



SAN CARLOS SCHOOL DISTRICT

Craig Baker, Ed.D., Superintendent
Robert Porter, Chief Operations Officer
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INDEPENDENT CONTRACTOR AGREEMENT

This Agreement is entered into as of June 2, 2016 between the San Carlos School District (“SCSD”) and Beth Robertson (“Contractor”).

1. Independent Contractor. Subject to the terms and conditions of this Agreement, SCSD hereby engages the Contractor as an independent contractor to perform the services set forth herein, and the Contractor hereby accepts such engagement.
2. Duties, Terms and Compensation: The Contractor will provide communication and marketing services to SCSD to create processes and collateral for the school district to share its vision and strategic plan while preparing for the beginning of the 2016-17 school year. Tasks to be performed are described in the attached proposal and will be executed by approximately October 15, 2016. The Contractor shall be paid no more than \$16,000 unless otherwise agreed upon.
3. Expenses. During the term of this Agreement, the Contractor shall bill and SCSD shall reimburse her for all reasonable and approved out-of-pocket expenses, which are incurred in connection with the performance of the duties herein.
4. Independent Contractor. This Agreement shall not render the Contractor an employee, partner, agent of, or joint venture with SCSD for any purpose. The Contractor is and will remain an independent contractor in her relationship to SCSD. SCSD shall not be responsible for withholding taxes with respect to the Contractor’s compensation. The Contractor shall have no claim against the Company hereunder or otherwise for vacation pay, sick leave, retirement benefits, social security, worker’s compensation, health or disability benefits, unemployment insurance benefits, or employee benefits of any kind.
5. Choice of Law. The laws of California shall govern the validity of this Agreement, the construction of its terms and the interpretation of the rights and duties of the parties hereto.
6. Modification or Amendment. No amendment, change or modification of this Agreement shall be valid unless in writing signed by the parties hereto.
7. Entire Understanding. This document and any exhibit attached constitute the entire understanding and agreement of the parties, and any and all prior agreements, understandings, and representations are hereby terminated and canceled in their entirety and are of no further force and effect.
8. Unenforceability of Provisions. If any provision of the Agreement, or any portion thereof, is held to be invalid and unenforceable, then the remainder of this Agreement shall nevertheless remain in full force and effect.

IN WITNESS WHEREOF the undersigned have executed the Agreement as of the day and year first written above. The parties hereto agree that facsimile signatures shall be as effective as if originals.

Robert Porter
Chief Operations Officer



Signature

Date: June 2, 2016

Beth Robertson



Signature

Date: June 2, 2016



Robertson Consulting Group

MARKETING AND DESIGN

Communications Proposal For San Carlos School District

Overview:

Provide communications and marketing services to the San Carlos School District to create processes and collateral for the school district to share their vision and strategic plan while preparing for the beginning of the 2016-2017 school year.

Contracted services will be provided starting immediately for five months ending approximately October 15, 2016.

Key Deliverables:

| Goal: | Project: | Target Date: |
|-------|--|--------------|
| 1a. | Strategic Plan Infographic (digital and print) | May 31 |
| 1b. | SCSD "District Vision" Slide Deck (digital) | June 15 |
| 1c. | Organized, centralized collateral repository (digital) | September 26 |
| 2a. | SCSD Staff "District Vision" Training (in-person, digital and print) | August 17-23 |
| 2b. | BTS Video (Outsourced*- see below) | August 1 |
| 2c. | BTS Format Planning | August 15 |
| 2d. | BTS Centralized Messaging | August 15 |
| 3a. | Formal Monthly District Communications Calendar | September 26 |

During the contracted period, Beth Robertson will provide guidance on other District communications goals/needs (not to exceed 10 hours per week) which are outside the scope of the deliverables noted in this proposal. If additional work conflicts with the targeted deliverable date of the key goals, Beth will work with District staff to reevaluate priorities.

Fees: Our monthly retainer for this work is \$3,200. The total value of this contract is \$16,000.

*Expected production expense for video (\$4,000-\$5,000) is not included in this contract.

Invoices will be submitted every fourth Friday from date work begins and payment is expected in full upon receipt. Payment by credit card will include credit card processing fees.

Your complete satisfaction with the final product is our goal: Robertson Consulting Group also provides social media marketing, brand design, marketing materials, website management, and much more. As we grow our relationship, we'd be happy to provide other marketing, design and technical services. Please visit our website www.robertsonconsultinggroup.com for more information.

Limit of Liability: In no event shall Robertson Consulting Group or this client be liable to the other for any direct or indirect damages, for any reason or in any way, related to this project. The maximum remedy available to either party is the amount agreed upon under this agreement.

Submitted on: 5/16/2016