



K12 Coalition

Teaching for the Greater Good

Cost Proposal

005-RFP-1660-2025

Literacy Grant Support Providers for the Iowa
Comprehensive Literacy State Development Grant

K12 Coalition
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Cost Proposal

The tables below represent the projected fees based upon our current understanding of the work and the approach presented in this proposal. However, it is our practice to engage with partners to determine the appropriate scope to meet specific budgets. Should the specifications of the project change, fees will be adjusted accordingly. All pricing is subject to final terms and conditions. Travel costs are included.

A La Carte Menu

Partners may purchase an array of services. Subject to the parameters outlined below, partners may select individual support(s) and/or combinations of supports to meet their needs and budgets. The pricing outlined below for these services is an all-inclusive hourly rate. There are no additional one-time and/or recurring charges for the services as described below.

Service	Hourly Rate <i>(includes all travel costs and session materials)</i>	Description
<p>Job-Embedded Teacher Coaching <i>(In-Person or Virtual)</i></p> <p><i>To ensure cost effectiveness, in-person coaching must be purchased in combination with in-person workshops, in-person PLC facilitation, and/or in-person meeting facilitation that amounts to at least 8 hours per day per trip.</i></p>	<p>\$385 <i>(In-Person)</i></p> <p>\$320 <i>(Virtual)</i></p>	<p>K12 Coalition offers job-embedded, individualized coaching for teachers to strengthen instructional skill.</p> <p>K12 Coalition's coaching focuses on hands-on, side-by-side support with educators to develop their practice.</p> <p>Each coaching engagement is grounded in clear goals and responsive to district context, with an emphasis on long-term capacity building.</p>
<p>Educator Workshop: One 2-Hour Workshop <i>(In-Person or Virtual)</i></p> <p><i>To ensure cost effectiveness, in-person workshops must be purchased in combination with other in-person workshops, in-person coaching, in-person PLC facilitation, and/or in-person meeting facilitation that amounts to at least 8 hours per day per trip.</i></p>	<p>\$395 <i>per cohort of up to 20 participants</i> <i>(In-Person)</i></p> <p>\$330 <i>per cohort of up to 20 participants</i> <i>(Virtual)</i></p>	<p>Example workshop topics include:</p> <ul style="list-style-type: none"> ● Literacy instructional strategies ● Instructional practices in MTSS ● Change management ● Community investment ● Data-based decision making ● Progress monitoring ● School improvement initiatives ● Science of Reading - several topics

Service	Hourly Rate <i>(includes all travel costs and session materials)</i>	Description
<p>Educator Workshop: Series of Four 2-Hour Workshops (In-Person or Virtual)</p> <p><i>To ensure cost effectiveness, in-person workshops must be purchased in combination with other in-person workshops, in-person coaching, in-person PLC facilitation, and/or in-person meeting facilitation that amounts to at least 8 hours per day per trip.</i></p>	<p>\$380 <i>per cohort of up to 20 participants (In-Person)</i></p> <p>\$315 <i>per cohort of up to 20 participants (Virtual)</i></p>	<p>Example workshop topics include:</p> <ul style="list-style-type: none"> ● Literacy instructional strategies ● Instructional practices in MTSS ● Change management ● Community investment ● Data-based decision making ● Progress monitoring ● School improvement initiatives ● Science of Reading - several topics
<p>Professional Learning Academy: One 8-Hour Academy (In-Person or Virtual)</p>	<p>\$390 <i>per cohort of up to 50 participants (In-Person)</i></p> <p>\$325 <i>per cohort of up to 50 participants (Virtual)</i></p>	<p>K12 Coalition’s Professional Learning Academy is a customized professional development experience typically delivered on-site in a partner district for up 50 educators per cohort.</p> <p>Each academy includes eight practical and hands-on sessions, including content, problem-solving, and strategic-thinking sessions, aligned to the district's priorities and needs</p>
<p>PLC Facilitation (In-Person or Virtual)</p> <p><i>To ensure cost effectiveness, in-person PLC facilitation must be purchased in combination with in-person workshops, in-person coaching, and/or in-person meeting facilitation that amounts to at least 8 hours per day per trip.</i></p>	<p>\$395 <i>per cohort of up to 20 participants (In-Person)</i></p> <p>\$330 <i>per cohort of up to 20 participants (Virtual)</i></p>	<p>K12 Coalition works with partners to establish a unique PLC professional development plan for each participating group and then provides comprehensive, tailored training materials and participant resources for each phase of the PLC cycle.</p> <p>This includes sample PLC schedules with detailed agendas and objectives tailored to school leadership, teacher teams, and cross-curricular groups.</p> <p>K12 Coalition also presents a menu of PLC topics with descriptions, delivery formats, and session structures to offer flexible professional learning options.</p>

Service	Hourly Rate <i>(includes all travel costs and session materials)</i>	Description
Data Analysis and/or Document Review <i>(Virtual)</i>	\$315	To develop customized strategies aligned to partner needs, goals, and strategic priorities, K12 Coalition invests time in closely reviewing partner literacy data, including data cut by student subgroups, as well as partner literacy plans, assessment frameworks, and curriculum/instructional material resources. Following this, K12 Coalition prepares customized plans for support which it shares with partners for feedback and refinement prior to implementing identified strategies.
Program Design, Progress Monitoring, and/or Reporting <i>(Virtual)</i>	\$315	K12 Coalition's support is always customized to meet a partner's unique needs. At the outset of an engagement, K12 Coalition designs a data-informed plan for the support it will provide the partner, as well as a series of tools to monitor implementation. Throughout the engagement, K12 Coalition uses the tools to gather data on progress and prepares reports to highlight trends, identify areas for adjustment, and recommend high-leverage next steps.

Support Packages

While partners may design their own combinations of support from the a la carte menu, experience has shown that districts often benefit from a comprehensive suite of supports. A few example packages are outlined below, with detailed breakdown on the pages that follow. As with the menu, there are no extra one-time and/or recurring charges for the services as described below.

Leadership Support Component	Package A	Package B	Package C
Literacy Support Planning & Design	\$2,835	\$2,835	\$1,890
Job-Embedded Coaching & Debrief	\$33,950	\$16,975	\$13,580
Learning Academy Facilitation	\$4,680	\$1,560	\$1,560
Progress Monitoring & Reporting	\$3,780	\$3,780	\$3,150
Sustainability Planning & Support	\$760	\$315	\$315
TOTAL (per school, per year)	\$46,005	\$25,465	\$20,495

Package A

Support Component	All-Inclusive Cost	High-Level Description <i>All services are customized to meet LEA needs</i>
Literacy Support Planning & Design	\$2,835	<ul style="list-style-type: none"> ● One (1) 2-hour virtual planning meeting with district/school leaders ● Virtual analysis of partner data and literacy materials ● Virtual creation of Customized Comprehensive Literacy Support Plan (CCLSP) ● One (1) 1-hour virtual meeting with district/school leaders to launch CCLSP
Job-Embedded Coaching & Debrief	\$33,950	<ul style="list-style-type: none"> ● Ten (10) 8-hour days (80 hours) in-person job-embedded teacher coaching ● Ten (10) 1-hour in-person debrief sessions with leaders after each day of coaching ● Virtual customization of all coaching tools and reports
Learning Academy Facilitation	\$4,680	<ul style="list-style-type: none"> ● One (1) 8-hour in-person Academy for up to 50 educators at launch ● One (1) 4-hour in-person Academy for up to 50 educators at year end - sustainability focus
Progress Monitoring & Reporting	\$3,780	<ul style="list-style-type: none"> ● Four (4) progress reports, prepared virtually, including actionable strategies for the next phase of the project ● Four (4) 1-hour virtual stepbacks with partner to review reports and norm on next steps
Sustainability Planning & Support	\$760	<ul style="list-style-type: none"> ● One (1) 2-hour virtual sustainability planning session at year end to ensure the partner has systems and tools in place to sustain progress made during the collaboration
TOTAL	\$46,005	

Package B

Support Component	All-Inclusive Cost	High-Level Description <i>All services are customized to meet LEA needs</i>
Literacy Support Planning & Design	\$2,835	<ul style="list-style-type: none"> ● One (1) 2-hour virtual planning meeting with district/school leaders ● Virtual analysis of partner data and literacy materials ● Virtual creation of Customized Comprehensive Literacy Support Plan (CCLSP) ● One (1) 1-hour virtual meeting with district/school leaders to launch CCLSP
Job-Embedded Coaching & Debrief	\$16,975	<ul style="list-style-type: none"> ● Five (5) 8-hour days (40 hours) in-person job-embedded teacher coaching ● Five (5) 1-hour in-person debrief sessions with leaders after each day of coaching ● Virtual customization of all coaching tools and reports
Learning Academy Facilitation	\$1,560	<ul style="list-style-type: none"> ● One (1) 4-hour in-person Academy for up to 50 educators at launch
Progress Monitoring & Reporting	\$3,780	<ul style="list-style-type: none"> ● Four (4) progress reports, prepared virtually, including actionable strategies for the next phase of the project ● Four (4) 1-hour virtual stepbacks with partner to review reports and norm on next steps
Sustainability Planning & Support	\$315	<ul style="list-style-type: none"> ● One (1) 1-hour virtual sustainability planning session at year end to ensure the partner has systems and tools in place to sustain progress made during the collaboration
TOTAL	\$25,465	

Package C

Support Component	All-Inclusive Cost	High-Level Description <i>All services are customized to meet LEA needs</i>
Literacy Support Planning & Design	\$1,890	<ul style="list-style-type: none"> ● One (1) 1-hour virtual planning meeting with district/school leaders ● Virtual analysis of partner data and literacy materials - focused on pre-identified topic ● Virtual creation of Customized Comprehensive Literacy Support Plan (CCLSP) - focused on pre-identified topic ● One (1) 1-hour virtual meeting with district/school leaders to launch CCLSP
Job-Embedded Coaching & Debrief	\$13,580	<ul style="list-style-type: none"> ● Four (4) 8-hour days (32 hours) in-person job-embedded teacher coaching ● Four (4) 1-hour in-person debrief sessions with leaders after each day of coaching ● Virtual customization of all coaching tools and reports
Learning Academy Facilitation	\$1,560	<ul style="list-style-type: none"> ● One (1) 4-hour in-person Academy for up to 50 educators at launch
Progress Monitoring & Reporting	\$3,150	<ul style="list-style-type: none"> ● Four (4) targeted progress reports, prepared virtually, including actionable strategies for the next phase of the project - focused on pre-identified topic ● Four (4) 1-hour virtual stepbacks with partner to review reports and norm on next steps
Sustainability Planning & Support	\$315	<ul style="list-style-type: none"> ● One (1) 1-hour virtual sustainability planning session at year end to ensure the partner has systems and tools in place to sustain progress made during the collaboration
TOTAL	\$20,495	

Optional Services - Teaching Channel

Product/Service	Fee	Description
<p>Literacy Instruction for Teachers (LIFT) Program</p>	<p>\$7,900 per school <i>(if fewer than 50 teachers)</i></p> <p>\$14,900 per school <i>(if 50 teachers or more)</i></p>	<p>LIFT offers a structured, data-driven approach to scalable, sustainable implementation of Science of Reading-aligned literacy instruction. The program includes:</p> <ul style="list-style-type: none"> ● 24/7 access to Teaching Channel's Empower Platform <ul style="list-style-type: none"> ○ Video library with SoR videos ○ District or organization leader access to role-specific pathways and implementation tools ○ Instructional leader and coach access to role-specific pathway and implementation tools ○ Teacher access to role-specific pathway and implementation tools ● Digital versions of SoR-aligned tools for application, implementation, reflection, and planning ● Activities to build background knowledge, check for understanding, analyze and discuss exemplars, apply in practice, and reflect in growth ● Required (non-graded) discussions facilitated by the LIFT facilitator ● Badge or certificate on completion
<p>EMPOWER Platform Starter Package <i>(minimum of 10 users)</i></p>	<p>\$49 <i>annually per user</i></p>	<p>The EMPOWER platform is a PD solution that supports educators through video-based coaching, aligned evaluations, and flexible coursework. The Starter Package includes:</p> <ul style="list-style-type: none"> ● Library of 2,100+ curated videos ● Access to playlists (including on SoR) ● Ability to create LEA playlists ● Access to 300+ ISTE Seal-approved online courses for asynchronous, virtual, or in-person learning ● Support implementing and aligning resources to LEA's strategy

Product/Service	Fee	Description
<p>EMPOWER Platform Professional Package <i>(minimum of 20 users)</i></p>	<p>\$99 <i>annually per user</i></p>	<p>The EMPOWER platform is a PD solution that supports educators through video-based coaching, aligned evaluations, and flexible coursework. The Professional Package includes:</p> <ul style="list-style-type: none"> ● Library of 2,100+ curated videos ● Access to playlists (including on SoR) ● Ability to create LEA playlists ● Access to 300+ ISTE Seal-approved online courses for asynchronous, virtual, or in-person learning ● Support implementing and aligning resources to LEA's strategy ● Dashboard data, usage statistics, and data on videos watched, shared, and submitted ● Instructional focus/growth and observation data ● An account library to host videos, pdfs, and documents for use by the LEA ● Access to upload user videos, reflect on user and library videos, and share and submit videos ● Video observation tools to support in informal and formal video-based coaching aligned to state standards and evaluation rubrics ● Ability to assign videos, playlists and activities, add documentation, and track completion of tasks
<p>SSO Integration</p>	<p>\$3,900 one-time fee</p>	<p><i>For EMPOWER Starter and Professional Packages:</i> Integration of Teaching Channel platform with SSOs such as Classlink, Clever, Google, and Microsoft.</p>
<p>LTI Integration</p>	<p>\$3,900 one-time fee</p>	<p><i>For EMPOWER Starter and Professional Packages:</i> LTI 1.3 integration with Canvas, Schoology, Blackboard, Brightspace, & other LMSes</p>



K12 Coalition™

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K12 Coalition is a dynamic collective of forward-thinking education organizations, driven by changemakers who bring firsthand expertise and deep insights as former teachers, administrators, and district leaders.