



Oakland Unified School District

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Legislation Details (With Text)

File #: 13-2918 **Version:** 1 **Name:** Professional Services Contract - Fenton Communications, Inc., - Family, School and Community Partnerships Department

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

File created: 12/17/2013 **In control:** Finance and Human Resources Committee

On agenda: 1/15/2014 **Final action:** 1/15/2014

Enactment date: 1/15/2014 **Enactment #:** 14-0081

Title: Ratification by the Board of Education of a Professional Services Contract between the District and Fenton Communications, Inc., San Francisco, CA, for the latter to develop and implement a strategic communications plan that provides a road-map to achieve the following goals, for the Family, Schools, Community Partnerships Department: (1) create support among other administrators and staff within the District to adopt school discipline models among schools across the District; (2) develop a recommended set of tools and "how to guides" that provides interested Practitioners with instructions on how to implement the model; (3) generate awareness and visibility about the model within the education field on a statewide and national scale; (4) develop messaging and a narrative about model programs that will resonate among target audiences; (5) identify a tactical approach for how to best share information about the model with target audiences; and (6) utilize the model to help re-define school defiance and restorative justice policies, for the period of October 23, 2013 through June 30, 2014, in an amount not to exceed \$50,000.00.

Sponsors:

Indexes:

Code sections:

Attachments: 1. 13-2918 Professional Services Contract - Fenton Communications, Inc., - Family, School and Community Partnerships Department

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Date	Ver.	Action By	Action	Result
1/15/2014	1	Board of Education	Adopted on the General Consent Report	Pass

Ratification by the Board of Education of a Professional Services Contract between the District and Fenton Communications, Inc., San Francisco, CA, for the latter to develop and implement a strategic communications plan that provides a road-map to achieve the following goals, for the Family, Schools, Community Partnerships Department: (1) create support among other administrators and staff within the District to adopt school discipline models among schools across the District; (2) develop a recommended set of tools and "how to guides" that provides interested Practitioners with instructions on how to implement the model; (3) generate awareness and visibility about the model within the education field on a statewide and national scale; (4) develop messaging and a narrative about model programs that will resonate among target audiences; (5) identify a tactical approach for how to best share information about the model with target audiences; and (6) utilize the model to help re-define school defiance and restorative justice policies, for the period of October 23, 2013 through June 30, 2014, in an amount not to exceed \$50,000.00.