COMMUNICATIONS

Proposal to San Leandro Unified School District
Contract for Services – Communications/Public Relations

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Q Communications is pleased for the opportunity to present this proposal to provide communications, public relations and marketing support for the San Leandro Unified School District.

**Scope**
In partnership with the administration and the Board of Trustees, Q Communications will lead core communication activities for SLUSD. This includes development of core communication strategy across SLUSD internal and external constituencies and execution of key projects with specific responsibility for:

**Communication strategy and evaluation**
- Develop full-year communications plan, including parent communications, marketing and public relations
- Assess current communication processes, channels, etc., and provide recommendations for improvements and efficiencies

**District/parent Communications**
- Write, publish and distribute monthly, electronic newsletter
- Post content on social media channels on a weekly basis (Facebook and Twitter)
- Develop editorial calendar and establish process for gathering stories from school sites to promote at the district level.

**Public relations**
- Develop all district press releases and media statements
- Manage incoming media requests/inquiries and arrange spokespeople as necessary
- Crisis communications/reputation management planning, including counsel and development of materials

**Marketing & special projects**
- Support administration with district marketing materials to support student enrollment season (February – August)
- Develop communication pieces for key initiatives such as LCAP and strategic plan.

**Website strategy and updates**
- Oversight of content changes and coordinate with Tech to ensure updates are published.

**Our Approach**
Q Communications is uniquely positioned to support the district with a strong internal and external communication strategy as well as program implementation. We pride ourselves on our ability to integrate immediately and effectively into any work culture and work collaboratively as a team with key stakeholders.

With Q Communications, the SLUSD will have two experienced professionals on retainer who have more than 20 years of comprehensive communications experience working with both small and large organizations. For SLUSD, we'll draw on our experience with clients like Stanford Children's Health and Head-Royce School— where we've helped build communication plans and partnered internally to educate and engage stakeholders inside and outside of the organization.

**Schedule**
Consultants will work primarily remotely and will be available on-site for staff or project meetings as needed. Consultants are available M-F otherwise via email and mobile as well as during weekends if necessary. Any vacation or time away will be communicated in advance and, if necessary, retainer will be adjusted accordingly.

**Terms and Cost**
Upon approval, our proposed monthly retainer of $4,800 will be billed on the first of each month for the work completed the prior moth. The retainer is based on the following estimated tasks and hours:

| Task/Project | Estimated Hours per Month |
|---|---|
| Monthly District Newsletter | 8 |
| Social Media Posts | 6 |
| Writing editing press releases | 6 |
| Writing/editing other district materials (letters, school specific stories, etc.) | 10 |
| Strategic planning or consulting on external issues | 3 |
| Special projects as needed (videos, marketing materials etc.) | 10 |
| Coordinating web content updates | 5 |
| Total estimated hours | 48 |
| **Total retainer ($100 per hour)** | $4,800 |

Our understanding is there would be a significant decrease in hours during the months of June and July and we will adjust billing accordingly.

Both parties hereby agree to this Contract for Services between San Leandro School District and Q Communications, dated November 15, 2016.

**CONSULTANT**

**Q Communications**

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Signature of Authorized Representative
Print Name: Stacy Rollo and/or Cass Caulfield
Title: Principal
Date:

**CLIENT**

**San Leandro School District**

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Signature of Authorized Representative
Print Name:
Title:
Date: