



# SAN CARLOS SCHOOL DISTRICT

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## INDEPENDENT CONTRACTOR AGREEMENT

This Agreement is entered into as of December 11, 2015 between the San Carlos School District ("SCSD") and Neha Singh Gohil ("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 shall create an initial communications and marketing plan that would target three primary audiences for school district communications: 1) funders, 2) parents, and 3) peers/practitioners. Tasks to be performed are described in Exhibit A Option C (attached) and will be executed no later than April 4, 2016. The Contractor shall be paid no more than \$5,000 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

Neha Singh Gohil

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Signature

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Signature:

Date: December 11, 2015

Date: December 11, 2015

# San Carlos School District Communications Master Plan

Neha Singh Gohil

**Scope:** To create an initial communications and marketing plan that would target three primary audiences for school district communications: (1) funders (2) parents and (3) peers/practitioners. The district's plan would communicate our thought leadership in the field, highlight best practices within our district, and strive to engage parents in their child's learning.

## Option A:

### Communications Plan

- 1) Three interviews with SCSD Superintendent and Communications staff
- 2) Review of existing channel metrics, including social media, website, and newsletter
- 3) Researching costs for proposed channels in the marketing plan
- 4) Three revisions to draft communications plan
- 5) Presentation of final communications plan to SCSD Board in April

**\$2500**

## Option B:

### Stakeholder Interviews + Communications Plan

- 1) Electronic survey of school site staff
- 2) Parent interviews at two PTA meetings and one ELAC meeting
- 3) Interview of one funder and one community partner
- 4) Three interviews with SCSD Superintendent and Communications staff
- 5) Review of existing channel metrics
- 6) Researching costs for proposed channels in the marketing plan
- 7) Three revisions to draft communications plan
- 8) Presentation of final communications plan to SCSD Board in April

**\$3300**

## Option C:

### Communications & Stakeholder Audit + Communications Plan

- 1) Comprehensive review of current communication channels and impact
- 2) An audit report, to serve as initial level set for marketing
- 3) Electronic survey of school site staff
- 4) Parent interviews at two PTA meetings and one ELAC meeting
- 5) Interview of one funder and one community partner
- 6) Three interviews with Superintendent and Communications staff
- 7) Review of existing channel metrics
- 8) Researching costs for proposed channels
- 9) Three revisions to draft communications plan
- 10) Presentation of final communications plan to SCSD Board in April

**\$6000**

**Note:** Costs provided are for the package as defined, and do not include translation services or out of pocket costs (e.g. printing, etc.), where required.