



June 2009

UPDATE ON THE AUSD MASTER PLAN PROCESS

At the March 24th Board of Education meeting, I proposed to the Board that we begin a Master Plan process, to be completed by December. The result of the process will be a detailed plan that will provide the district a clear road map for decision-making over the next several years.

Our school district faces many challenges ahead, and important and difficult decisions about facilities, programs and staffing will have to be made. These decisions will impact all of our community so it is imperative that students, families, and staff – as well as the overall Alameda community – participate in the Master Plan process and face these challenges together.

To act as a sounding board and provide feedback as I move through this Master Plan process I've asked a few individuals to serve on an advisory group. I selected them based on their expertise and skills in curriculum, instruction, administration, fiscal background, student experience, and community outreach. Members of the group are Steve Jubb, Ed O'Neil, Sean McPhetridge, Vickie Smith, Rob Siltanen, Katherine Crawford, Jennifer Ramos, Ben O'Neil, Maggie Muir, Maureen Erwin, Ash Vesudeva, and Stephanie Wilson. If you run into them, please feel free to talk with them about the Master Plan process. I welcome everyone's feedback. This group will end in August after the August 18th meeting. I look forward to all members of our community joining us in this work.

COMMUNITY MEETINGS

As part of this planning process, I have scheduled three community meetings to take a close look at the District's current and future financial outlook, and to discuss possible solutions to the financial situation we all face.

We have completed the first two of these community meetings that seek to address a series of questions and engage the community in a dialogue about the future of our schools.

Our first two meetings and their topics were:

Community Meeting #1

Can AUSD Live on State Funding Alone?

Wednesday, May 20th, 6:30 – 8:00 PM at Henry Haight Elementary School, 2025 Santa Clara Avenue

At this first meeting, we took a close look at what it would mean for the district to "live within our means," surviving only on state and federal funds. To live only on what the state provides per student would mean significant cutbacks including school closures, raising class size, teacher layoffs, and severe program cuts that would significantly change the face of the Alameda School District.

AUSD will soon face a severe financial crisis. While we have made more than \$7 million in cuts over the last seven years, there remain three significant issues that threaten the district:

- 1) Continued unreliability of state funding
- 2) Declining enrollment
- 3) Expiration of our two parcel taxes in 2011-2012 that represent a loss of \$7.3 million in funding

"Education is the key to unlock the golden door to freedom." – George Washington Carver

ALAMEDA UNIFIED SCHOOL DISTRICT
Excellence & Equity For All Students

Kirsten Vital, Superintendent
2200 Central Avenue
Alameda, CA 94501
Phone 510.337-7060
Fax 510.522-6926

March 1, 2010

Dear David,

Your inquiries to Board Member McMahon regarding the website were forwarded to me for response. I appreciate the opportunity to clarify some misinformation.

As you may know, Erwin and Muir were first hired by former Superintendent Ardella Dailey on an hourly basis to provide as-needed communications support. Previous to hiring Erwin and Muir, the District's public communications function was handled by a communications specialist at a cost of approximately \$55,000 per year. Last year, Erwin and Muir billed the District approximately \$21,000, resulting in a net savings for the District.

I have continued former Superintendent Dailey's practice of using Erwin and Muir to assist with the District's outreach to the community and my on-going efforts to keep families informed. As part of their work for the District, Erwin and Muir did a content analysis of the previous website and found it severely deficient. A school district's website has become the primary tool of communication, particularly in a technology savvy area such as the East Bay. Our previous website was hard to navigate, contained out-dated information, did not contain key dates and information items and was overall a very poor reflection of the District. Our test scores are increasingly rising and students enjoy successes everyday in our outstanding schools but our website failed to convey that message.

At my request, Erwin and Muir sub-contracted with two companies to design a new website and to do the necessary technical programming. Kristine Ekstrand designed the website for a total of \$6,000 and Pluto Studios performed the technical work for \$8,000. Those companies billed Erwin and Muir, who in turned billed the District for the work. This is the purchase order you received in response to your public records request. Erwin and Muir's charges for the website are limited to approximately \$1,800 in content review of both the old website, to recommend changes, and the new website to ensure it met the District's communication needs. These charges are reflected on the attached invoice.

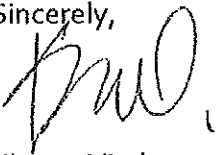
Since this fall and the hiring of a general counsel for legal support, the District has been working to design a contract process and implementing the requirement that all professional services be procured using a contract. Although a contract is not legally required as the Board has delegated authority to Cabinet members to procure services on behalf of the District, I certainly agree that contracts are a best business practice and we have been working diligently to bring all of our business arrangements into line with that practice. Unfortunately, as with this contract, we have not reached full compliance with this process. This is particularly the case with business arrangements that began under the former administration and which have continued this school year. Going forward, Erwin and Muir will have a professional services agreement with the District.

ALAMEDA UNIFIED SCHOOL DISTRICT
Excellence & Equity For All Students

Finally, I strongly believe that Erwin and Muir's services are necessary and an appropriate expenditure of funds. Community engagement is an essential strategy of the master plan. The devastating budget cuts facing the District as a result of the reduction in state funding makes communication more important than ever to ensure that families understand how the state's funding will impact their schools and their students' education.

I hope that clarifies the relationship between Erwin and Muir and the District and that your reporting will reflect this information.

Sincerely,



Kirsten Vital
Superintendent of Schools

QuickTime™ and a
decompressor
are needed to see this picture.

Purchase Order 1100404

INVOICE #5 A

OPEN PO
OK to pay
KABE

Date: December 2, 2009

TO: Alameda Unified School District/Superintendent Kirsten Vital

FR: Erwin and Muir

**RE: Fee for Public Affairs & Communication Services, August 20, 2009 –
December 2, 2009**

DATE: 9/1-3
HOURS: 4
Draft and design newsletter mailing

DATE: 9/9
HOURS: 15 minutes
Draft community workshop sign in sheet

DATE: 9/10
HOURS: 3
Communications meeting (via phone) with Aaminah Norris; meeting with KV; Parcel Tax
Administrator meeting

DATE: 9/24
HOURS: 1 hour
Communication meeting with Aaminah Norris, Becky McMahon, Allison

DATE: 9/28
HOURS: 1 hour
Communications meeting with KV

ALAMEDA UNIFIED SCHOOL DISTRICT
FISCAL SERVICES/ACCOUNTS PAYABLE
RECEIVED

JAN 05 2010

ALAMEDA UNIFIED SCHOOL DISTRICT
FISCAL SERVICES/ACCOUNTS PAYABLE
RECEIVED

JAN 05 2010

DATE: 10/12
HOURS: 2 hours (1 hour/partner)
Communications meeting with KV

DATE: 10/22
HOURS: 30 minutes
Communications meeting with Aminah and Allison

DATE: 11/4
HOURS: 15 minutes
Call with Ruben Zepeda about Math initiative

DATE: 11/6
HOURS: 1 hour
Master Plan meeting with KV, Rob Siltanin, Steve and Allison

DATE: 11/12
HOURS: 2 hours (1 hour/partner)
Communications meeting with KV

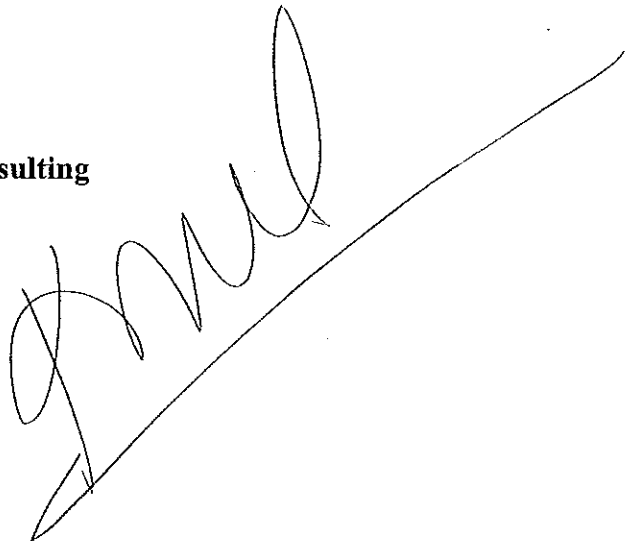
DATE: August 20th-December 2nd
HOURS: 16
Drafting of September, October, November and December superintendent letters; September, October and November Chamber letters; Recycling, Math Initiative, Wood Heritage Contest and Efficiency Expert Good News Stories; API and Master Plan timeline press releases; Master Plan Op Ed; PEV and parents MP flyers.

TOTAL HOURS: 31

(RATE: \$150/hour per partner)

TOTAL DUE: \$4,650.00

PLEASE MAIL CHECK TO:
Erwin and Muir Public Affairs and Political Consulting
337 17th Street, #215
Oakland, CA 94612

A handwritten signature in cursive script, likely reading "Erwin and Muir", is written over a diagonal line that extends from the bottom right towards the center of the page.

PURCHASE ORDER

Alameda Unified School District
 2200 Central Ave
 Alameda CA 94501

THIS NUMBER MUST APPEAR ON ALL SHIPMENTS, CORRESPONDENCE, PACKING SLIPS, ETC.

PO Number
1100404

(420) - 1099

Erwin & Muir
337 17th St. Suite 215
Oakland CA 94612

Ship To
 Superintendent
 2200 Central Avenue Suite A
 Attn: Kathleen Brooks
 Alameda CA 94501

Bill To
 Alameda Unified School District
 2200 Central Ave
 Attn: Accounts Payable
 Alameda CA 94501

Vendor Number: 10007722
 PR Number: 29569
 Issue Date: 07/07/2009
 Change No.: 0
 PR Requestor: Brooks, Kathleen S
 Delivery Date:

PO Terms: Partnership
 PO Type: Dollar Amount
 Quote\Bld No.: 64000
 Quote\Bld Notes:

Qty	Unit	Part #	Description	Unit Price	Account Code	Amount
1	ea		Open PO for services for 2009/10	\$64,000.00	01-0000-5800-7152-0000-0-070-70	\$64,000.00

PO Comments: Open Purchase Order for services for 2009/10

(Signature)
OK TO PAY

Subtotal: \$64,000.00
Taxable SubTotal: \$64,000.00
Total Tax: \$0.00
Total Shipping: \$0.00
TOTAL: \$64,000.00

*will be charging
 invoices against*

INSTRUCTIONS TO VENDOR (SUBMIT INVOICES IN TRIPLICATE)

- Ship PREPAID if sold FOB your plant, prepay freight and show as separate item. Original copy of paid express or freight bill must be attached to invoice.
- Public agencies are exempt from FEDERAL EXCISE TAX. Invoices must show tax has been deleted.
- SALES AND USE TAX must be shown separately.
- PRICE INCREASES MUST BE IN WRITING.
- DO NOT MAKE ANY SUBSTITUTIONS WITHOUT PRIOR APPROVAL.
- Advise immediately if order cannot be filled by date required. District reserves the RIGHT TO CANCEL any or all items not delivered.
- All articles must conform with the SAFETY CODES of the State of California, Div. of Safety. Send all MSDS reports with order.

Authorized Agent
 Board of Education

(Signature)

Receiving

PURCHASE ORDER

Alameda Unified School District
 2200 Central Ave
 Alameda CA 94501

**THIS NUMBER MUST APPEAR ON ALL
 SHIPMENTS, CORRESPONDENCE,
 PACKING SLIPS, ETC.**

**PO Number
 1091087**

Erwin & Muir
 337 17th St. Suite 215
 Oakland CA 94612

Ship To
 Business Services
 2200 Central Avenue Rm. 105E
 Attn: Joyce Frye
 Alameda CA 94501

Bill To
 Alameda Unified School District
 2200 Central Ave
 Attn: Accounts Payable
 Alameda CA 94501

Vendor Number: 10007722

PR Number: 25904

Issue Date: 11/06/2008

Change No.: 1

PR Requestor: Frye, Joyce E

Delivery Date:

PO Terms:

PO Type: Regular

Quote/Bid No.:

Quote/Bid Notes:

Qty	Unit	Part #	Description	Unit Price	Account Code	Amount
1	ea		Preparation and Mailing of Measure H Letter	\$7,372.90	01-0000-5825-7180-0000-1-070-70	\$7,372.90
1	ea		to increase po total	\$173.69	01-0000-5825-7180-0000-0-070-70	\$173.69

PO Comments: Do not mail. Reprint to increase

Subtotal: \$7,546.59

Taxable SubTotal: \$173.69

Total Tax: \$0.00

Total Shipping: \$0.00

TOTAL: \$7,546.59

*OK to pay
 Joyce Frye*

ALAMEDA UNIFIED SCHOOL DISTRICT
 BUSINESS SERVICES/ACCOUNTS PAYABLE
 RECEIVED

NOV 07 2008

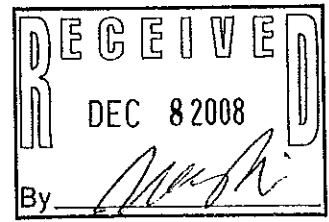
INSTRUCTIONS TO VENDOR (SUBMIT INVOICES IN TRIPLICATE)

1. Ship PREPAID if sold FOB your plant, prepay freight and show as separate item. Original copy of paid express or freight bill must be attached to invoice.
2. Public agencies are exempt from FEDERAL EXCISE TAX. Invoices must show tax has been deleted.
3. SALES AND USE TAX must be shown separately.
4. If the ACTUAL price exceeds the indicated amount by more than 10% INCREASE MUST BE APPROVED IN WRITING.
5. DO NOT MAKE ANY SUBSTITUTIONS WITHOUT PRIOR APPROVAL.
6. Advise Immediately if order cannot be filled by date required. District reserves the RIGHT TO CANCEL any or all items not delivered.
7. All articles must conform with the SAFETY CODES of the State of California, Div. of Safety. Send all MSDS reports with order.

SK

Authorized Agent
 Board of Education

Receiving



ERWIN & MUIR

INVOICE

Date: December 2, 2008

TO: Alameda Unified School District/Superintendent Ardella Dailey

FR: Erwin and Muir

RE: Fee for Public Affairs services, August – November 2008

RATE: \$150/hour per partner

DATE: 8/15
HOURS: 2 hours (1 hour/partner)
Meeting with Superintendent Dailey

DATE: 8/18:
HOURS: 2 hours
Preparation of mailing to Alameda Property owners regarding Measure H

DATE: 9/2
HOURS: 1 hour
Draft letter to business community

DATE: 9/3
HOURS: 30 minutes
Review of website and suggested edits

DATE: 10/1
HOURS: 30 minutes
Draft release to business community regarding Measure H lawsuit

12/10/08
[Signature]

ACCOUNTS PAYABLE
RECEIVED

DEC 18 2008

DATE: 10/9
HOURS: 2 hours (1 hour/partner)
Meeting with Superintendent Dailey

DATE: 10/13
HOURS: 1 hour
Draft Business Advisory Task Force letter

DATE: 10/14
HOURS: 1 hour
Draft Charter School Forum planning memo

DATE: 11/13
HOURS: 1.5 hours
Attend Charter School Forum

DATE: 11/20
HOURS: 1 hour
Draft Kirsten Vitale Press Release

TOTAL DUE: \$1,875.00

RECEIVED
GENERAL SERVICES/ACCOUNTS PAYABLE
RECEIVED

DEC 18 2008

PLEASE MAIL CHEK TO:

**Erwin and Muir Public Affairs and Political Consulting
337 17th Street, #215
Oakland, Ca 94612**

PURCHASE ORDER

Alameda Unified School District
 2200 Central Ave
 Alameda CA 94501

**THIS NUMBER MUST APPEAR ON ALL
 SHIPMENTS, CORRESPONDENCE,
 PACKING SLIPS, ETC.**

**PO Number
 1092336**

**Erwin & Muir
 337 17th St. Suite 215
 Oakland CA 94612**

Ship To
 Superintendent
 2200 Central Avenue Suite A
 Attn: Kathleen Brooks
 Alameda CA 94501

Bill To
 Alameda Unified School District
 2200 Central Ave
 Attn: Accounts Payable
 Alameda CA 94501

Vendor Number: 10007722

PR Number: 27244

Issue Date: 12/10/2008

Change No.: 0

PR Requestor: Brooks, Kathleen S

Delivery Date:

PO Terms: Partnership

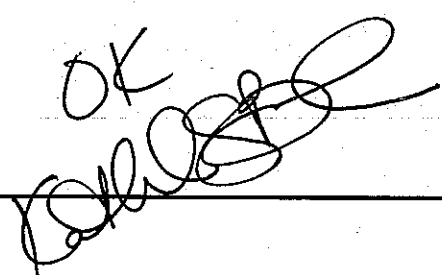
PO Type: Regular

Quote/Bid No.:

Quote/Bid Notes:

Qty	Unit	Part #	Description	Unit Price	Account Code	Amount
1	ea		for public affairs services August - November 2008	\$1,875.00	01-0000-5800-7110- 0000-0-070-70	\$1,875.00

PO Comments: for public affairs services August - November 2008

OK


Subtotal: \$1,875.00

Taxable SubTotal: \$1,875.00

Total Tax: \$0.00

Total Shipping: \$0.00

TOTAL: \$1,875.00

ALAMEDA UNIFIED SCHOOL DISTRICT
 PUBLIC AFFAIRS SERVICES/ACCOUNTS PAYABLE
 RECEIVED

DEC 18 2008

INSTRUCTIONS TO VENDOR (SUBMIT INVOICES IN TRIPLICATE)

1. Ship PREPAID if sold FOB your plant, prepay freight and show as separate item. Original copy of paid express or freight bill must be attached to invoice.
2. Public agencies are exempt from FEDERAL EXCISE TAX. Invoices must show tax has been deleted.
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7. All articles must conform with the SAFETY CODES of the State of California, Div. of Safety. Send all MSDS reports with order.

guc

Authorized Agent
 Board of Education

Receiving

ERWIN & MUIR

INVOICE

ACCRUED

Date: May 14, 2009

TO: Alameda Unified School District

FR: Erwin and Muir

RE: Invoice for Master Plan Community Meeting Mailer

Fee for design, translation, printing, prepress, mailhouse,
data and postage for 6 x 9, postcard printed on 9 pt. gloss cover.

Print Quantity: 10,000

Cost: \$3,484.20

Postage: \$1,770.58

TOTAL: \$5,254.78

*detail
attached*

Make check payable to and send check to:

Erwin and Muir Public Affairs and Political Consulting
337 17th Street, #215
Oakland, CA 94612

EM

INVOICE 811855-1

AUTUMN PRESS

945 Camelia St., Berkeley CA 94710
 510.654.4545 • 510.654.5160(fax)
 www.autumnpress.com

SALES PERSON	INVOICE DATE
Susana Witte	May-12-2009

BILL TO:	SHIP TO:
Erwin & Muir Public Affairs Attn: Maggie Muir and Political Consulting 337-17th St #215 Oakland, California 94612	Precise Mailing Attn: Chuck 168 Beacon Street San Francisco, California 94131

DATE SHIPPED	SHIP VIA	JOB NUMBER	TERMS	YOUR ORDER NO.
May-12-2009	Autumn Press	811855	COD	Maggie Muir

QUANTITY	UNIT	DESCRIPTION	UNIT PRICE	AMOUNT
10,000	each	6x9 Alameda Schools Master Plan Mailing Postcard, 2/2		1,172.72
		Delivery 2 locations		105.00
		FOR RESALE		
		Sub Total		1,277.72

TOTAL:	\$1,277.72
---------------	-------------------



Precise Mailing, Inc.

168 Beacon Street
South San Francisco, CA 94080
Tel. (650) 589-4000 Fax (650) 588-3144

INVOICE

Attn: Maggie Muir
Erwin & Muir Public Affairs and Political Consult
337 17th Street
Suite 215
Oakland CA 94612

Job Name: Alameda School District
Invoice #: 16838 **Customer #:** 2584
Invoice Date: **Mailed Date:**
Terms: Prepay **PO#:**

Qty Description Unit Price Ext Price

Data Processing

1	File Transfer	45.00000	\$45.00
10000	Append Zip+6 Barcodes,Standardize Address	0.00500	\$50.00
10000	Postal Qualify and Sort	0.00500	\$50.00
10000	Ink Jet File Prep	0.00300	\$30.00
10000	Merge/Purge Remove Duplicate Names	0.00600	\$60.00
SubTotal:			\$235.00

Lettershop

1	Inkjet Setup	35.00000	\$35.00
10000	Ink Jet name & address	0.02100	\$210.00
10000	Sort, Tie, & Sack	0.01575	\$157.50
SubTotal:			\$402.50

Other Charges

1	Verify Post Office	75.00000	\$75.00
1	Deliver To Alameda Post Office	50.00000	\$50.00
SubTotal:			\$125.00

Postage

U.S. Postage Used	1	1702.48	\$1,702.48
4% C/C Processing Fee	1	68.1	\$68.10

Payment Received:	\$0.00
Postage Used:	\$1,770.58
Total:	\$1,770.58

Comments:

Sub Total:	\$762.50
Tax:	\$0.00
Credit:	\$0.00
Services Total:	\$762.50
Balance Due:	\$2,533.08

Political Data Inc.

P.O. BOX 1706
Burbank, CA 91507
Phone (818) 954-8445 Fax (818) 954-9141 (800) 638-4649

INVOICE

Invoice #: 62719

CUSTOMER: ERWIN & MUIR PUBLIC AFFAIRS & CONSU
CARE OF: MAGGIE MUIR
337 17TH ST #215
OAKLAND, CA 94612

INVOICE DATE	CUSTOMER #	PDI REP	PAYMENT TERMS	ORDERED BY	REFERENCE			
05/11/2009	6529	KEVIN	ON RECEIPT	MAGGIE MUIR	ALAMEDA USD			
ITEM #	DESCRIPTION	COUNT	COPIES	DISC	TRADE	TAX	PRICE	AMOUNT
JOB DESCRIPTION								
NMF1	MAIL FILE (EMAIL - 1 USE)	10,049	1	0.0%	0.0%	<input type="checkbox"/>	\$21.00	\$211.03
<i>ALAMEDA UNIFIED SCHOOL DISTRICT - 6/08 VOTER UNIVERSES</i>								
NMOD	FILE TRANSMISSION	0	1	0.0%	0.0%	<input type="checkbox"/>	\$10.00	\$10.00

Description: ALAMEDA USD

SUBTOTAL:	\$221.03
9.25% TAX:	\$0.00
TOTAL	\$221.03
AMOUNT DUE	\$221.03

Please remit payments to P.O. Box 1706 Burbank, CA 91507
For campaign reporting purposes, our street address is 825 South Victory Boulevard Burbank, CA 91502

PURCHASE ORDER

Alameda Unified School District
 2200 Central Ave
 Alameda CA 94501

THIS NUMBER MUST APPEAR ON ALL
 SHIPMENTS, CORRESPONDENCE,
 PACKING SLIPS, ETC.

PO Number
1093274

Erwin & Muir
 337 17th St. Suite 215
 Oakland CA 94612

Ship To
 Superintendent
 2200 Central Avenue Suite A
 Attn: Kathleen Brooks
 Alameda CA 94501

Bill To
 Alameda Unified School District
 2200 Central Ave
 Attn: Accounts Payable
 Alameda CA 94501

Vendor Number: 10007722
 PR Number: 28273
 Issue Date: 06/26/2009
 Change No.: 2
 PR Requestor: Brooks, Kathleen S
 Delivery Date:

PO Terms: Partnership
 PO Type: Dollar Amount
 Quote\Bid No.:
 Quote\Bid Notes:

Qty	Unit	Part #	Description	Unit Price	Account Code	Amount
1	ea.		Open PO for Erwin & Muir public affairs and communication services 2009	\$8,450.00	01-0000/5825/7180-0000-0-070-70	\$8,450.00

PO Comments: Open PO with Erwin & Muir for public affairs and communication services 2009

*OK to pay
 per super
 Kathleen*

Subtotal: \$8,450.00
 Taxable SubTotal: \$8,450.00
 Total Tax: \$0.00
 Total Shipping: \$0.00
TOTAL: \$8,450.00

- INSTRUCTIONS TO VENDOR (SUBMIT INVOICES IN TRIPLICATE)**
- Ship PREPAID if sold FOB your plant, prepay freight and show as separate item. Original copy of paid express or freight bill must be attached to invoice.
 - Public agencies are exempt from FEDERAL EXCISE TAX. Invoices must show tax has been deleted.
 - SALES AND USE TAX must be shown separately.
 - PRICE INCREASES MUST BE IN WRITING.
 - DO NOT MAKE ANY SUBSTITUTIONS WITHOUT PRIOR APPROVAL.
 - Advise immediately if order cannot be filled by date required. District reserves the RIGHT TO CANCEL any or all items not delivered.
 - All articles must conform with the SAFETY CODES of the State of California, Div. of Safety. Send all MSDS reports with order.

SK

 Authorized Agent
 Board of Education



ALAMEDA UNIFIED SCHOOL DISTRICT
FISCAL SERVICES/ACCOUNTS PAYABLE
RECEIVED

Purchase Order 1100404

AUG 28 2009

INVOICE #5

Date: August 19, 2009

TO: Alameda Unified School District/Superintendent Kirsten Vital

FR: Erwin and Muir

RE: Fee for Public Affairs & Communication Services, June 30 – August 19, 2009

DATE: May - August

HOURS: 12 hours

Website redesign

DATE: 7/2

HOURS: 1 hour

Master Plan Team meeting

DATE: 7/9

HOURS: 30 minutes

Draft Measure H summary judgment release

DATE: 7/15-8/18

HOURS: 2.5 hours

Draft welcome back letters to staff, students, Adult School; draft Measure H Chamber letter re: possible settlement of Measure H; Draft Measure H settlement press release; draft Comcast interview questions.

DATE: 7/30

HOURS: 2 hours

Master Plan meeting & meeting with KV

open PO # 1100404

DATE: 7/31
HOURS: 1.5 hours
Parcel tax meeting with KV

DATE: 8/5
HOURS: 15 minutes
Conference call with Danielle Houck re: Measure H Chamber letter

DATE: 8/6
HOURS: 1.5 hours
Master Plan meeting

Date: 8/7
HOURS: 1.5 hours
Master Plan meeting

DATE: 8/10
HOURS: 1.5 hours
Master Plan meeting

DATE: 8/14
HOURS: 1.5 hours
Master Plan meeting/meeting with KV and DH

DATE: 8/18
HOURS: 2.5 hours
Attendance and preparation for community meeting #3

TOTAL HOURS: 28.25 hours

TOTAL DUE: \$4,237.50

(RATE: \$150/hour per partner)

PLEASE MAIL CHECK TO:
Erwin and Muir Public Affairs and Political Consulting
337 17th Street, #215
Oakland, CA 94612

PURCHASE ORDER

Alameda Unified School District
 2200 Central Ave
 Alameda CA 94501

THIS NUMBER MUST APPEAR ON ALL SHIPMENTS, CORRESPONDENCE, PACKING SLIPS, ETC.

PO Number
1100404

460-1099

Erwin & Muir
 337 17th St. Suite 215
 Oakland CA 94612

Ship To
 Superintendent
 2200 Central Avenue Suite A
 Attn: Kathleen Brooks
 Alameda CA 94501

Bill To
 Alameda Unified School District
 2200 Central Ave
 Attn: Accounts Payable
 Alameda CA 94501

Vendor Number: 10007722

PR Number: 29569

Issue Date: 07/07/2009

Change No.: 0

PR Requestor: Brooks, Kathleen S

Delivery Date:

PO Terms: Partnership

PO Type: Dollar Amount

Quote\Bid No.: 64000

Quote\Bid Notes:

Qty	Unit	Part #	Description	Unit Price	Account Code	Amount
1	ea		Open PO for services for 2009/10	\$64,000.00	01-0000-5800-7152-0000-0-070-70	\$64,000.00

PO Comments: Open Purchase Order for services for 2009/10

(Signature)
OK TO PAY

Subtotal: \$64,000.00

Taxable SubTotal: \$64,000.00

Total Tax: \$0.00

Total Shipping: \$0.00

TOTAL: \$64,000.00

will be charging invoices against

INSTRUCTIONS TO VENDOR (SUBMIT INVOICES IN TRIPLICATE)

- Ship PREPAID If sold FOB your plant, prepay freight and show as separate item. Original copy of paid express or freight bill must be attached to invoice.
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Authorized Agent
 Board of Education

(Signature)

Receiving

QuickTime™ and a decompressor are needed to see this picture.

INVOICE #4

Date: July 29, 2009

TO: Alameda Unified School District/Superintendent Kirsten Vital

FR: Erwin and Muir

RE: Fee for Public Affairs & Communication Services, May 15 – June 29, 2009

*no accrual
per sharing
(8/10/09)*

DATE: 5/15
HOURS: 6 hours (3 hours/partner)
Master Plan meeting and pre meeting with Steve Jubb

DATE: 5/18
HOURS: 30 minutes (15 minutes/partner)
Call with Superintendent Vital to discuss LGBT issue

DATE: 5/18-5/20
HOURS: 4 hours
Preparation of Power point presentation for community meeting

DATE: 5/20
HOURS: 5 hours (2.5 hours/partner)
Master Plan Community meeting #1

DATE: 5/28
HOURS: 1 hour (30 minutes/partner)
Meeting with Superintendent Vital

DATE: 5/30
HOURS: 2.5 hours
Master Plan meeting

ALAMEDA UNIFIED SCHOOL DISTRICT
FISCAL SERVICES/ACCOUNTS PAYABLE
RECEIVED

AUG 10 2009

*Charge to
Open PO # 1100404*

DATE: 6/2
HOURS: 2.5 hours
Master Plan Community meeting #2

Date: 5/30-6/2
HOURS: 4 hours
Power Point presentation preparation for Community meeting #2

DATE: 6/5
HOURS: 1.5 hours
Master Plan meeting

DATE: 6/8
HOURS: 3 hours
Drafting of graduation speeches-

DATE: 6/12
HOURS: 2
Drafting and edits of letter for Chamber of Commerce

DATE: 6/12
HOURS: 2
Drafting and edits of June Superintendent's letter

DATE: 6/19
HOURS: 1
Meeting with Superintendent Vital

DATE: 6/29
HOURS: 1.5
Meeting with Brooke Briggance and Aaminah Muhammad Norris

TOTAL HOURS: 36.5 hours

TOTAL DUE: \$5,475.00

(RATE: \$150/hour per partner)

ALAMEDA UNIFIED SCHOOL DISTRICT
FISCAL SERVICES/ACCOUNTS PAYABLE
RECEIVED

AUG 10 2009

PLEASE MAIL CHECK TO:
Erwin and Muir Public Affairs and Political Consulting
337 17th Street, #215
Oakland, CA 94612

PURCHASE ORDER

Alameda Unified School District
 2200 Central Ave
 Alameda CA 94501

**THIS NUMBER MUST APPEAR ON ALL
 SHIPMENTS, CORRESPONDENCE,
 PACKING SLIPS, ETC.**

**PO Number
 1100404**

Yes - 1099

**Erwin & Muir
 337 17th St. Suite 215
 Oakland CA 94612**

Ship To
 Superintendent
 2200 Central Avenue Suite A
 Attn: Kathleen Brooks
 Alameda CA 94501

Bill To
 Alameda Unified School District
 2200 Central Ave
 Attn: Accounts Payable
 Alameda CA 94501

Vendor Number: 10007722
PR Number: 29569
Issue Date: 07/07/2009
Change No.: 0
PR Requestor: Brooks, Kathleen S
Delivery Date:

PO Terms: Partnership
PO Type: Dollar Amount
Quote\Bid No.: 64000
Quote\Bid Notes:

Qty	Unit	Part #	Description	Unit Price	Account Code	Amount
1	ea		Open PO for services for 2009/10	\$64,000.00	01-0000-5800-7152-0000-0-070-70	\$64,000.00

PO Comments: Open Purchase Order for services for 2009/10

OK TO PAY

Subtotal: \$64,000.00
Taxable SubTotal: \$64,000.00
Total Tax: \$0.00
Total Shipping: \$0.00
TOTAL: \$64,000.00

*will be charging
 invoices against*

INSTRUCTIONS TO VENDOR (SUBMIT INVOICES IN TRIPLICATE)

1. Ship PREPAID if sold FOB your plant, prepay freight and show as separate item. Original copy of paid express or freight bill must be attached to invoice.
2. Public agencies are exempt from FEDERAL EXCISE TAX. Invoices must show tax has been deleted.
3. SALES AND USE TAX must be shown separately.
4. PRICE INCREASES MUST BE IN WRITING.
5. DO NOT MAKE ANY SUBSTITUTIONS WITHOUT PRIOR APPROVAL.
6. Advise immediately if order cannot be filled by date required. District reserves the RIGHT TO CANCEL any or all items not delivered.
7. All articles must conform with the SAFETY CODES of the State of California, Div. of Safety. Send all MSDS reports with order.

Authorized Agent
 Board of Education

MJ

Receiving

QuickTime™ and a decompressor are needed to see this picture.

~~open PO# 1093274~~

[Handwritten signature]
[Handwritten signature]

INVOICE #3*

PO# 1100404

Date: May 15, 2009

TO: Alameda Unified School District/Superintendent Kirsten Vital

FR: Erwin and Muir

RE: Fee for Public Affairs & Communication Services, March 1 – May 15, 2009

DATE: 3/5
HOURS: 2 hours (1 hour/partner)
Meeting with Superintendent Vital

DATE: 3/19
HOURS: 30 minutes (15 minutes per partner)
Call with Superintendent's Vital to discuss April letter

DATE: 4/7
HOURS: 2 hours
April Superintendent letter

DATE: 4/17
HOURS: 3 hours (1.5 hours/partner)
AUSD Master Plan work group

DATE: 4/22
HOURS: 2 hours (1 hour/partner)
Website meeting with Superintendent Vital, Mike McMahon and Jess Stevens

DATE: 4/24
HOURS: 2 hours (1 hour/partner)
Meeting with Superintendent Vital and Becca Rosati

PO# 1100404
0*
3,085.50+
3,085.50*

DATE: 4/27 & 4/28
HOURS: 2 hours
Revised website work

DATE: 4/30
HOURS: 1 hour (30 minute/partner)
Call with Steve Jubb

DATE: 5/1
HOURS: 3 hours (1.5 hours/partner)
AUSD Master Plan work group

DATE: 5/8
HOURS: 6 hours (3 hours/partner)
Presentation of revised website and Master Plan work group

DATE: 5/15
HOURS: 6 hours (3 hours/partner)
Community meeting review and Master Plan work group

DATE: May 4-May 13
HOURS: 3 hours total
Community meeting postcard and flyer

DATE: 5/11
HOURS: 30 minutes
Dear Teacher letter

DATE: 5/13
HOURS: 1 hour
May Superintendent Letter

TOTAL HOURS: 34

TOTAL DUE: \$5,100.00

(RATE: \$150/hour per partner)

PLEASE MAIL CHECK TO:

**Erwin and Muir Public Affairs and Political Consulting
337 17th Street, #215
Oakland, CA 94612**

PURCHASE ORDER

Alameda Unified School District
 2200 Central Ave
 Alameda CA 94501

**THIS NUMBER MUST APPEAR ON ALL
 SHIPMENTS, CORRESPONDENCE,
 PACKING SLIPS, ETC.**

**PO Number
 1100404**

420-1099

Erwin & Muir
 337 17th St. Suite 215
 Oakland CA 94612

Ship To
 Superintendent
 2200 Central Avenue Suite A
 Attn: Kathleen Brooks
 Alameda CA 94501

Bill To
 Alameda Unified School District
 2200 Central Ave
 Attn: Accounts Payable
 Alameda CA 94501

Vendor Number: 10007722
 PR Number: 29569
 Issue Date: 07/07/2009
 Change No.: 0
 PR Requestor: Brooks, Kathleen S
 Delivery Date:

PO Terms: Partnership
 PO Type: Dollar Amount
 Quote\Bid No.: 64000
 Quote\Bid Notes:

Qty	Unit	Part #	Description	Unit Price	Account Code	Amount
1	ea		Open PO for services for 2009/10	\$64,000.00	01-0000-5800-7152-0000-0-070-70	\$64,000.00

PO Comments: Open Purchase Order for services for 2009/10

(Signature)
OK TO PAY

Subtotal: \$64,000.00
Taxable SubTotal: \$64,000.00
Total Tax: \$0.00
Total Shipping: \$0.00
TOTAL: \$64,000.00

*will be charging
 invoices against*

INSTRUCTIONS TO VENDOR (SUBMIT INVOICES IN TRIPLICATE)

- Ship PREPAID if sold FOB your plant, prepay freight and show as separate item. Original copy of paid express or freight bill must be attached to invoice.
- Public agencies are exempt from FEDERAL EXCISE TAX. Invoices must show tax has been deleted.
- SALES AND USE TAX must be shown separately.
- PRICE INCREASES MUST BE IN WRITING.
- DO NOT MAKE ANY SUBSTITUTIONS WITHOUT PRIOR APPROVAL.
- Advise immediately if order cannot be filled by date required. District reserves the RIGHT TO CANCEL any or all items not delivered.
- All articles must conform with the SAFETY CODES of the State of California, Div. of Safety. Send all MSDS reports with order.

Authorized Agent
 Board of Education

(Signature)

Receiving

QuickTime™ and a
decompressor
are needed to see this picture.

RECEIVED

Receipt # 32497

Purchase Order 1100404

INVOICE #7

ALAMEDA UNIFIED SCHOOL DISTRICT
FISCAL SERVICES/ACCOUNTS PAYABLE
RECEIVED

JUL 19 2010

Date: June 10, 2010

TO: Alameda Unified School District/Superintendent Kirsten Vital

FR: Erwin and Muir

**RE: RE: Fee for Public Affairs & Communication Services,
December 3, 2009 - June, 24, 2010**

DATE: 12/10
HOURS: 2 hours (1 hour /partner)
Communications meeting with KV


DATE: 1/8
HOURS: 6 hours (3 hours/partner)
Communications meeting with KV, DH, RM, RS

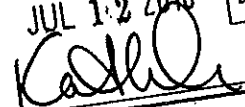
DATE: 1/14
HOURS: 2 hours (1 hour /partner)
Communications meeting with KV

DATE: 1/25
HOURS: 2 hours (1 hour /partner)
Communications meeting with KV, RS, DH

DATE: 2/11
HOURS: 2 hours (1 hour /partner)
Communications meeting with KV

DATE: 2/24
HOURS: 3 hours (1.5 hours /partner)
Communications meeting with DH



RECEIVED
JUL 1 2 2010
By 

DATE: 3/11
HOURS: 2 hours (1 hour /partner)
Communications meeting with KV

DATE: 4/8
HOURS: 2 hours (1 hour /partner)
Communications meeting with KV

DATE: 5/7
HOURS: 15 minutes
Call with Robert Shemwell about budget

DATE: 5/13
HOURS: 2 hours (1 hour /partner)
Communications meeting with KV

DATE: 6/10
HOURS: 2 hours (1 hour /partner)
Communications meeting with KV

DATE: 6/18
HOURS: 2 hours (1 hour /partner)
Communications meeting with KV & RM

HOURS: 27.25
Subtotal: \$4,0875.50

DATE: December 3, 2009-June 10, 2010

- Drafting of February, March, May & June Superintendent letters; (4 hours)
- Drafting of February, March, April & June Chamber letters; Ron Mooney March Chamber letter (2.5 hours)
- Drafting of Good News Stories: Jets to Championship; Mythbusters; CBEE Awards; Health Center: Chipman Musicians; Lum Students/Haiti Effort; ASTI/ACLC; Girls Inc.; Science Fair Winner; Circus for the Arts; Recycling; Season for Nonviolence; Government in Action; Island High. (7 hours)
- Drafting of Press Releases, remarks and Op Eds: Lesson 9; Master Plan Op Ed; Stand for Teachers Day; Layoffs; API Scores; Judge Affirms Measure H; BOE

Parcel tax vote release; Adult School remarks; Welcome back letter from KV;
Measure E remarks. (5.5 hours)

- Drafting and production of AUSD newsletter mailing; drafting and production of AUSD Senior Alert Notice (5 hours)

HOURS: 24

Subtotal: \$3,600.00

REIMBURSEMENTS:

- Design and printing of Public Education Volunteers Flyers: \$807.91 (invoices attached)
- Ordering, printing and mailing of PEV reception invitations: \$169.07 (invoices attached, includes \$5.72 in postage)

Subtotal: \$976.98

TOTAL HOURS: 54.25

(RATE: \$150/hour per partner)

TOTAL DUE: \$8,664.48

ALAMEDA UNIFIED SCHOOL DISTRICT
FISCAL SERVICES/ACCOUNTS PAYABLE
RECEIVED

JUL 19 2010

PLEASE MAIL CHECK TO:

**Erwin and Muir Public Affairs and Political Consulting
337 17th Street, #215
Oakland, CA 94612**

QuickTime™ and a
decompressor
are needed to see this picture.

ACCRUED

Purchase Order 1100404

INVOICE #8

Receipt # 32496

ALAMEDA UNIFIED SCHOOL DISTRICT
FISCAL SERVICES/ACCOUNTS PAYABLE
RECEIVED

Date: May 26, 2010

JUL 19 2010

TO: Alameda Unified School District/Superintendent Kirsten Vital

FR: Erwin and Muir

RE: Production and postage costs for AUSD Senior Alert Card

Mail quantity: 2,449 households

Art: \$550.00

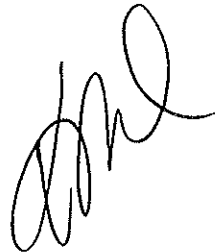
Data: \$135.00

Printing cost: \$1,339.21

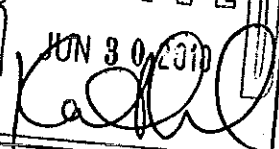
Mailhouse services: \$374.23

Postage: \$656.44

Total Due: \$3,054.88



**Please make check payable and mail to:
Erwin and Muir Public Affairs and Political Consulting
337 17th Street, #215
Oakland, CA 94612**

RECEIVED
JUN 30 2010
By 

QuickTime™ and a decompressor are needed to see this picture.

RECEIVED

Purchase Order 1100404

Receipt # 32495

INVOICE #9

ALAMEDA UNIFIED SCHOOL DISTRICT
FISCAL SERVICES/ACCOUNTS PAYABLE
RECEIVED

Date: May 26, 2010

JUL 19 2010

TO: Alameda Unified School District/Superintendent Kirsten Vital

FR: Erwin and Muir

RE: Production and postage costs for AUSD spring newsletter

Mail quantity: 41,736 households

Data: \$838.65

Art: \$650.00

Printing cost: \$2,843.47

Mailhouse & postage: \$6,425.25

Total Due: \$10,757.37

AMC

Please make check payable and mail to:
Erwin and Muir Public Affairs and Political Consulting
337 17th Street, #215
Oakland, CA 94612

RECEIVED
JUN 30 2010
By *Callie*

INVOICE 813518-3

AUTUMN PRESS 

945 Carmelia St., Berkeley CA 94710
 510.654.4545 • 510.654.5160(fax)
 www.autumnpress.com

SALES PERSON	INVOICE DATE
Susana Witte	July 6, 2010

BILL TO:	SHIP TO:
Alameda Unified School Dist. Attn: Accounts Payable 2200 Central Avenue Alameda, California 94501	Precise Mailing Attn: Chuck 168 Beacon Street South San Francisco, California 94080

DATE SHIPPED	SHIP VIA	JOB NUMBER	TERMS	YOUR ORDER NO.
	Autumn Press	813518	COD	MAGGIE MUIR

QUANTITY	UNIT	DESCRIPTION	UNIT PRICE	AMOUNT
23,000	each	8.5x11 AUSD Important Information from Superintendent Kirsten Vital Brochure, 4/4, Folded to 5.5x8.5		2,558.96
		AC: Prepress corrections		57.83
		Delivery		57.50
		San Mateo Sales Tax		242.06
		Sub Total		2,916.35

TOTAL: \$2,916.35

PRECISE

PRECISE MAILING AND TRAINING

168 Beacon Street
 South San Francisco, CA 94080
 Tel (650) 589-4000 Fax (650) 588-3144

INVOICE

Attn: Accounts Payable
 Alameda Unified School District
 2200 Central Avenue
 Alameda CA 94501

Job Name: AUSD Newsletter Mailing #2
 Invoice #: 4730 Customer #: AUSD
 Invoice Date: 6-23-2010 Mailed Date: 6-23-2010
 Terms: Upon receipt PO#:

Qty	Description	Unit Price	Ext Price
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Data Processing

1	Load/Convert File	45.00000	\$45.00
19112	Append Zip+4/NCOA, Standardize Address	0.01000	\$191.12
19112	Postal Quality and Sort	0.00500	\$95.56
1	Ink Jet File Prep	25.00000	\$25.00
1	Output Sort Reports	25.00000	\$25.00
SubTotal:			\$381.68

Lettershop

1	Machine Setup	35.00000	\$35.00
19112	Ink Jet name & address	0.01800	\$344.02
19112	Sort, Tie, & Sack	0.01575	\$301.01
SubTotal:			\$680.03

Other Charges

1	Verify at SSF Post Office	35.00000	\$35.00
1	Deliver To Oakland Post Office	50.00000	\$50.00
SubTotal:			\$85.00

Postage

U.S. Postage Used	1	4188.9	\$4,188.90
Payment Received:			\$0.00
Postage Used:			\$4,188.90
Total:			\$4,188.90

Comments:

Sub Total:	\$1,146.71
Tax:	\$0.00
Credit:	\$0.00
Services Total:	\$1,146.71
Balance Due:	\$5,335.61