



Oakland Unified School District

Board of Education
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Legislation Text

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..Title

Ratification by the Board of Education of a Services Agreement 2023-2024 by and between the District and Freddy Gutierrez, Oakland, CA, for the latter support the Expanded Learning Arts Enrichment Program Manager and team in the following areas:

- Building opportunities for school-day art teachers in after school, including supporting the Program Manager to grow the existing program model working with existing school-day art teachers to create continuity in student learning;
- Developing and implementing marketing strategies and materials, including working with the Program Manager to create a one-page document per stakeholder group - Principals/Teachers, Agencies, Community; also support the Program Manager with coordinating a photo/video documentary of Arts Initiatives Programs; working with the Program Manager to develop an Arts Initiative branding press branding kit and website build out and maintenance;
- Fortifying site-based community engagement as an integral element to measure family impact via survey development, distribution, collection, and data analysis;

via Community Schools and Student Services Department for the period of January 8, 2024 through June 30, 2024, in an amount not to exceed \$41,600.00.