Agreement with San Leandro Unified School District
Contract for Services - Bond Communications
July 2018 – December 2018

Project Overview and Objectives

Implement bond communications strategy per approved plan

- 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.
- Manage 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.
- Continually update bond section of district website with current bond project information and blog entries.
- 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]

Based on work already completed, we would bill communication work at $150 per hour not to exceed 26 hours per month.

Task	Maximum Monthly Hours
Meetings and Meeting Preparation Bond Comms team, comms./advocacy, vendors, campus meetings as needed	6
Strategic Communications/Events Editorial planning, channel evaluation, content gathering, special event	8

brainstorming/planning	
Writing & Editing for website, blog, publications, media,e:newsletter etc.	12
Maximum Monthly hours	26 hours per month
Monthly Cost not to exceed	$3,900 per month

Upon approval, we will bill on the first of the month for work completed the previous month and will bill separately from any other district communications work. Each invoice will detail hours worked by date and task. Both parties hereby agree to this Contract for Services between San Leandro School District and Q Communications.

CONSULTANT

Q Communications

Print Name: Cass Caulfield and/or Stacy Rollo

Title: Principal

Date: 7/10/18

CLIENT

San Leandro School District

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Print Name:

Title:

Date: