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# Website Redesign Support

Walker-Hackensack-Akeley School  
District

4.27.2026



## 01 | The CESO Communications Story •

CESO Communications is committed to “rethinking possible” in all we do. We are grounded as an organization in the belief that the best ideas come from curious minds with unexpected backgrounds.

CESO Communications has school communication professionals from across the country with a combined experience of more than 300 years. All of our senior strategists have earned the Accredited in Public Relations (APR) designation. We understand the issues faced by schools and districts, and we have experience in solving any issue. We combine our school expertise with a creative team of designers, marketers and strategists who bring agency and consumer experience into the mix.

## 02 | Scope of Work & Cost •

CESO Communications is proposing to continue to partner with Walker-Hackensack-Akeley School District (WHA Schools) to assist with redesigning and updating the district’s website.

Members of our team spoke to a representative at School Blocks to explore the details for moving the WHA schools website to the Terrace template, which is a more contemporary, user-friendly and mobile-focused design.

CESO Communications can assist the district with transitioning the current websites to the Terrace template. The scope of work options are described below:

- **60 hours** - This amount of time will get the district and school sites transitioned to the Terrace template, with some minor updates to content and navigation.  
**COST - \$9,600**
- **120 hours** - This amount of time will get the district and school sites transitioned to the Terrace template, plus design and implement a new navigation structure, and write and/or revise content for key landing pages. Our team would transition the design and rework the entire site to be more user-friendly.  
**COST - \$19,200**

In addition, School Blocks recently launched [DocMersion](#), a tool that makes website documents accessible. The cost for WHA Schools would be \$1,500 annually, which can be added to the district’s annual contract. Based on the number of PDFs currently on the WHA Schools sites, it seems like it would make sense for WHA Schools to invest in the tool. CESO Communications can also assist in removing many PDFs and making your content accessible, if the larger block of hours is chosen.



## 03 | Summary •

The CESO Communications team is excited about the possibility of assisting WHA Schools with updating its websites.

We are happy to discuss the details of the proposal and make any necessary adjustments. Let me know if you have any questions or need additional information. We look forward to hearing from you.

Submitted by:

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