



Oakland Unified School District

Board of Education
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Legislation Text

File #: 09-3476, **Version:** 1

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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