



Oakland Unified School District

Board of Education
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Legislation Details

File #: 18-2749 **Version:** 1 **Name:** Professional Services Contract - The Marketing Shop - Ralph J. Bunche Continuation School

Type: Agreement or Contract **Status:** Passed

File created: 12/28/2018 **In control:** Chief Academic Officer

On agenda: 2/13/2019 **Final action:** 2/13/2019

Enactment date: 2/13/2019 **Enactment #:** 19-0189

Title: Ratification by the Board of Education of a Professional Services Contract between the District and The Marketing Shop, Concord, CA, for the latter to refine and add content to school's website; assist in creation of school brochure and other material to promote HTR pathway to students and community; assist in finding partnerships with companies such as Clorox; continue branding with the media; look for partnership with media to create an ongoing on-air campaign, at Ralph J. Bunche School, for the period of September 17, 2018 through June 30, 2019, in an amount not to exceed \$5,000.00.

Sponsors:

Indexes:

Code sections:

Attachments: 1. 18-2749 Professional Services Contract - The Marketing Shop - Ralph J. Bunche Continuation School

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Date	Ver.	Action By	Action	Result
2/13/2019	1	Board of Education	Adopted on the General Consent Report	Pass