



Oakland Unified School District

Board of Education
1011 Union Street, #940
Oakland, CA 94607
(510) 879-1944
boe@ousd.org E-Mail
http://www.ousd.org

Legislation Details (With Text)

File #: 23-0550 **Version:** 1 **Name:** Services Agreement 2022-2023 - 510Media - Student Assignment Department

Type: Agreement or Contract **Status:** Passed

File created: 2/28/2023 **In control:** Chief Systems and Services Officer

On agenda: 4/12/2023 **Final action:** 4/26/2023

Enactment date: 4/26/2023 **Enactment #:** 23-0687

Title: Approval by the Board of Education of a Services Agreement 2022-2023 by and between the District and 510Media, Oakland, CA, for the latter to facilitate focus groups and listening sessions composed of families who did not enroll in OUSD schools and/or left OUSD schools for competing systems; compile these insights and learnings and use them to plan a targeted media campaign designed to improve enrollment both short-term and long-term; provide deliverables including a summary of insights and a plan for the media campaign, via the Student Assignment Department, for the period of January 4, 2023 through June 30, 2023, in an amount not to exceed \$132,000.00.

Sponsors:

Indexes:

Code sections:

Attachments: 1. 23-0550 Services Agreement 2022-2023 - 510Media - Student Assignment Department

Contact: Kilian.Betlach@ousd.org

Date	Ver.	Action By	Action	Result
4/26/2023	1	Board of Education	Adopted on the General Consent Report	Pass
4/12/2023	1	Board of Education	Postponed to a Date Certain	

Approval by the Board of Education of a Services Agreement 2022-2023 by and between the District and 510Media, Oakland, CA, for the latter to facilitate focus groups and listening sessions composed of families who did not enroll in OUSD schools and/or left OUSD schools for competing systems; compile these insights and learnings and use them to plan a targeted media campaign designed to improve enrollment both short-term and long-term; provide deliverables including a summary of insights and a plan for the media campaign, via the Student Assignment Department, for the period of January 4, 2023 through June 30, 2023, in an amount not to exceed \$132,000.00.