



# 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 #:** 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		

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 \$56,000.00.

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