

Creative, Accessible, and Impactful:

Strengthen Your District's Message with Grant Wood AEA Communication Services.

Grant Wood Area Education Agency offers specially tailored communications services to best meet your district's communication goals.

What Can We Do For You?

The following services will be available to your school district at request:



Social Media

- Grant Wood AEA Communications will be responsible for writing captions and creating graphics.
- GWAEA will share best practices and effective social media strategy.
- Social media metrics and analysis will be provided monthly, along with tracking of school building representation to ensure equity in coverage.



Website Updates

- Web management available at request. District will discuss maintenance and content generation needs.*
- Accessibility audit and support.
- Search engine optimization.
- Creation of smaller Google sites and support (online toolkits, event use, etc.).

* Access to website admin account required.



Video Production

- Video production and filming is available at request. An additional week (per video) in editing time may be needed for videos over one minute.
- Videos under one minute can be shared within three days. Priority will be given to time sensitive content.
- Creation of branded video bumpers or openings.

* Districts are allowed up to 3 in person videos per month, however if district staff record the videos, GWAEA staff can edit and create an additional 4 videos remotely each month.



Graphic Design

- Simple graphics for social media can be created at no additional cost.
- Graphics adhere to each district's unique branding.

* Complex flyers and print materials may need to be contracted through our Creative Services team at an additional, competitive price.



Photography

- Photography is optional at no extra charge. Schools should provide two weeks advance notice if they want a photographer.
- Resources and consulting on photography that empowers district staff to take quality photos.

** GWAEA staff will only have availability M-F 7:30 a.m. - 4:00 p.m. for photography and video.*



Hiring/Staffing

- Simple promotional graphic design including a suite of branded social media graphics.
- Copy writing/communications audit for LinkedIn and Indeed.
- Website support and video production.



Media/Press

- Grant Wood AEA Communications will create and revise press releases, distributing them to our media contact list. Our team will also stay alert for potential storytelling opportunities for your district.



Newsletters

- Basic, branded digital newsletters can be created in districts' preferred platforms. Districts limited to two newsletter per month.
- Content must be submitted at least three days before the newsletter is sent.
- Additional newsletter proofreading, best practices, and templates can be created at request.

** Complex, highly branded, print-ready newsletters are available through Creative Services at an additional cost.*



Price Comparison

All services are accessible at request by schools who opt in at the monthly rate.

Other Marketing Agency — Industry Standard	Hiring Your Own Communications Staff	Grant Wood AEA's
• \$2,500 per month • 12 Month contract	> \$4,200 per month + payroll tax and benefits	• \$1,950 per month • 12 Month contract

Contact us to get started!

Melissa Grennan

Director of Communications &
Regional Administrator
mgrennan@gwaea.org

Jake Putnam

Communications Specialist
jputnam@gwaea.org



Specially Tailored Service

- Grant Wood AEA stands apart from for-profit marketing agencies by offering personalized, specialized support. District teams will meet weekly via Zoom for 30 minutes to discuss upcoming goals, provide feedback, and brainstorm ideas. (Meeting times can change or be canceled with your schedule).

