



# 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 Professional Services Contract between District and Oakland Schools Foundation, Oakland, CA, for the latter to provide 404.6 hours of service as follows:

Pre-production of promotional brochures to be used in recruiting new students to OUSD middle schools, will include the writing and editing of brochure text, photography (OSF photographer visits schools, edits and uploads photos for inclusion in the brochure), graphic design and layout of the brochures, project coordination, and translation of each school brochure into one foreign language as is appropriate for each school;

Brochures will be completed or updated for Frick, Bret Harte, Roots, Greenleaf, Sankofa, Alliance, Elmhurst, Urban Promise Academy, Coliseum College Prep, Melrose Leadership Academy, United for Success, Roosevelt, Edna Brewer, Life Academy, West Oakland Middle, Claremont, Montera, Madison, and Westlake Schools;

Digital photo galleries created for this project will be made available to OUSD for use in other projects;

Electronic files of the completed brochures will be provided no later than June 30, 2013, with District retaining the right to print any number of copies of the completed brochures, or have brochure content translated into additional languages;

for the period of April 15, 2013 through June 30, 2013, in an amount not to exceed \$20,230.00.