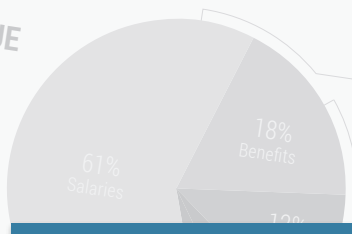
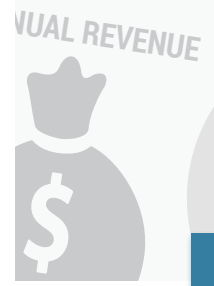
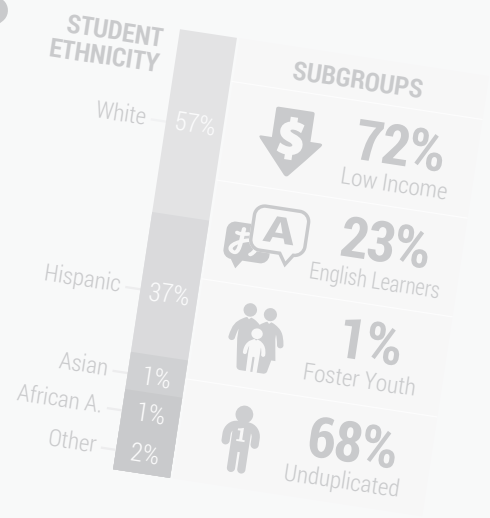
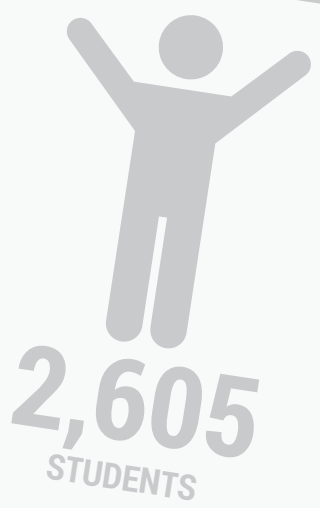


District Overview and Accountability Plan



7 SCHOOLS

High School:	2	E/H Combo:	0
Idle:	1	Adult:	0
Elementary:	4	Ungraded:	0
Charter:	0	Charter:	0



Employee Salaries: \$12,943,298 (61%)
 Employee Benefits: \$3,837,749 (18%)
 Services: \$6,221,000 (19%)



Year 2 LCAP Infographic Proposal

Marin County Office of Education

March 18, 2015

Overview

The Gobo LCAP (Local Control Accountability Plan) Infographic is a visual tool that helps clarify the California LCAP process and effectively communicate LCAP goals and progress to stakeholders. The Gobo LCAP Infographic helps set community expectations, encourage stakeholder engagement and support, and makes it easy to share the good work our schools do.

Data visualization, commonly referred to as information graphics, or just "infographics", has many proven benefits. Infographics provide an easier, faster, scannable, sharable way of communicating. The technology-fueled explosion of messages and media in our modern society, combined with the changes underfoot in California education, call for new communication methods that cut through the noise and engage stakeholders.

The Gobo LCAP Infographic is conveniently created, for one reasonable fee, and quickly pays for itself in the staff time saved communicating LCAP intent and progress. The LCAP Infographic can be used in variety of ways, including printed handouts, presentations, and websites.

Benefits

Simplifies and Distills - The Gobo LCAP Infographic takes a lot of dry and complex information and uniquely distills it into something inviting and easy to understand. Who wants to wade through a dry 50 or 100 page text document?

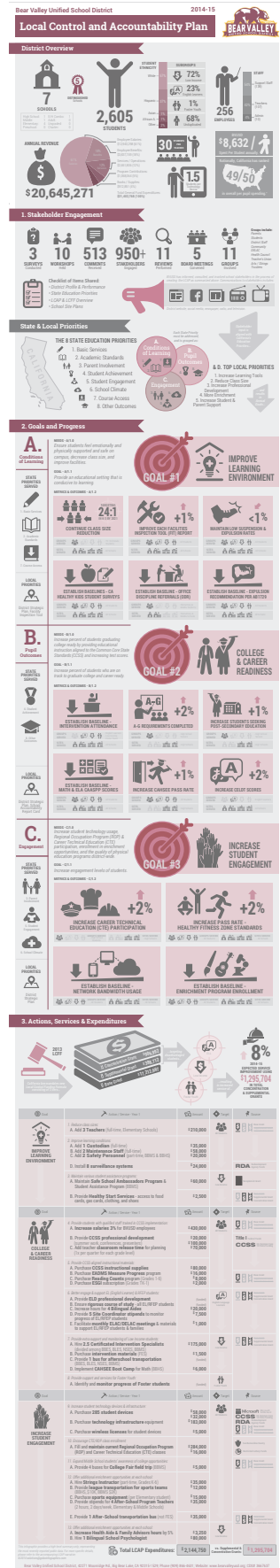
Fosters Transparency - In addition to making the plan much more accessible and comprehensible, the Gobo LCAP Infographic helps Districts increase transparency with improved visibility to goals and progress.

Focuses and Aligns - The simplified nature of an infographic forces Districts to focus their thinking, goals, and efforts into fewer, more critical priorities. Once produced, the LCAP Infographic is a helpful visual tool to keep stakeholders on track and is regularly referenced during a District's day-to-day operation.

Speeds Understanding - Our brains are wired for, and prefer, images over text. The graphic nature of the LCAP Infographic allows us to better comprehend the LCAP, do so faster, and retain its contents longer. The LCAP Infographic format embraces technology that is rapidly increasing our preference for images over text.

Increases Support - Stakeholders can more readily support what they understand. Because the LCAP Infographic clearly communicates a District's priorities, it is an effective tool to promote and increase community-wide support.

Removes Barriers - A combination of meaningful symbols and numbers help overcome language barriers of English Language Learners and their families by improving LCAP accessibility and understanding over a lengthy, text-



based plan. The LCAP Infographic may also reduce costs associated with LCAP translation into multiple languages.

Easy Convenience - The full-service option allows Districts to simply hand over a standard California State template and receive a finished LCAP Infographic.

Widespread Professionalism - A District is professionally promoted when LCAP Infographics are used on websites, in press releases, as printed handouts, as office posters, in presentations, and on video displays. While this stakeholder engagement tool reflects well on District leadership and employees, more importantly it effectively communicates the critical business of educating our children and encourages community-wide support and participation that brings LCAPs to reality.

FEATURES AND INVESTMENT

1.) Year 2 District LCAP Infographic

A School District submits its State-standard LCAP plan, along with required supplemental information, to Gobo via Email or website, and receives a completed LCAP Infographic based on the standard second-year 2015-16 Gobo LCAP Infographic template. The LCAP Infographics are provided in .JPG and .PDF formats, suitable for both print and screen, and are licensed for unlimited use in all media. Make as many copies as you wish, post it wherever you want. *Discounted to \$1895 per District or County LCAP instance.*

\$1895

2.) Year 2 LCAP Infographic Changes

While one set of corrections is included in the above initial LCAP Infographic creation process, additional sets of changes requiring new file generation incur an additional charge. This option would be billed additionally as incurred. *Optional \$350 as requested.*

\$350
(optional)

3.) Spanish-translated LCAP Infographic

For those Districts requiring a LCAP Infographic in Spanish, this translation option provides a second Spanish version in .JPG and .PDF formats. This option would be billed additionally as incurred, directly to the requesting School District. *Optional \$1295 as requested.*

\$1295
(optional)

County Support & Notes

In exchange for discount consideration, the County Office of Education will help promote and facilitate a quicker and more efficient production process by assisting with the collection of Required Materials, scheduling County reviews to facilitate Infographic production, and processing invoices on behalf of each participating District. This agreement anticipates a minimum of 10 participating Districts.

Timing for this proposal will be mutually agreed upon by both parties based on need, availability, and demand. While unlimited distribution of the Gobo LCAP Infographic is allowed, we request that the product is not modified and that Gobo attribution on each LCAP Infographic remains legible and intact so that others interested in the Gobo stakeholder tools know where to go. This helps us protect product quality and promote our efforts so we in turn can continue to support Districts with better services. Use does not imply any ownership or rights to the underlying design, software, processes, or data. The time-sensitive nature of this service assumes a new version, plus any updated data and/or templates, with accompanying charges, each year. The offer in this proposal expires April 30, 2015, and requires signed approval, purchase order, or contract to commence. Resulting invoices are billed upon satisfactory completion of work and due upon receipt.

BACKGROUND

Gobo LLC is a marketing technology company located in Big Bear Lake, California. Gobo's principal, Randall Putz, is a twice-elected Bear Valley Unified School Board Trustee with decades of graphic design and web application development experience under his belt. The Gobo LCAP Infographic continues his commitment to helping effectively educate our children and sharing the good work our public schools do.

For more information, please contact:

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randall@goboinfographics.com

(909) 744-4073

GOBO

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Big Bear Lake, CA 92315

(909) 276-7889

www.goboinfographics.com

EIN: 26-2885383

APPROVAL

The undersigned agrees to the terms of this proposal and authorizes Gobo to complete the work as outlined.

Signature _____

Printed Name _____

Date _____

