



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 Text

File #: 13-2918, **Version:** 1

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.