Development Corporation, Presbyterian Church USA, Colon Cancer Prevention Project, Brain Injury Association of Kentucky, Kentucky Educational Television, Sundance Film Channel and Sundance Producer's Conference, The Learning House, The Fund for the Arts, Humana, Yum, KET, The Louisville Visual Art Association, Kentuckian Medical Center, Insight Cable, many others.

Mike Fitzer is a Director of Photography, Editor, Producer and Director with 25 years of experience. Recent projects include the film "Pleased to Meet Me" where Mike served as Producer and Director of Photography and "Prison State" produced for PBS Frontline in cooperation with WGBH, Boston and Mongoose Pictures of the UK. Other clients include A&E Television, Discovery Channel, History Channel, the Children's Hospital Foundation, Norton Children's Hospital, Norton Healthcare, Louisville Slugger Museum & Factory, Kyocera International, YUM! Brands, and more.

Erin Roark is a practicing attorney with twenty years experience serving as human resources, employment law and general business consultant. Erin has provided advice on business and employment legal issues, provided day-to-day human resources advice, managed sensitive and complex employment law issues, coordinated with and directed outside counsel and worked with senior leadership to develop business growth strategy. Erin joined EMRG to help provide legal and business guidance including business structure, equity structure, development and production financial offerings, production legal services, distribution delivery compliance, and artist development among other things. Erin also works side by side with Mike, Archie and Terry to provide all necessary production services to clients.

Kim Cox is a Chartered Financial Analyst (CFA), and at EMRG, she is a Partner & Chief Financial Officer (CFO). She has a B.A. in Finance from the University of Kentucky. Working in finance & investment firms for over 12 years, Kim is a number-cruncher and spreadsheet-master at heart. At EMRG, Kim has worked in client relations, budget planning & management, and account reconciliation. If it needs to be balanced, forecasted or itemized — Kim has you covered.



Section II: Scope of Work

PROPOSAL COMPARISONS - SIDE BY SIDE

DETAILS	ORIGINAL PROPOSAL (Jan. 2022)	NEW PROPOSAL (Apr. 2022)	
	KEY DELIVERABLES		
Number of Series	6 series	6 series	
Number of Videos per Series	4-5 videos / series	3 videos / series	
Length of Each Video	10-15 minutes / video	10 minutes / video	
Total Number of Videos	26 total videos	18 total videos	
Total Number of Finished Minutes	4.5-6.5 hours	3 hours	
Total Number of Associated Worksheets	26 training packets	18 training packets	
	FILMING DETAILS		
Content Expert Talent	Up to \$5,000 compensation and travel included for regional/national experts. 1 expert per series. EMRG team can travel to film expert at their place of work.	\$500 TOTAL allocated for local/state experts (including compensation and/or travel). 1 expert per series. Must film expert at our Louisville office.	
Number of Paid Moderator / Narrator Talent	Up to 12 moderators total	4 moderators total	
Type of Vignette Talent	Option to supplement teachers / students with paid actors, in addition to Kentucky teachers / students. Both sourced by KDE & EMRG.	No paid talent. Only Kentucky teachers / students. Sourced by KDE.	
Total Number of Vignettes	48-60 total vignettes	18 total vignettes	
Total Number of FG/Interviews	6 focus groups & 48 interviews total	3 focus groups & 24 interviews total	
	LOCATION DETAILS		
Number of Filming Days per Series	6-9 days / series	4 days / series	
Total Number of Filming Days	36-54 total filming days	24 total filming days	
Filming Locations for each series	Every video in each series would include vignettes/ focus groups /interviews <u>at multiple</u> Kentucky school districts / cities / regions – to appeal to the state-wide audience and show many environments, people, and places.	Every video in each series would include vignettes/ focus groups /interviews at one school district in the state. to minimize travel.	
Total Number of Filming Locations per Video	3 locations max	1 location max	



DELIVERABLES

This proposal includes the development of a training curriculum – including 6 micro-credentialed training video series, each series containing 3 video modules each averaging 10 minutes in length (totalling approximately 18 videos and 3 hours of video content, see below for more information). Each video will be micro-credentialed.

Each training series will consist of:

- 1 Introductory Video Module @ ~10-minutes in length: in these videos, a subject-matter expert will provide a discussion of the module topic, hitting upon key issues which we will dive into in following training videos. This can be a 'talking head' or interview style with Dr. Sweeney as the interviewer. We have allocated \$1,500 in the budget for each subject-matter expert (which includes compensation and/or travel).
- <u>2 Training Video Modules @ ~10 minutes in length:</u> these videos will provide deeper dives into the identified key issues. These will be structured with the following visuals:
 - Footage of a moderator introducing the series and walking viewers through the content
 - "Vignettes" (or reenacted scenes with real teachers/students) in authentic school settings to demonstrate content – to support key takeaways and content. Approximately 4-6 vignettes per series.
 - Focus Group & Interview footage providing more personal experience and insight into the video topics at hand.
 - Animation and graphics
 - o Prompts and questions to spur conversations during the training sessions.
- Associated Training Materials for trainers and participants supporting content and takeaways in each video module.

Here's a breakdown of the proposed 6 Training Video Series topics, and the modules that fall under each: Please note, the key points can be further discussed and modified as needed to ensure the video content meets KDE's needs.

1. Diversity, Equity, Inclusion, and Belonging

- Module 1: Defining Diversity, Equity, Inclusion, and Belonging
- Module 2: A Logical Rationale for Diversity, Equity, Inclusion, and Belonging
- Module 3: Evidence Supporting the Benefits of Diversity, Equity, Inclusion, and Belonging

2. Fostering Equity

- Module 1: Breaking Down Barriers to Equity
- Module 2: Proactive Strategies to Promote Diversity, Equity, Inclusion, and Belonging
- Module 3: Creating Schools that Promote Diversity, Equity, Inclusion, and Belonging

3. Restorative Practices

- Module 1: What are Restorative Practices and a Logic for Implementing
- Module 2: School-Wide Strategies for Restorative Practices
- Module 3: Individualized Strategies for Restorative Practices



4. Integrated Mental Health and Family/School Engagement

- Module 1: Considering Mental Health as Part of a Comprehensive School Program
- Module 2: The Importance of Actively Recruiting School-Parent Relationships
- Module 3: Strategies for Screening, Serving, and Progress Monitoring in the area of Mental Health

5. Social-Emotional Learning (SEL) and School Counseling, Part 1

- Module 1: What is Social Emotional Learning?
- Module 2: The School's Role in SEL (screening and identification)
- Module 3: The Counselor as a School-Wide SEL Coach

6. Social-Emotional Learning (SEL) and School Counseling, Part 2

- Module 1: Evidence-Based SEL Interventions
- Module 2: The Counselor's Role in Individual SEL Interventions
- Module 3: Progress Monitoring in SEL

TIMING

The training video series can be developed pursuant to the timeline preferred by KEDC and KDE. EMRG proposes the following timeline which can be altered at any time if desired.

June 2022	 Approve proposal and contract with KEDC/KDE (in consultation with EMRG and CIBRS)
July 2022	 Scripts for Module 1 videos are written and submitted to KDE for feedback, revision, and approval KDE approves scripts for module 1
August 2022	 KDE facilitates finding school locations for Module 1 video shoots Video is shot for Module 1
September 2022	• Draft of module 1 videos to KDE
October 2022	KDE DEIB leadership and Communications offices reviews module 1 and provides feedback for video revisions
November 2022	 Finalize module 1 revisions Final approval of Module 1 and posting to CIBRS for Micro-credentialing
December 2022	 Scripts for Modules 2 and 3 videos are written and submitted to KDE for feedback, revisions, and approval KDE approves scripts for modules 2-3



January and February 2023	 KDE facilitates finding school locations for Modules 2 and 3 video shoots Scripts for Modules 4, 5, and 6 are written and submitted to KDE for feedback, revisions, and approval
March 2023	 Video is shot for modules 2 and 3 Draft of Modules 2 and 3 to KDE for revisions and approval KDE approves scripts for modules 4-6 KDE DEIB leadership and Communications offices review modules 4-6 and provide feedback for video revisions
April 2023	 Finalize module 2 and 3 revisions Final approval of Modules 2 and 3 and posting to CIBRS for Micro-credentialing Video is shot for modules 4-6
May 2023	 Draft of modules 4-6 videos to KDE KDE DEIB leadership and Communications offices review modules 4-6 and provide feedback for video revisions and final approval
June and July 2023	Finalize module 4-6 revisions
August 2023	 Final approval of Modules 4-6 and posting to CIBRS for Micro-credentialing KDE DEIB leadership and Communications offices review modules 4-6 and provide feedback for video revisions and final approval
September 2023	Final approval of entire project

EACH MODULE WILL INCLUDE

- An introduction of the topic or posed scenario/problem with moderator
- Data/research information about the given topic or problem
- Focus group footage / interviews of participants talking about the topic, and personal stories/experiences that go along with the content
- Vignettes of staff/students/teachers
- B-roll footage cas supplemental visual elements
- Multi-question assessments upon the conclusion of each module
- Pauses for activities for the viewer (optional)



MODULE TEMPLATE

Here is an initial template for how each video will be structured and organized; please note, this template can be changed and edited once this project begins.

Narrator - Introduction to Module Topic

- What is the issue
- Problem and solution(s)

Narrator - Review of Big Ideas

- Bulleted list
- All with clear descriptions of appropriate actions

Focus Groups Clips and/or Relevant Personal Stories

Use clips from focus groups / interviews from Kentucky school staff/ teachers to contextualize the problem.

Vignettes of Problem

- Staff, teacher, and/or student to give example of right and/or wrong way to handle student misbehavior

Narrator Summary of Problem

- Discuss what happened and point out how this relates the big ideas presented earlier
- Provide discussion questions for groups that include prompts to stop video
- Describe possible solutions

Solution Clips

Shots of teachers handling in an appropriate manner

Narrator Summary of Key Points

"Remember..."

Quiz

- 3 multiple choice questions that present a problem and ask what the best response might be and/or what should be avoided - Each answer provides immediate feedback (e.g., "that's not the best answer because...")

Discussion Questions - Optional

If videos will be watched in a group setting, we could have prompts for groups to consider a question(s) and have a discussion.



Section III: Process

The production process outlined below is broken down into six (6) steps: Research Development, Content Customization, Pre-Production, Production, Post-Production, and Micro-Credentialing. *This process will be implemented for each series separately/individually, depending on timing.* Here, you will find more information on what production with EMRG looks like.

EMRG will handle all content and production processes including but not limited to:

- 1. Research | Content Customization | Micro-Credentialing
 - o Interviews
 - Focus group facilitation
 - Consultation with SME
 - o Collaboration between Dr. Terry Scott and Meghan Martin
 - Writing scripts, and revisions
 - Preparing videos for Micro Credentialing with CIBRS

2. Pre-Production

- Scheduling, shot lists, asset collection
- Legal and insurance coordination
- o Location management
- o Talent management

3. Production

- o Director, DP, Producers
- o Full-service production
- o Equipment, lighting, and gear

4. Post-Production

- Editing
- o VFX
- o Text graphic creation
- Color correction
- Sound mixing & music selections
- Finishing

RESEARCH | CONTENT CUSTOMIZATION | MICRO-CREDENTIALING

RESEARCH

Research and information gathering will begin immediately once this proposal is approved. This phase begins with a "Information Download Meeting." During this time, we will outline the goals for each video, walk through specific topics/posed scenarios, and identify solutions/strategies to each problem. We will also identify the national SME. Throughout this process, EMRG will meet with KDE to ensure recommended content fits the needs.

This phase will also involve creating interview questions for content-matter-experts, along with focus group questions and activities for participants – strategically developed to reveal important takeaways for video viewers. Once questions and activities are completed, we will conduct and film expert interviews and focus groups. EMRG will develop insights from both research avenues and use these insights to inform the video content for each training series.



CONTENT CUSTOMIZATION

Once research and information gathering is completed, we will move into the content customization process of this proposal. This phase will involve extensive consultation with our EMRG content creators (Dr. Terry Scott and Ms. Megan Martin), to ensure that the content is being developed in accordance with KDE's specific needs and desires. EMRG will develop custom content for each module based on this discussion including scripting moderator dialogue, all staff/student/teacher vignettes and problem scenarios, intermittent questions during each video, and associated quiz questions, training guides, and participant manuals.

MICRO-CREDENTIALING

Once videos are completed and approved by KDE, EMRG will distribute all videos to CIBRS (a program we have previous experience with as noted earlier) for continued state-wide micro-credentialing. Videos will be housed on the CIBRS website.

PRE-PRODUCTION

Pre-production includes coordinating all necessary production details and logistics (including talent, shot lists, schedules, crew coordination, location scouting, and asset collection). We will also ensure production adheres to state and federal safety regulations for COVID19.

Talent Coordination:

We will coordinate on-screen student talent including but not limited to (amounts for each are included in the following page):

- Content-matter experts for interviews
- Kentucky teachers and staff for focus groups
- Hired moderator talent
- Kentucky teachers and staff for limited vignettes
- Kentucky students for vignettes

Scheduling, Scouting, Shot Lists & Asset Collection:

Once talent is selected, whether it is hired talent or Kentucky teachers and students, our EMRG team will coordinate availability for all camera crew, and/or KEDC/KDE employees collaborating on this project. We will also work with KEDC/KDEKDE to coordinate teacher talent (actual Kentucky-based teachers, not hired talent) and focus group participants. We will visit Kentucky schools to scout for classroom and hallway locations for moderator dialogue, student/teacher vignettes, and b-roll. Once these steps are complete -- we will create a shot-list and shooting schedule, outlining dates and important information before the shoot. In addition, EMRG will also acquire and identify all assets and mandatories including (but not limited to) logos, vector art, graphics.



PRODUCTION

For each series, we will collect footage over 4 days. This totals 24 total production days. During production we will assemble, coordinate, and direct footage capture. Please note, hair & makeup, production design and props are not included in this proposal. See below for more information about our plan:

Filming Overview PER SERIES:

- What we will film:
 - o Interviews with content-matter specialists (per video)
 - Focus group & interview footage of school district leadership, teachers, and staff (per video)
 - Vignettes of teachers (per video), "principle"/speaking student-talent, and supporting student "extras" in Kentucky physical classrooms
 - Video moderator introductions and dialogue
 - o Supplemental B-roll
- 4 Total Production Days:
 - 1 production day filming moderator segments & interviews with content-matter experts on a green screen, at our 180 office in Louisville
 - 1 production days filming focus groups & interviews (at the given city)
 - 1 production day filming vignettes (at the given city)
 - 1 production day gathering <u>location-specific b-roll</u> (at the given city)

Talent:

- We recommend having 4 moderators across all 6 total series, to keep the series visually interesting and consistent from module to module, and series to series!
- KDE will help coordinate and facilitate teacher and student talent. Teacher and student talent is not compensated.

Locations

• Please note, per series, we will vignettes, focus groups, and interviews at one school district / city (to limit travel). For instance, series 1 can include footage of Owensboro Kentucky, and series 2 can include footage of Lexington, Kentucky. We'll work in coordination with KDE to access and film at school district locations around the state for focus group, vignette, and b-roll visuals. Modules in each footage will incorporate focus group, vignette, and/or b-roll footage from all KDE regions of the state. Out-of-state travel day is not included, and filming at multiple cities per series is not included.

Overall, our EMRG cinematographer, director, producers, and camera operators will be present for each production day. Production costs also include all camera, audio and lighting equipment, talent costs, KDE teacher volunteer compensation and production meals.

POST-PRODUCTION

Through camera work, graphic creation, animation — production will create a complete dramatization of the approved written content utilizing multiple on-screen talent (including staff, students and teachers). This will entail directing and coordinating on-camera talent, Through editing, we will heighten salient editorial points from the approved educational content. Overall, we will edit all footage seamlessly into



(6) 30 -minute video series. EMRG will develop all graphic creation, client revisions, final sound mix, color correction, compression and delivery to the client.

Section IV: Video Details

TIMING

Once this proposal is approved, we will begin immediately developing research and gathering insights.

VIDEO LIBRARY & FOOTAGE OWNERSHIP

Please note — our EMRG team will capture all footage needed to make this video, plus more. We will be the "caretakers" of this footage, archiving for future use if needed. Our EMRG team can always edit together pre-existing footage from this production to create new & fresh videos, if a new scope of work is issued. KDE will own the rights to this footage.



Section V: Project Cost Breakdown

Our overall production cost is broken down into (4) steps: Research / Content Customization / Micro Credentialing, Pre-Production, Production, and Post-Production (as noted earlier in proposal).

Research, Content Customization & Micro Credentialing methodes the erection of all scripts dialogue, conocing accompanying supporting evalence-based escarch, and coordination with KDF, to finally all risks removed for a total resummy video script (gideos, approx to minutes each! (for a reschour or this hours).	\$ 17,201
re-Production	\$ 4,141
icludes all production coordination, thiene securing and memoring haved actors, exordination with tudent teachers and staff, error management locations continued at Kenineky school locations, shedding production days, developing shed lists, acquiring worded assets, and mechanism with KDF for 8 (23) hour at 33 hours).	
roduction	\$ 17,820
ollecting from geton i training video series will require a days antizing our RMRG researcher incumatographer, director, and producer, During this train, we will soldect toolage of imperson ignettes, interviews, moderator dialogue, and broth The production cost includes all error ired-talent expenses, adent, camera, audio and lightnings or and production mode.	
Post-Production	\$ 7,338
ost production includes editing, graphic erection, that sound now color correction, when revisions, impression and delivery of 1 total training video 317 os (3 videos, approx 10 augusts each). We will lit videos (over a days at \$1,250 per day).	
Total Cost for (1) Training Series (includes 3 Modules /30 minutes)	\$46,500
GRAND TOTAL FOR ALL 6 SERIES	\$279,000
avment Terms: Payment will be invoiced MONTHLY. For the given series that's approved a MRG will issue invoices in each month.'	nd we begin work