COMMUNICATIONS

Agreement with San Leandro Unified School District
Contract for Services – Food and Nutrition Services Communications
May 15, 2018 – May 31, 2019

Project Summary

SLUSD's Food Services and Nutrition Division has received feedback from families over the years regarding quality and choices on the school lunch menus. Many of these concerns are in the process of being addressed and continual improvements to quality, freshness and delivery methods are planned. Going forward, there is a need to enhance the Food and Nutrition Service's reputation with families by communicating clearly and consistently the divisions' goals and achievements.

Project Objectives

Working collaboratively with Food and Nutrition Services Director, design and implement a communications strategy and plan to support the Food and Nutrition Services Division. Recommendations to include:

- Integrating food services messages (in three languages) into current district communications channels such as district newsletter and social channels.
- Design a feedback mechanism for parents to engage them at appropriate level
- Evaluate current content on website and offer recommendations for refreshed content strategy to provide timely updates
- Enhance storytelling by promoting positive messages such as free breakfast offerings and fresh food sourcing
- Produce a short video on the Food and Nutrition Services division.
- Develop print collateral as needed.

Schedule

Consultants will work primarily remotely and will attend any meetings that are relevant to work.

[Terms and Cost]

$1,500 retainer per month
Based on 12 hours of work per month @ $125 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 May 15, 2018.

CONSULTANT	**CLIENT**
Q Communications	**San Leandro School District**
_____	_____
Print Name: Cass Caulfield and/or Stacy Rollo	Print Name:
Title: Principal	Title:
Date:	Date: