



Oakland Unified School District

Board of Education
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Legislation Text

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Approval by the Board of Education of a Services Agreement 2022-2023 by and between the District and 510Media, Oakland, CA, for the latter to facilitate focus groups and listening sessions composed of families who did not enroll in OUSD schools and/or left OUSD schools for competing systems; compile these insights and learnings and use them to plan a targeted media campaign designed to improve enrollment both short-term and long-term; provide deliverables including a summary of insights and a plan for the media campaign, via the Student Assignment Department, for the period of January 4, 2023 through June 30, 2023, in an amount not to exceed \$132,000.00.