



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

This document serves as an addendum to our current contract for communications services. This addendum covers communications services specifically related to the bond measure recently passed in San Leandro.

Scope

In partnership with the administration, the Board of Trustees, and the bond committee Q Communications will lead and implement a communications strategy specifically aimed at informing stakeholders about projects and progress related to the recently passed bond. This strategy will include utilizing current communication vehicles as well as recommending new approaches to ensure the public receives transparent and effective communications about how the district utilized bond revenue to enhance student learning and development.

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. We will attend all necessary meetings related to bond projects and status updates to gather information and immerse ourselves in the work.

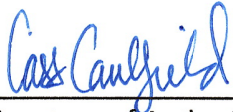
Terms and Cost

Upon approval, our proposed additional monthly retainer of \$2,000 (20 hours at \$100 per hour) will be added to our current retainer and billed on the first of each month for the work completed the prior month. Our invoice will detail hours worked on general SLUSD communications and hours worked specifically on bond communications.

Both parties hereby agree to this addendum to Contract for Services between San Leandro School District and Q Communications, dated November 29, 2016.

CONSULTANT

Q Communications



Signature of Authorized Representative

Print Name: Stacy Rollo and/or Cass Caulfield

Title: Principal

Date: 11/29/16

CLIENT

San Leandro School District

Signature of Authorized Representative

Print Name:

Title:

Date: