



# SOUTH SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

## Agenda Item Summary

Meeting Date: March 22, 2023

Agenda Section: Consent

Agenda Item Title: MOU Between South San Antonio ISD and RootEd

From: Alexis L. Castillo, Director of Communications and Marketing

Additional Presenters if Applicable:

Description: RootEd is a parent-led, grassroots organization that promotes neighborhood public schools through storytelling, advocacy, and education. RootEd encourages parents to consider their neighborhood school as a first choice for their children. The district will work alongside RootEd to help market the district, and provide a search option using social media for South San Antonio ISD.

Historical Data: Currently South San Antonio ISD doesn't have a partnership with RootEd, but is seeking partnerships that help in marketing our district.

Recommendation: To approve the MOU between South San Antonio ISD and RootEd.

Purchasing Director and Approval Date: NA

Funding Budget Code and Amount: NA



## **RootEd/South San Antonio ISD Agreement of Services**

**in partnership with Go Public**

RootEd and South San Antonio ISD agree to the following points:

1. RootEd will research South San Antonio ISD in order to understand the district and the characteristics that make the schools unique.
2. RootEd will produce targeted social media strategies and grassroots engagements for South San Antonio ISD based on above research.
3. South San Antonio ISD will appoint a contact (either staff or parent) to be the District RootEd Coordinator.
4. South San Antonio ISD will disseminate information about RootEd to district parents and staff.
5. South San Antonio ISD will provide RootEd Reps for schools. Districts with less than 10 schools have a starting requirement of one Rep per school to be determined within 30 days of start of contract. Districts larger than 10 schools have a starting requirement of 10 schools with Reps to be determined within 30 days of start of contract.
6. RootEd will provide training and guidelines to district RootEd Reps.
7. RootEd will give each school in district a RootEd hashtag to use for school searches.
8. For a fee, RootEd will provide a bundle of Proudly RootEd yard signs to South San Antonio ISD. The district can either give them away or sell them for up to \$10.00 each.
9. If needed or requested by South San Antonio ISD, RootEd will provide basic social media/marketing training to school staff and/or parents.
10. RootEd will include South San Antonio ISD parents and staff in RootEd advocacy days in Austin. RootEd will provide legislative information pertaining to public education to parents and staff.
11. South San Antonio ISD will assist in the process of RootEd becoming an approved vendor for the district.



The agreement is valid for as long as South San Antonio ISD and RootEd are satisfied with services. The services rendered will be re-evaluated each year.

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South San Antonio ISD

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Date

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RootEd

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Date