

Who Speaks for Your Brand



Hi, I'm **Carmella!**



Meet my childhood best friends!



A little about me...

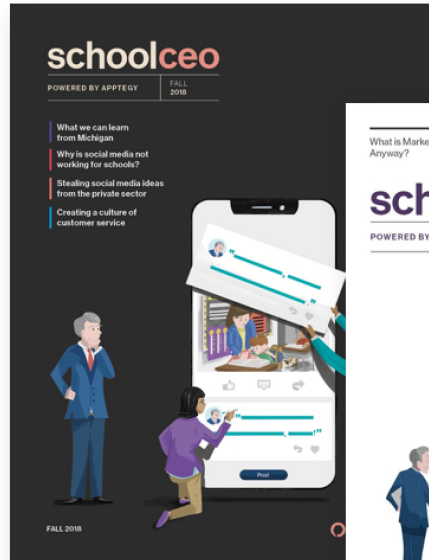


Cooking is one of my biggest passions. I was diagnosed with celiac's disease January of 2020 and have since created a blog & website to share that eating gluten free doesn't mean sacrificing flavor or quality!



I love being crafty. Ask me about my temperature blanket!

schoolceo



What we've learned:



The role of superintendents and district administrators is changing



Brand, culture, and reputation are more important than ever



What is Brand?



Your district's brand is the way
people think and feel about your
schools.



Agenda

Part I: SchoolCEO research

Part II: How to expand your district brand

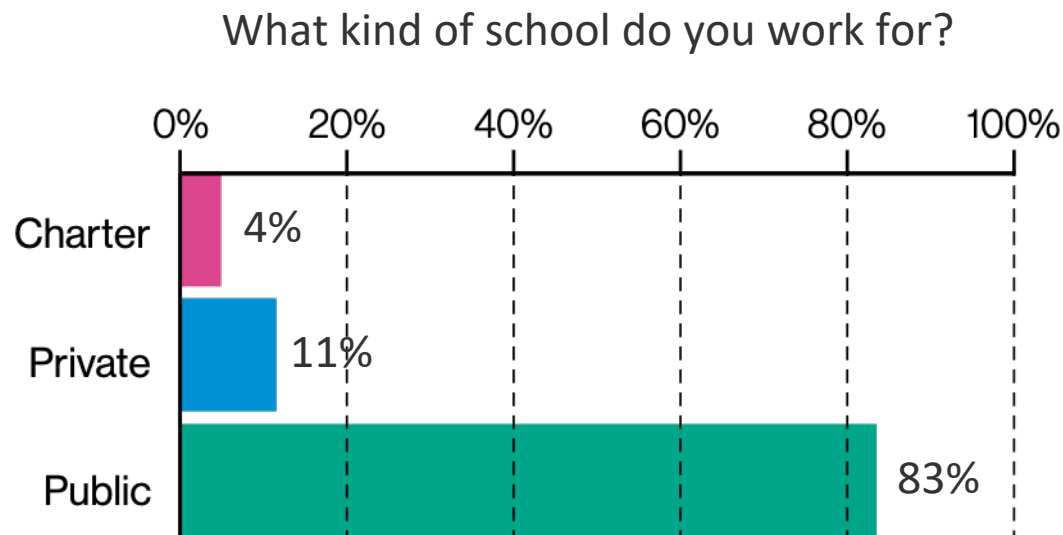




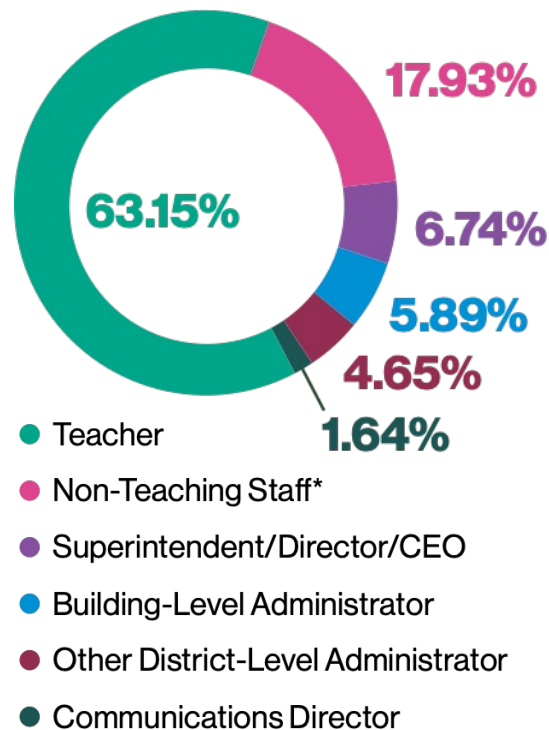
We asked 1,600 school employees about their school district brand.



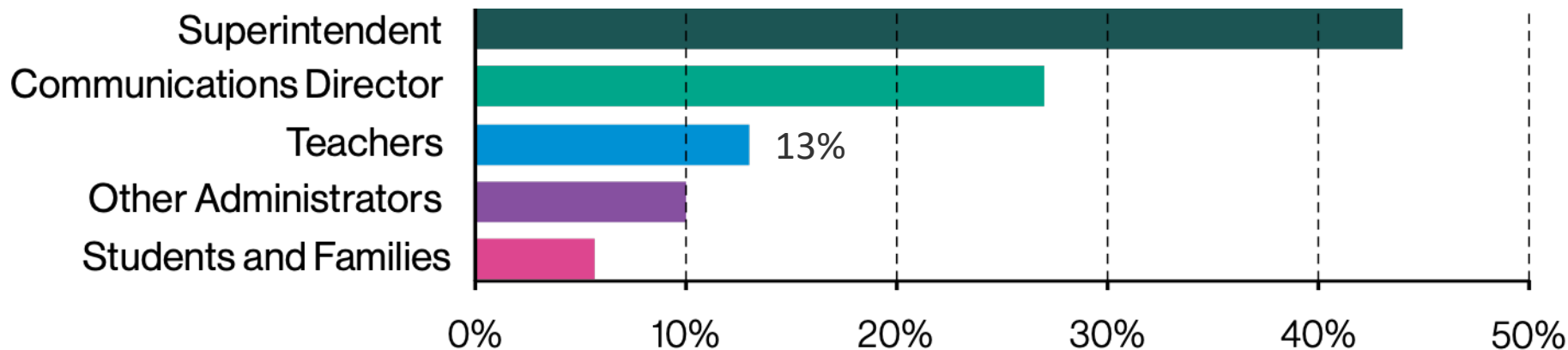
Who we talked to.



What position do you hold?



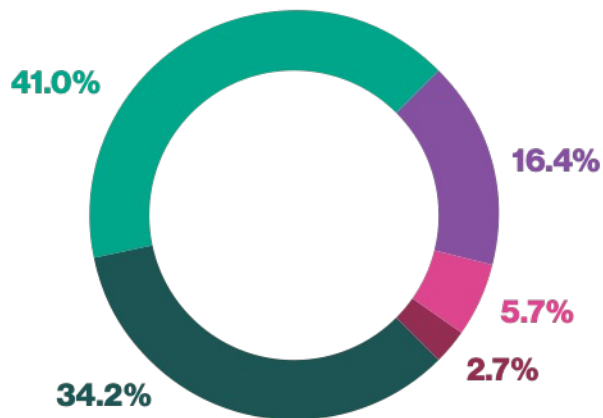
Who is most responsible for promoting and protecting your district brand?



It's important for me to be familiar with my district's brand and messaging priorities.

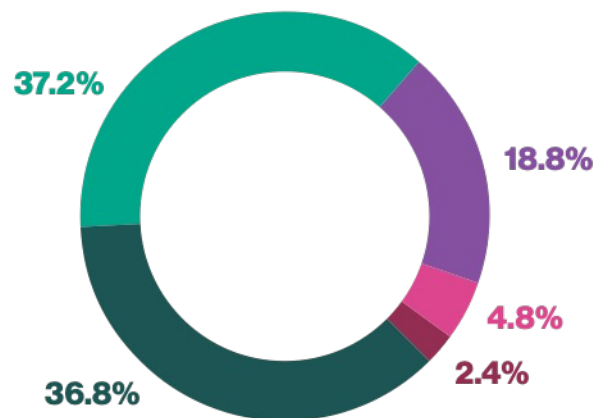
75.2% Strongly/Somewhat Agree

Teachers



74% Strongly/Somewhat Agree

Non-Teaching Staff



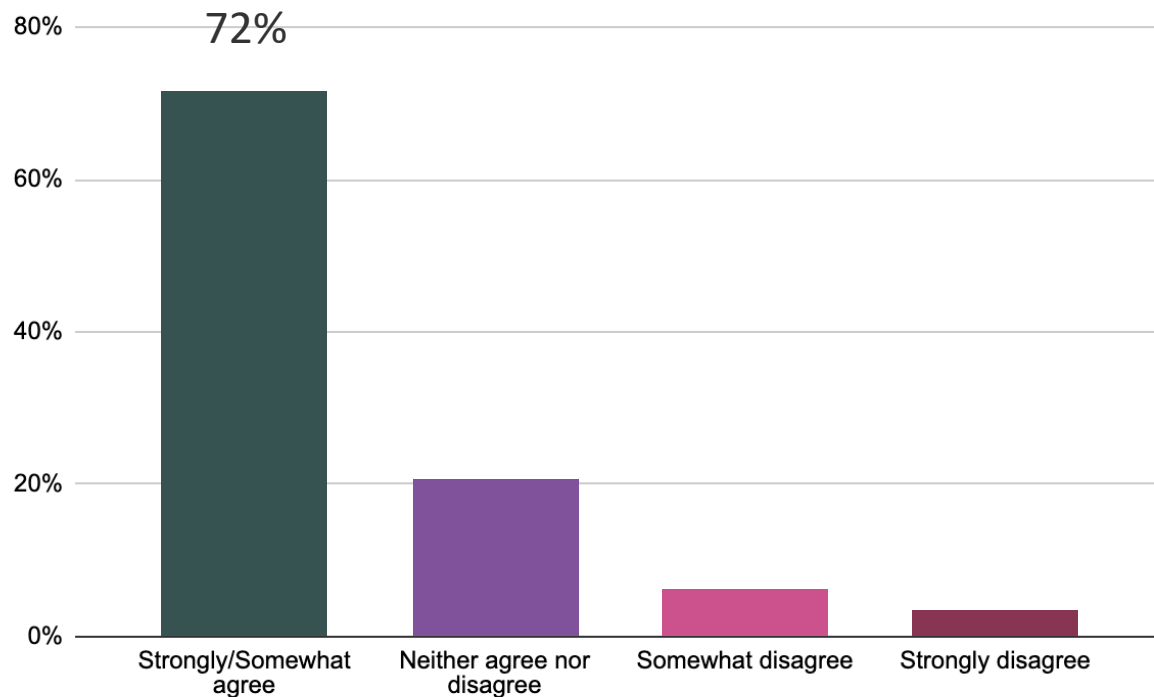
Key ■ Strongly Agree ■ Somewhat Agree ■ Neither Agree nor Disagree ■ Somewhat Disagree ■ Strongly Disagree



Part I

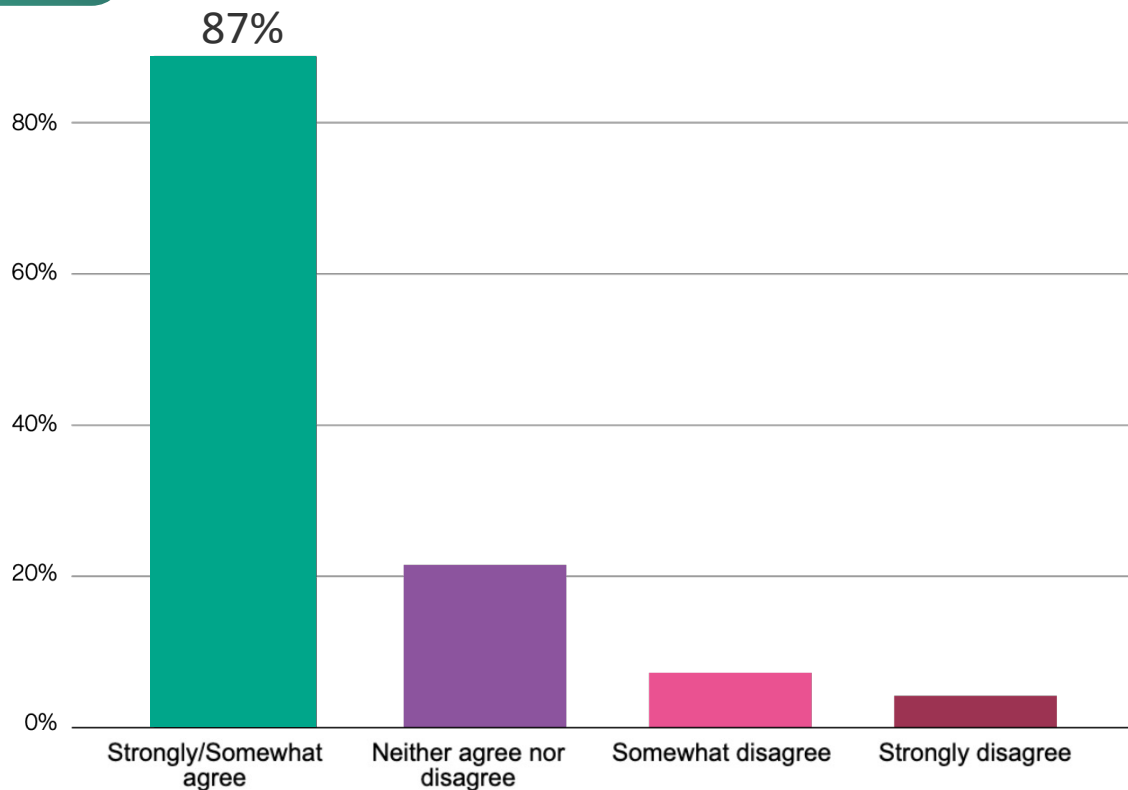
I feel it is my responsibility to improve the district's reputation when I speak with someone about the district.

Teachers



My interactions with individual families impact their perceptions of my district as a whole.

Teachers



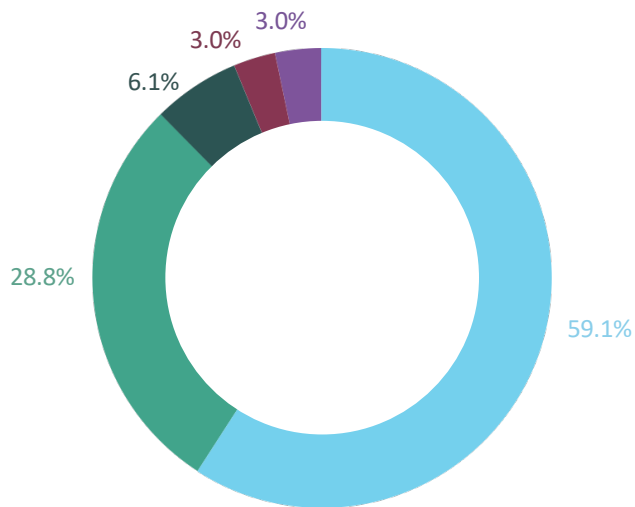
Teachers are *already* acting as
brand ambassadors.



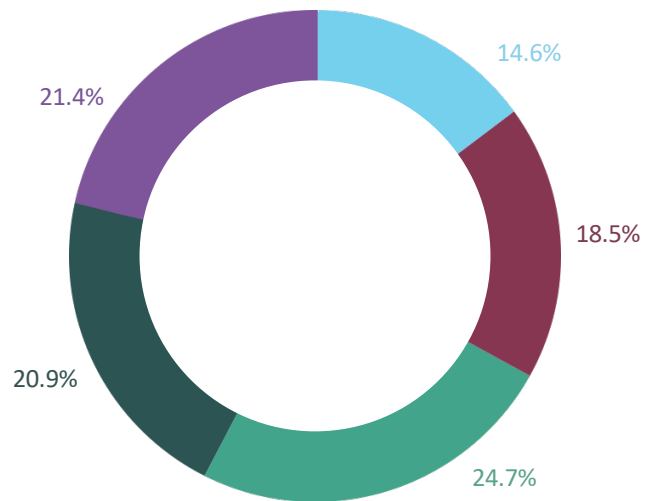
Part I

On average, how often have you received training on your district's brand and messaging priorities?

Superintendents



Teachers



Key



Once or twice a month



Once or twice a semester



Once or twice a school year



Less than once a year



Never



Part II:

How to expand your district brand.



Engaging Brand Ambassadors

- 1 Be clear about your brand, values, culture
- 2 Always be training
- 3 Thank and celebrate



1. Be clear about your brand





“Marketing is about values.

It's a complicated and noisy world, and we're not going to get a chance to get people to remember much about us. No company is.

So we have to be really clear about what we want them to know about us.”



2. Always be training



Girl Scouts





girl scouts
cookie program

Spread the Word

Here are five things you can say when you talk about cookie sales to adults (any place you have a chance for a quick chat):

“When girls sell Girl Scout cookies:

- 1 They learn to set goals and meet deadlines. That means your daughter won't tell you last minute that her science fair project is due tomorrow.
- 2 They learn to work well with others. That means your daughter will do better on school projects or as a member of a sports team.
- 3 They learn to talk and listen to all kinds of people. That means your daughter will be able to ask a teacher for help or navigate the school cafeteria more easily.
- 4 They learn how to handle money and make decisions about how to use it. That means your daughter will learn about spending, saving, and giving to those in need.
- 5 They learn to act honestly and fairly. That means your daughter's friends, classmates, and teachers will count on her and think of her as trustworthy.”

And some other fast ways to spread the word:

Digital Communication

- Use fun videos with discussion to help adults understand the 5 Skills. Your council may have videos that exemplify what girls learn. Check www.girlscouts.org/cookies for links to related videos — note that they are added periodically.
- Add messages from the handouts in this booklet to your e-newsletter.
- Each week, tweet about the 5 Skills in action, giving an example of how girls learn one of the skills by participating in the Cookie Program.

Press Communication

- List the 5 Skills, with anecdotes about girls' examples, in your press releases.
- Highlight what girls give back to the community via projects using cookie earnings.
- Publicize girls who earn certificates demonstrating their skills in addition to the top sellers. (Download certificates at www.girlscouts.org/cookies.)
- Offer examples of successful local women or business students who name the Girl Scout Cookie Program as an important ingredient to their success.



USD 231

Gardner Edgerton School District



Part II



Good morning, DSC Staff.

A few of you know we have been working to design and implement consistent branding across the district and buildings. The purpose of this process and the attached branding guide is to provide clarity regarding our visual identity and branding guidelines. This guide serves as an essential step forward in our efforts to assert and sustain a strong visual identity that will clearly communicate who we are as a district.

In order to successfully ensure consistency in this area, there are several brief tasks that need to be completed. To make the transition manageable, I plan to periodically send out small action items and request that you take the few minutes necessary to complete them. *There is nothing you need to do right now.*

If you are interested in learning more about the USD 231 brand, please review the attached document.

Thanks and have a great day.

Ben





Email signatures are essentially a digital business card and should be standard across the District. It establishes and reinforces who we are as a District. By creating a cohesive email signature for each employee, we establish brand recognition with every person to whom we send an email.

All employees are to use their assigned USD 231 email when conversing with students, families, or when communicating on behalf of the Gardner Edgerton School District to outside entities.

Every email signature from a USD 231 employee should include the following information:



First Name Last Name

Position Title

Administrative Offices

231 E. Madison Street

Gardner, KS 66030

913.856.2000

www.usd231.com

Social media handles and icons are optional.

*No background or clipart should be used.



Training :

- Make brand guidelines accessible
- Provide consistent training

Repeat! Repeat! Repeat!



How to engage brand ambassadors :

- Be clear about your brand, values, culture
- Always be training Repeat! Repeat! Repeat!
- Thank and celebrate





Thank you!