**Internal Sales Proposal**

Chad Cooper

Post University

Technical Writing

Dr. Zullo

10/05/2025

**Internal Sales Proposal**

**Date:** October 5, 2025  
**Prepared by:** Chad Cooper, Sales Strategy Lead  
**Department:** Sales and Business Development  
**Subject:** Multiuse Community School Campuses

**👋 Executive Summary – An Opportunity for Community**

We are currently examining one of the most promising infrastructure opportunities in the U.S. education market. Schools are not only overcrowded but also underutilized. According to the National Center for Education Statistics, over 53 million students attend public K–12 schools, and enrollment is projected to increase by an additional 4% by 2029 (NCES, 2023). However, most school buildings are only in use about 33% of the time, serving just a narrow slice of the community (Riley, 2000).

Our proposal explores a more innovative approach to designing and selling educational infrastructure — one that transforms schools into multifunctional community hubs. Think classrooms by day, adult ed and healthcare services by evening, and public events on weekends — all in one facility.

This is not just theoretical. In Gaylord, Michigan, and Big Lake, Minnesota, districts have already implemented this model — and it is working. Backed by input from U.S. Secretary of Education Richard W. Riley, AARP President Joe Perkins, and NRTA Director Annette Norsman, there is real momentum behind this movement.

**📈 Market Background – Why Now?**

* **Aging Infrastructure:** The average U.S. public school is 44 years old (U.S. Government Accountability Office [GAO], 2020). Many are outdated or in need of significant renovation.
* **Rising Demand:** The “Baby Boom echo” is straining schools across the country. Districts are spending over $49billion**/**year on maintenance and new construction (21st Century School Fund, 2021).
* **Inefficient Use:** Schools are empty two-thirds of the time, even though public dollars are paying for them year-round (Riley, 2000).

Secretary Riley described multiuse campuses as “anchors in the civic life of our nation” (Riley, 2000). This is more than just new construction — it is about rethinking what schools can be and how they can serve entire communities.

**🏫 What We are Proposing**

Let’s lead with a solution that positions us not just as builders — but as partners in innovation. Here is how we can package and sell our multi-use campus concept:

**Key Features:**

* Shared-use buildings that combine:
  + K–12 classrooms
  + Adult education
  + Health clinics
  + Daycare + senior centers
  + Event spaces and athletic facilities
* Designed for maximum flexibility, year-round utility, and long-term ROI (return on investment)

**Real-World Case Studies:**

* **Gaylord, MI:** A high school campus operates 16+ hours/day — hosting everything from senior services to community events.
* **Big Lake, MN:** A full-campus layout with performing arts, resource centers, and recreational spaces used by both students and the public.

These communities report higher civic engagement, reduced costs, and stronger educational outcomes (AARP, 2000).

**💼 Sales Strategy**

**🎯 Target Audience:**

* Public school districts
* State education boards
* Local governments
* Community planning organizations

**🧰 Tools We will Use:**

* Customized pitch decks with visuals of Gaylord and Big Lake campuses
* Virtual walk-throughs to help clients envision the impact
* Real ROI calculators showing long-term savings (up to 25–30% lower facility costs over 20 years through shared-use designs)
* Endorsements and quotes from Riley, Perkins, and Norsman to boost credibility

**📣 Channels:**

* Webinars & education conferences
* Direct outreach campaigns
* Co-branded marketing with AARP or NRTA
* Case study and proposal templates for rapid response

**💡 Why It Matters (& Why We Will Win)**

Multi-use campuses provide:

* **Better economics:** One building, multiple purposes — less duplication, more value
* **Community benefits:** Lifelong learning, stronger neighborhoods, public health access
* **Stronger sales hooks:** We are not just building schools; we are building futures

With the right strategy, we estimate a 20–30% increase in school project wins in FY2026 — backed by bundled contracts and long-term partnerships.

**🚧 Risks & How We Handle Them**

| **Risk** |  |  |  |  |  |  |  |  |  |  |  |  |  | **Mitigation** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Upfront cost concerns |  |  |  |  |  |  |  |  |  |  |  |  |  | Include lifecycle ROI and grant funding pathways. |
| Bureaucratic pushback |  |  |  |  |  |  |  |  |  |  |  |  |  | Offering pre-built compliance & zoning support. |
| Competitor entry |  |  |  |  |  |  |  |  |  |  |  |  |  | Leverage early thought leadership and Riley meeting insights. |

**✅ Next Steps**

| **Timeline** | **Action** |
| --- | --- |
| Week 1–2 | Assemble a cross-functional pitch team. |
| Week 3–4 | Develop and test pitch materials with 5–10 districts. |
| Month 2 | Launch a comprehensive campaign and track it through a CRM (Customer Relationship Management) system. |
| Q1 2026 | Target first signed projects and the revenue impact. |

**🙌 Final Thought**

This is an opportunity to redefine how communities learn, live, and thrive together. We are uniquely positioned to lead this movement — we need your support and approval to move forward.

Let’s build something for **Our** **Community** that lasts.

**References**

21st Century School Fund. (2021). *State of our schools 2021: America’s PK–12 public school facilities*. https://stateofourschools.org

AARP. (2000). *The community school concept: Creating stronger schools and communities*. AARP Public Policy Institute.

National Center for Education Statistics. (2023). *Projected number of students, by grade level and control of school: Fall 2020 through fall 2029*. https://nces.ed.gov

Kolin, P. C. (2022). Multiuse campuses: A plan that works, p. 458. In *Successful writing at work* (12th ed.). Cengage.

Kolin, P. C. (2022). Successful Writing At Work (12th ed.). Cengage Learning US. https://ambassadored.vitalsource.com/books/9798214353685

Riley, R. W. (2000). *Remarks at the National Community School Forum*. U.S. Department of Education. https://www.ed.gov

U.S. Government Accountability Office. (2020). *School facilities: Condition of America's public school buildings*. GAO-20-494. https://www.gao.gov/products/gao-20-494