COMMUNICATIONS

Agreement with San Leandro Unified School District
Contract for Services - Bond Communications
March 6, 2018 – June 30, 2018

Project Overview and Objectives

Design and implement bond communications strategy and plan to support the following goals:

- Establish a clear understanding of the District's goals for Measure J1 Bond, including the overall 6-year goal, anticipated timeline at each phase and expected outcomes to improve teaching and learning at each school site
- Build awareness of Bond goals and progress through storytelling (content/images) across SLUSD multiple communication channels.
- Ensure bond messaging supports the broader communication strategy for the district.
- Consistently promote and celebrate "wins" across the district, reminding voters that their dollars are being used responsibly, with the goal of improving learning in SLUSD.

[Scope of Work]

- Collaborate with the Deputy Superintendent and the Bond team to identify bond projects that have storytelling value and resonate with the San Leandro community.
- Develop a cohesive editorial calendar that is integrated with the bond project calendar to ensure proper cadence of communications.
- Produce bond specific collateral in partnership with bond team.
- Develop branding for bond updates to bring consistency and clarity
- Continually update bond section of district website with current bond project information.
- Media outreach to local outlets regarding bond projects as appropriate.
- Ensure any district special events have bond information built into agenda as appropriate and support any bond specific events (ribbon-cuttings, etc.)
- Attend and report on progress to the Communications and Advocacy Committee as well at the Bond Communications Team.

[Schedule]

Consultants will work primarily remotely and will attend any committee or meetings that are relevant to the bond communications work. Consultants will also travel to sites where bond projects are underway as needed for communications purposes.

[Terms and Cost]

$7,500 retainer per month
Based on 50 hours of work per month @ $150 per hour

Upon approval, we will bill on the first of the month for work completed the previous month and will be billed separately from general district communications work. Both parties hereby agree to this Contract for Services between San Leandro School District and Q Communications, dated March 6, 2018.

CONSULTANT

Q Communications

Print Name: Cass Caulfield and/or Stacy Rollo

Title: Principal

Date: 3/7/2018

CLIENT

San Leandro School District

Print Name:

Title:

Date: