



# Oakland Unified School District

Board of Education  
1011 Union Street, #940  
Oakland, CA 94607-2236  
(510) 879-1940  
510 627-9440 eFax  
711 TTY/TDD  
boe@ousd.org E-Mail  
<http://www.ousd.org>

## Legislation Details (With Text)

**File #:** 09-3476 **Version:** 1 **Name:** Professional Service Contract - Oakland Small Schools Foundation - School Portfolio Management  
**Type:** Agreement or Contract **Status:** Passed  
**File created:** 2/1/2010 **In control:** Teaching and Learning Committee  
**On agenda:** **Final action:** 2/10/2010  
**Enactment date:** 2/10/2010 **Enactment #:** 10-0243

**Title:** Ratification by the Board of Education of a Professional Services Contract between District and Oakland Small Schools Foundation, for the latter to provide: (a) strategic and programmatic marketing, outreach, and communication plans, for three designated schools, to increase enrollment and create diverse student populations with a specific focus on low-income students of color and students not attending OUSD, (b) capacity building for understanding and implementing marketing and communication strategies, and (c) production and distribution of collateral materials aligned with a strategic communications plan and identification of each school as an OUSD school, for the period February 1, 2010 through June 30, 2010, in amount not to exceed \$56,000.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. 09-3476 - PROFESSIONAL SERVICE CONTRACT - OAKLAND SMALL SCHOOLS FOUNDATION - SCHOOL PORTFOLIO MANAGEMENT

**Contact:** Nitihin.lyengar@ousd.k12.ca.us

Date	Ver.	Action By	Action	Result
2/10/2010	1	Board of Education	Adopted	Pass
2/1/2010	1	Teaching and Learning Committee		

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