

schoolceo |  appptegy

Who Speaks for Your Brand



Hi, I'm Joy!

Meet my



A little about me...



Beijing in 2019
Hometown: Xi'an,
China
Lives in: Wausau,
WI



Teacher for 10
years in WI.



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FALL 2023

HIGHLIGHTS:

How Colorado superintendent Dr. Wendy Birhanzel is creating opportunity against all odds

Minnesota's Dr. Matt Hillmann on building stronger relationships with your teachers union

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WINTER 2023

THE RECRUITMENT

GREAT CULTURE STARTS

Research

In the largest study of its kind, we surveyed over 1,000 teachers from ages 20 to 80 to learn what they're looking for in a job.

Perspectives

Hear from a generational researcher, a superintendent revolutionizing team teaching, and an expert in board relations.

Strategic

Find tips on internal job description, career change, and more.

BOARDS & BONDS

Leveraging trust to grow your schools

The Rebrand Bandwagon

We've talked to enough school leaders to know that tradition is an important part of a thriving school community. We also know it's equally important for schools to have an eye on the future. Rebranding is a unique opportunity to unite both the past and the future under the umbrella of a well-developed brand. *(Read more on p. 34)*

Internal Communications

Let's Talk About It

Top Tips

SchoolCEO is built on the expertise of school leaders, so we wanted to hear from you. What strategies for strengthening internal communication have worked in your district? How do you keep internal stakeholders—from building-level leaders to teachers to classified staff—on the same page? Here's what school leaders around the country had to say. *(Read more on p. 62)*

In the Loop

Key to Dr. Carol Kilver's success as a leader is the way she communicates with her staff members. By understanding how the mind works, she's able to implement systems that fulfill her employees' psychological needs for certainty and belonging. Here, she shares her thoughts and strategies for effective internal communication—the kind that will grow both your employees and your district. *(Read more on p. 24)*

Building Big Picture Buy-In

The strategic planning process is a great opportunity to get your whole staff on the same page and excited about the future. Whether you've finished developing your strategic plan, you're only beginning the process, or you inherited a plan from your predecessor, the success of your strategic plan hinges on how it's shared with staff. *(Read more on p. 58)*

Research: Layers of Leadership

We explore internal communication between principals and superintendents, especially around school comms, marketing, and branding. What communication gaps exist between these two levels—and how can administrators work together to create strong brands? *(Read more on p. 15)*

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**What we know
and want you
to know, too.**

**Your role has changed and is
changing.**

**Brand, reputation and culture
are more important than ever.**

**Your communications team is
bigger than you think.**



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



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WINTER
2022

Who Speaks For Your Brand?

We surveyed more than 1,600 school employees to find out who's acting as brand ambassadors for their districts—and why that matters.

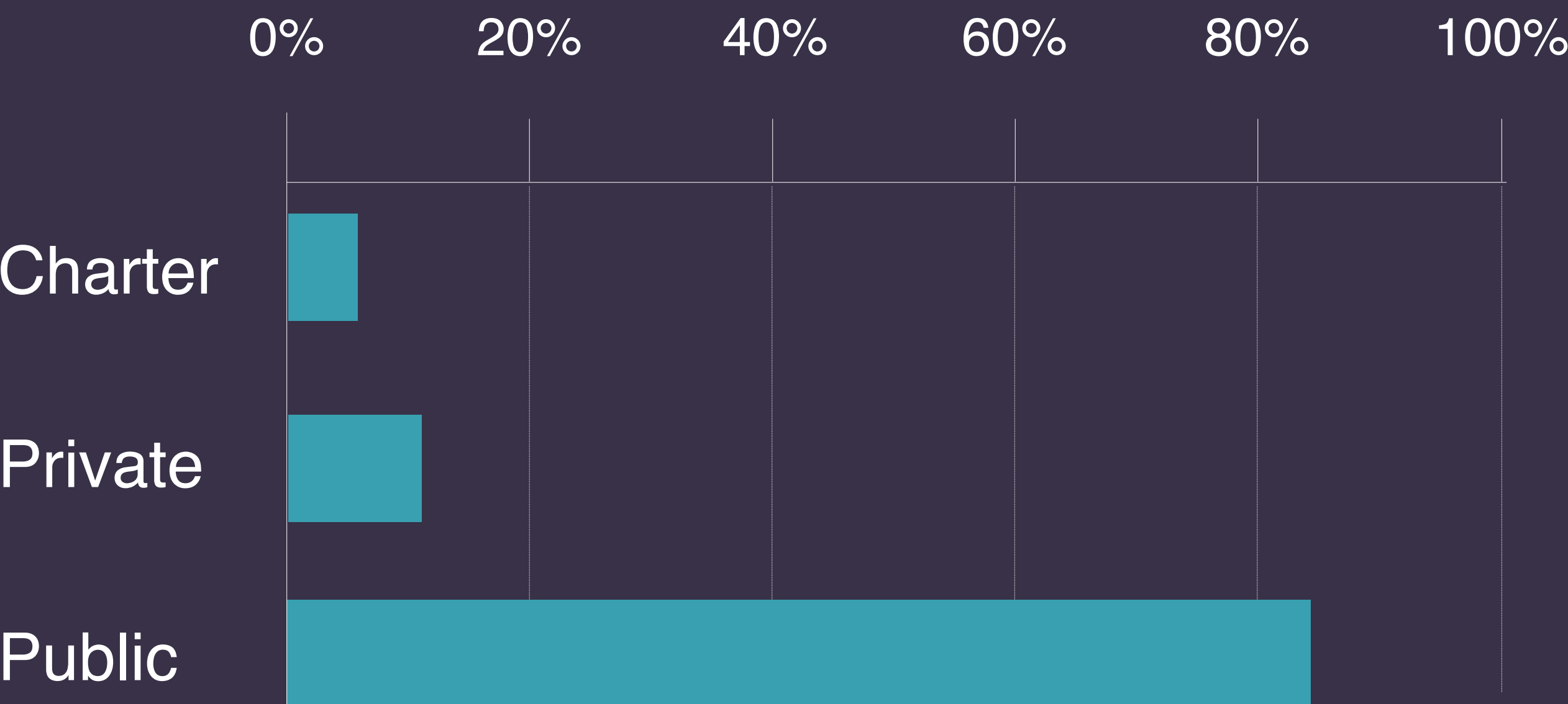
Solving the Substitute Problem
Retaining Classified Staff



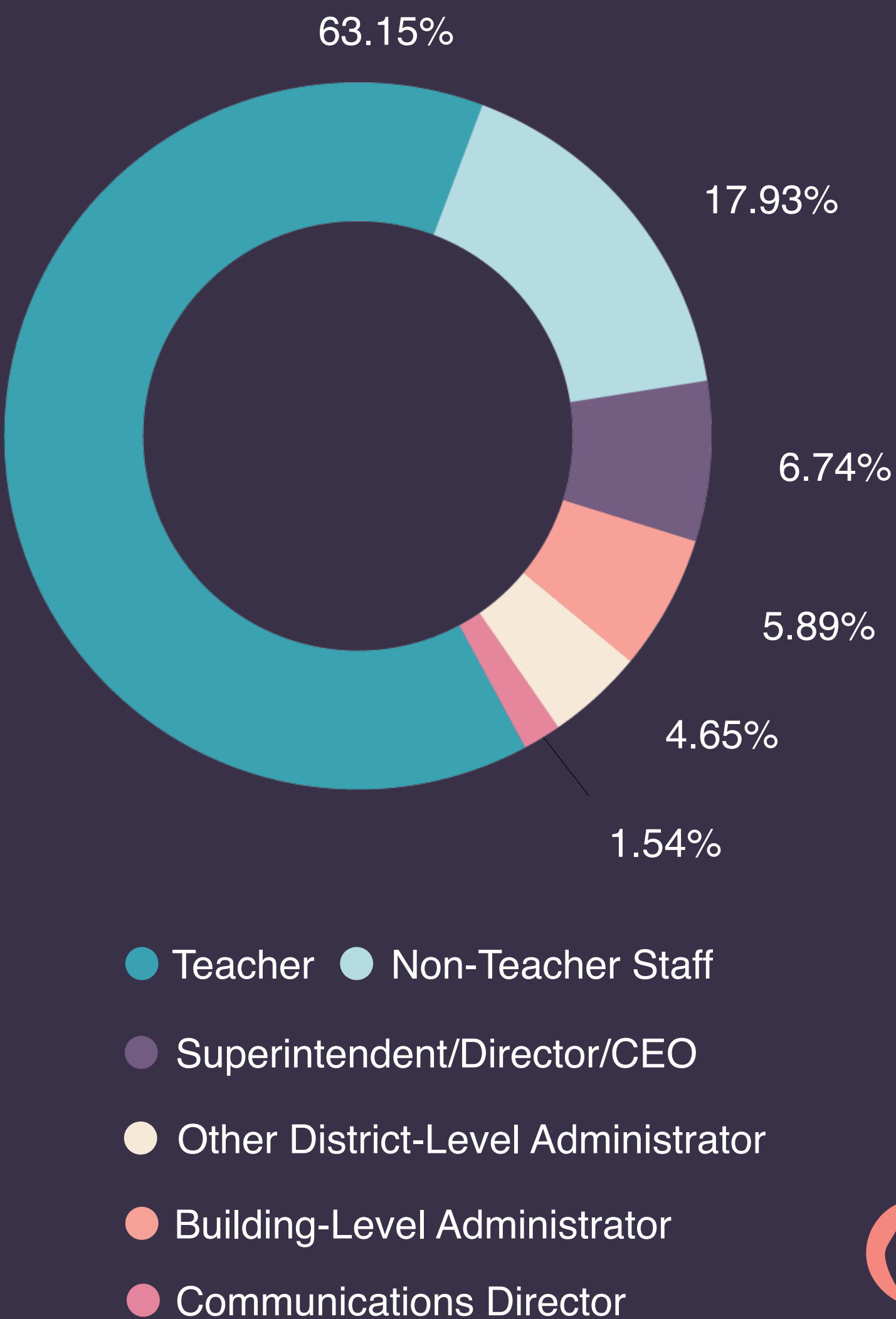
We asked
**1,600 school
employees**
about their school
district brand



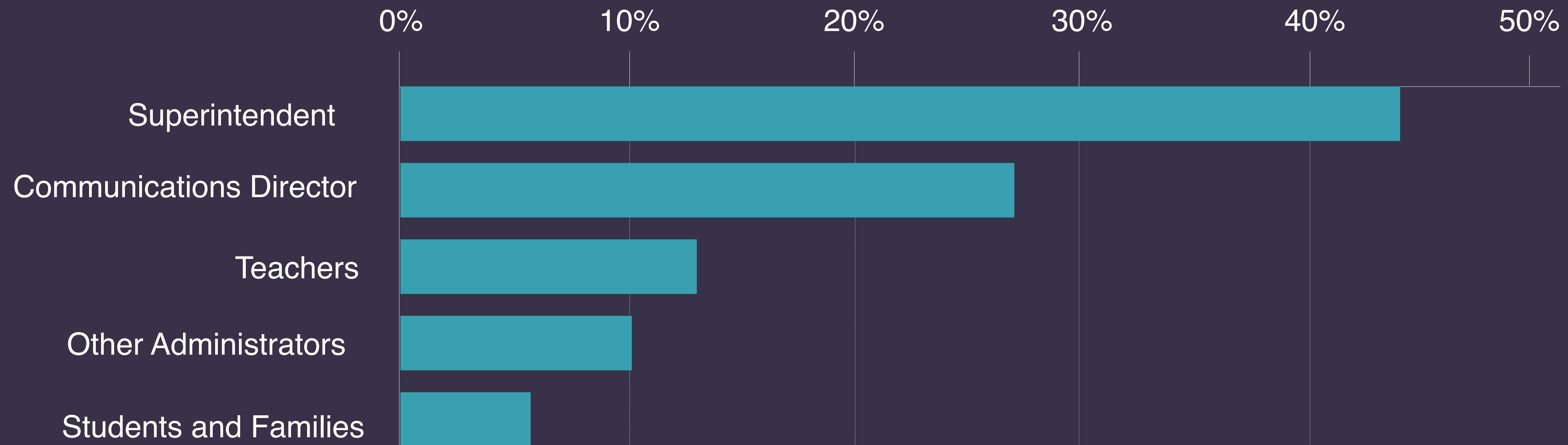
What kind of school do you work



What position do you hold?



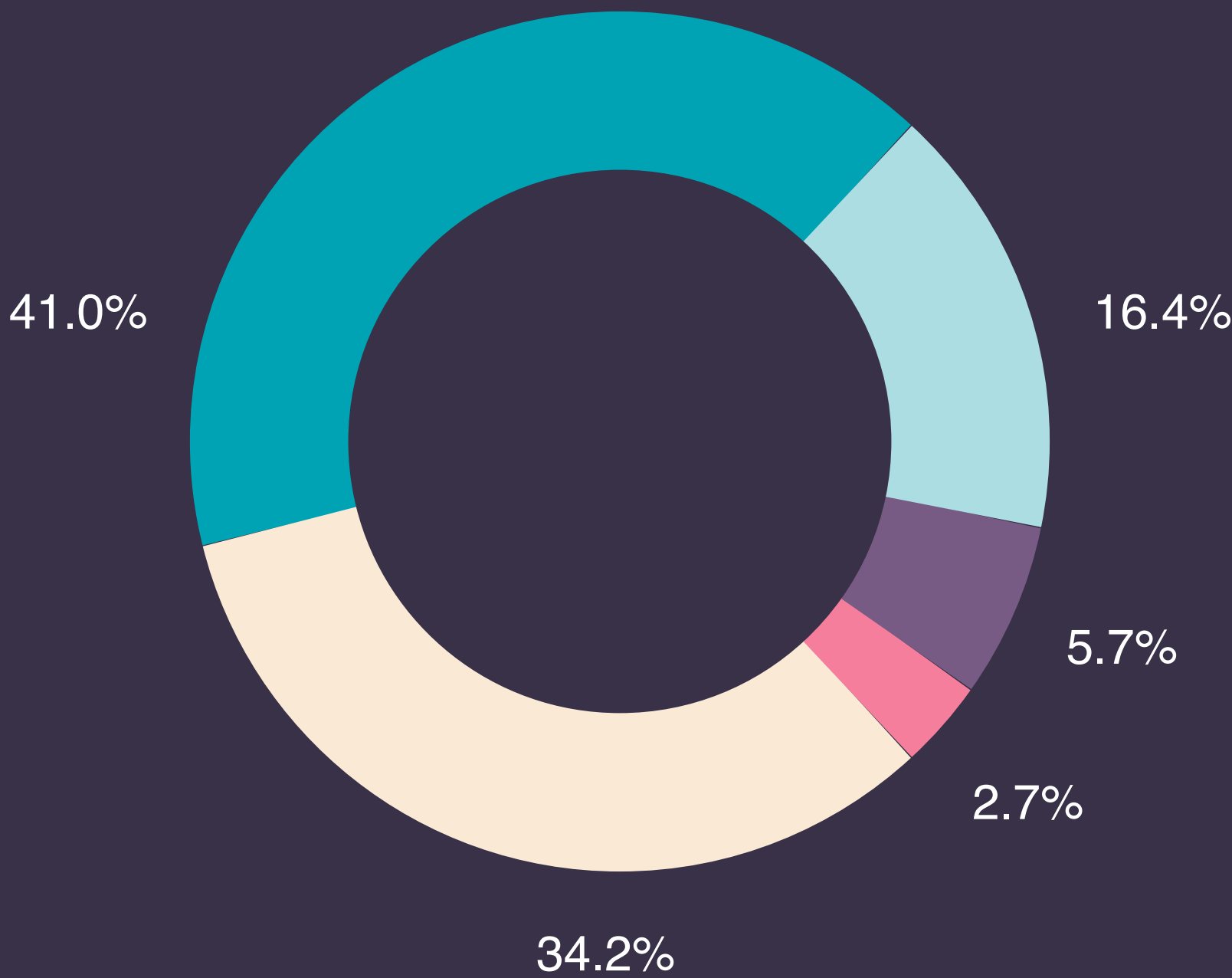
Who is most responsible for promoting and protecting your district brand?



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

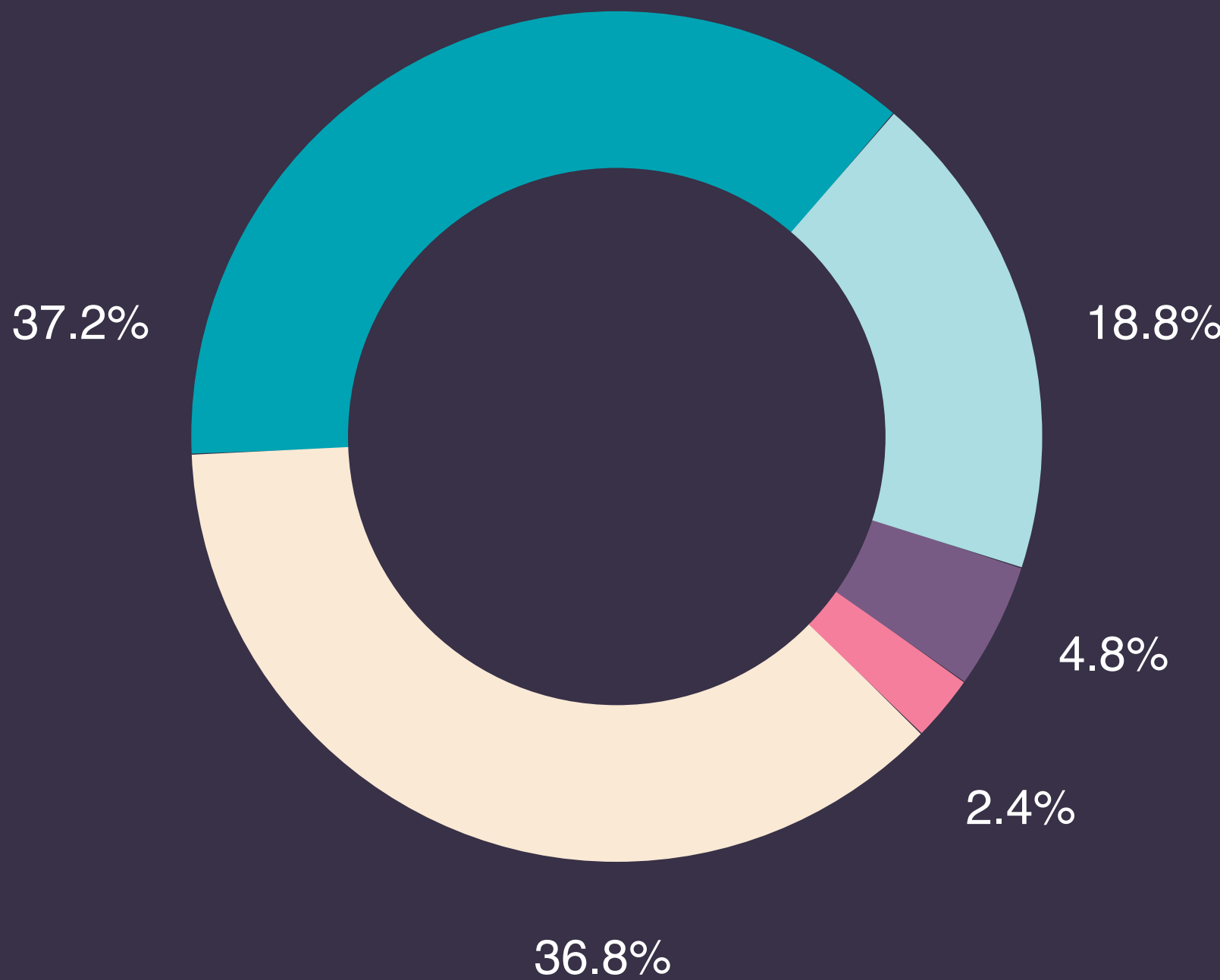
Teachers

75.2% Strongly/Somewhat agree



Non-teaching staff

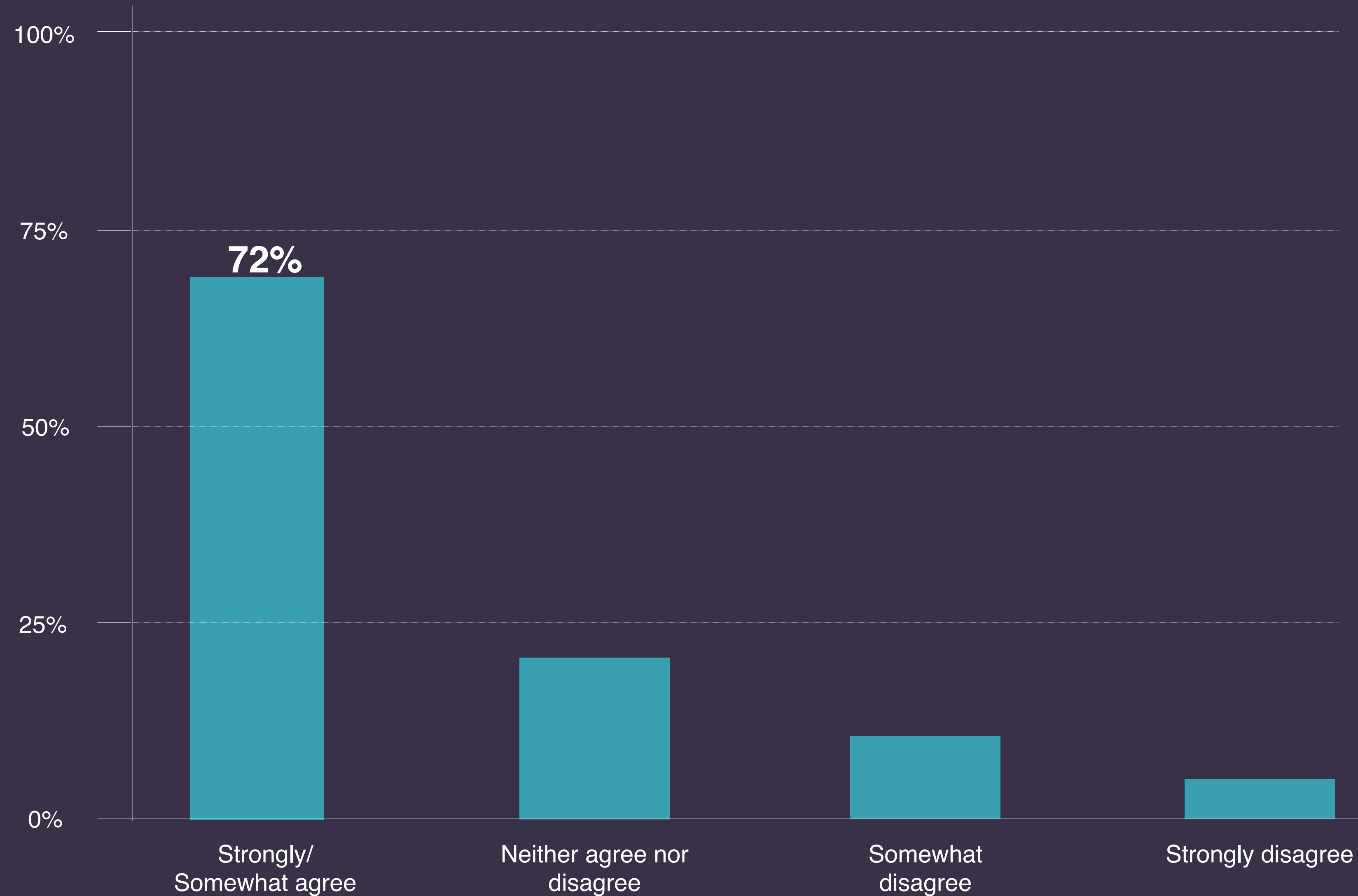
74% Strongly/Somewhat agree



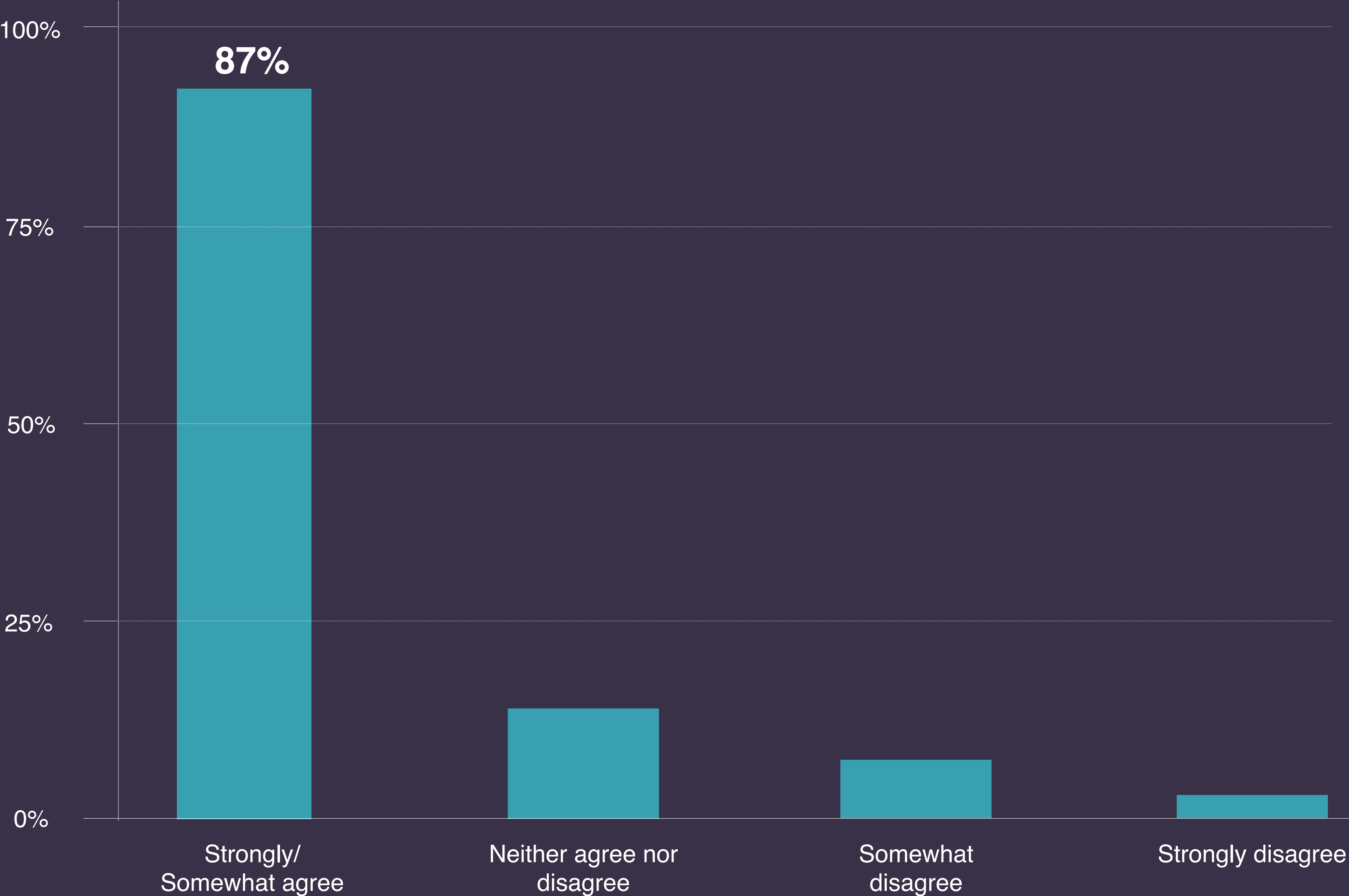
● Strongly Agree ● Somewhat Agree ● Neither Agree nor Disagree ● Somewhat disagree ● Strongly Disagree



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



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

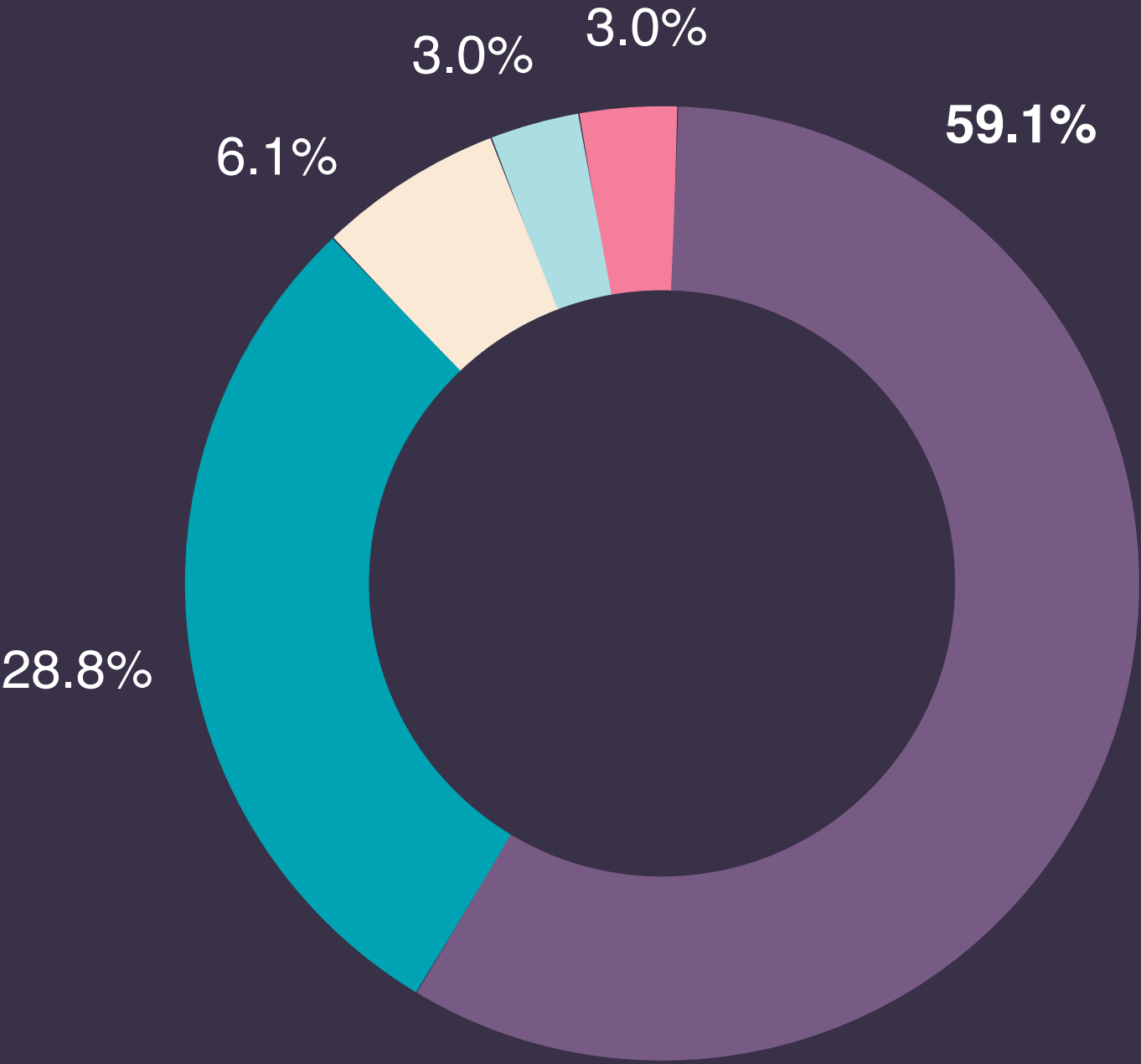


Teachers are *already* acting as
brand ambassadors.

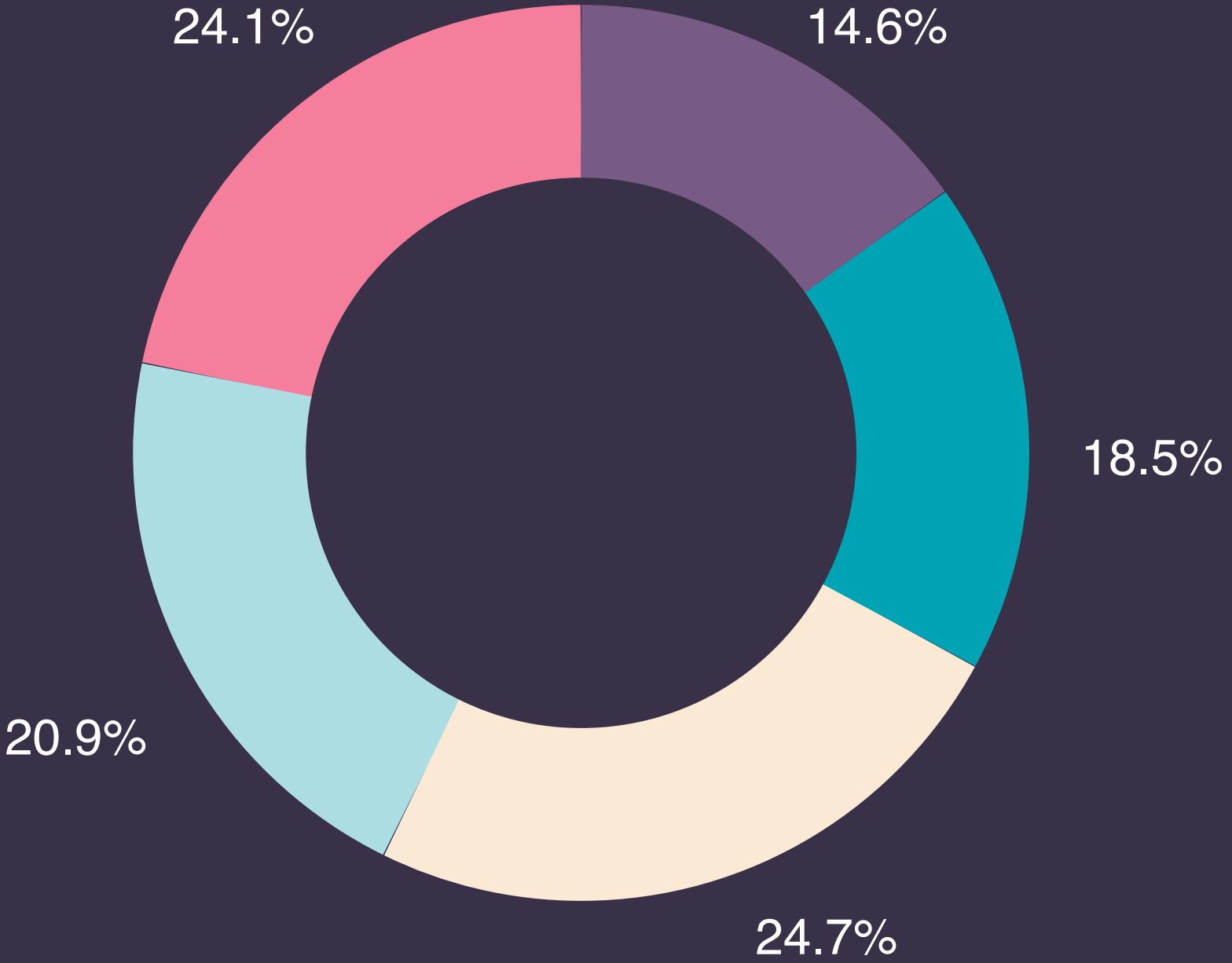


On average, how often have you received training on your district's brand and messaging priorities?

Superintendents



Teachers



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.





Hi, I'm Phil!



A little about me...



Cheese!



Meet my family

Engaging Brand

**Be clear about your
brand, values, and culture**

Always be training

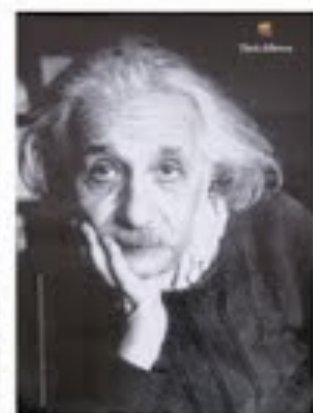
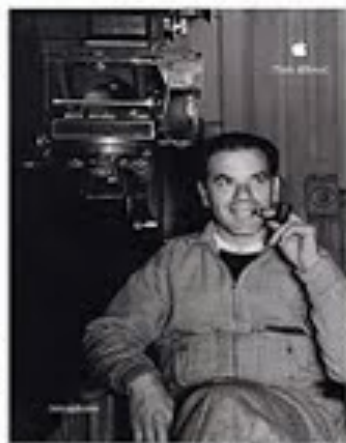
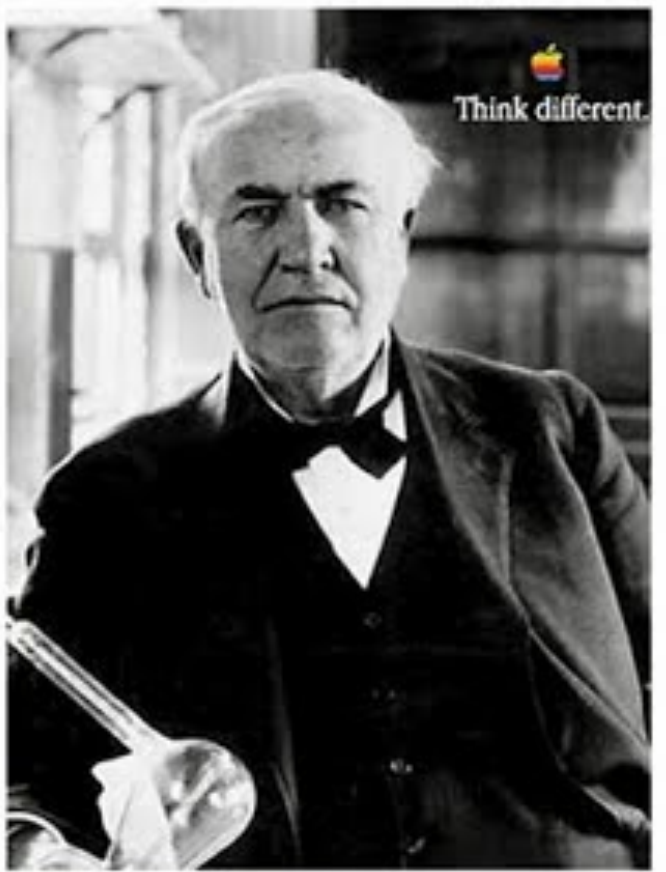
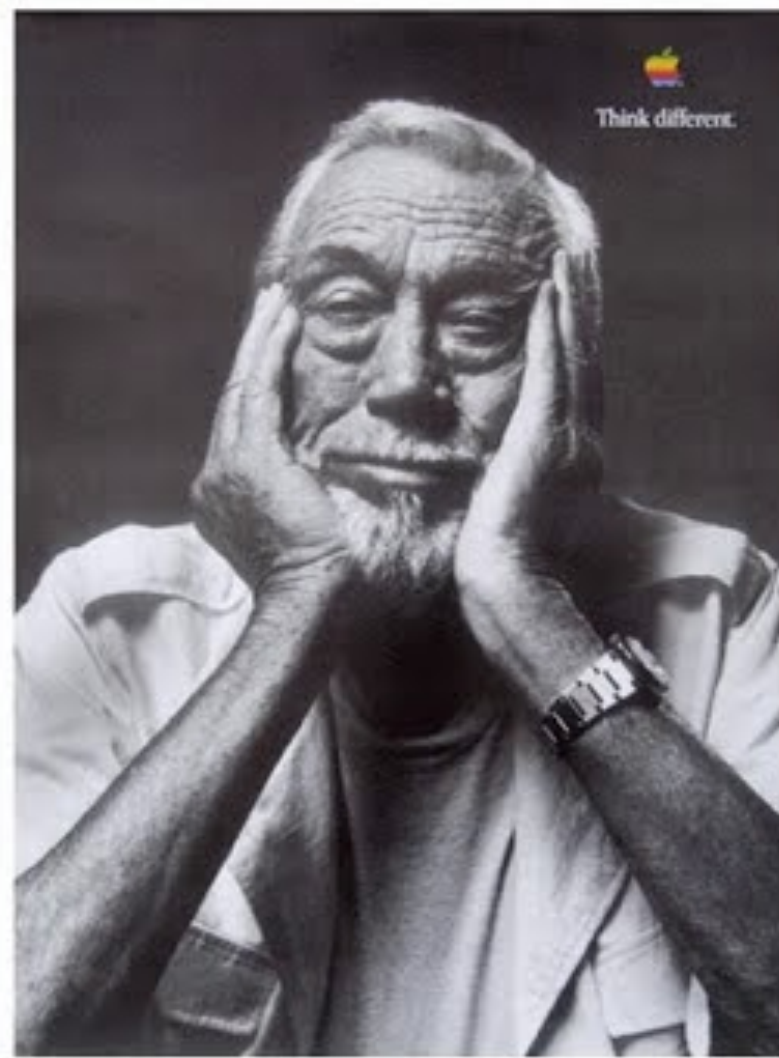
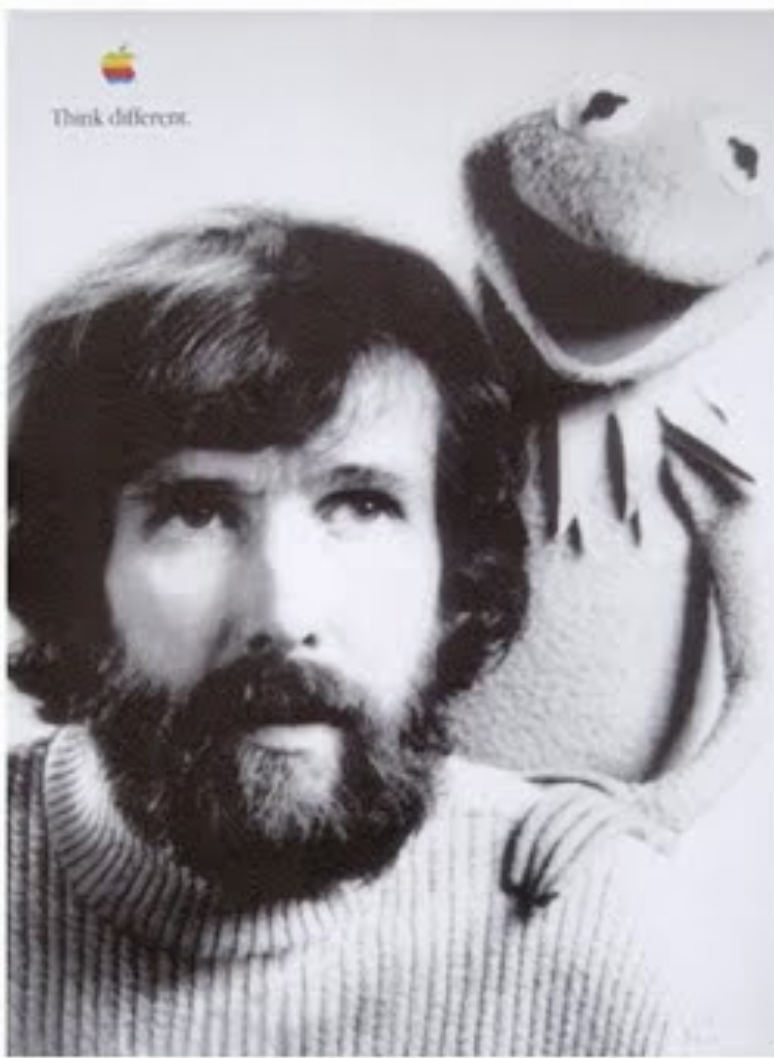
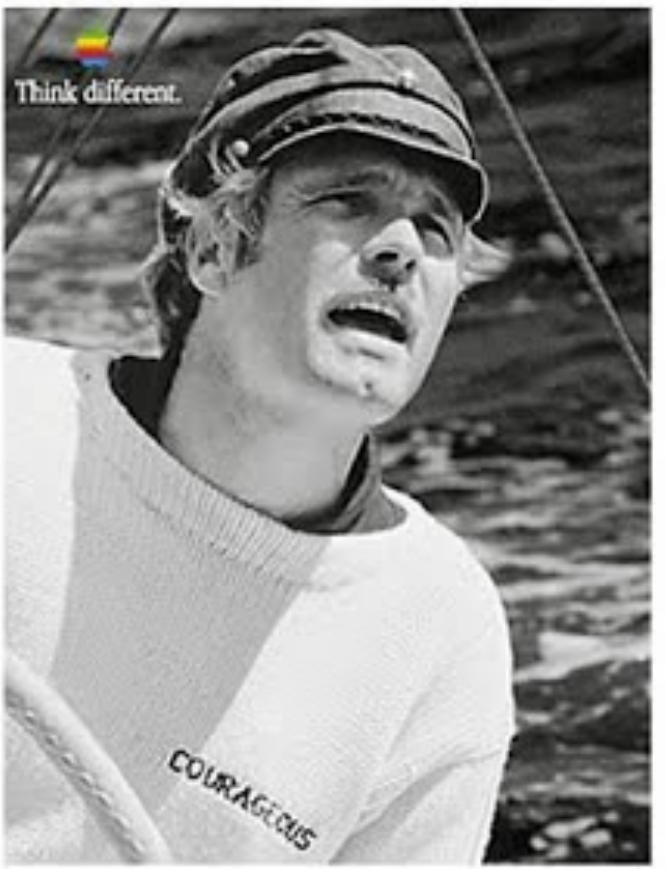
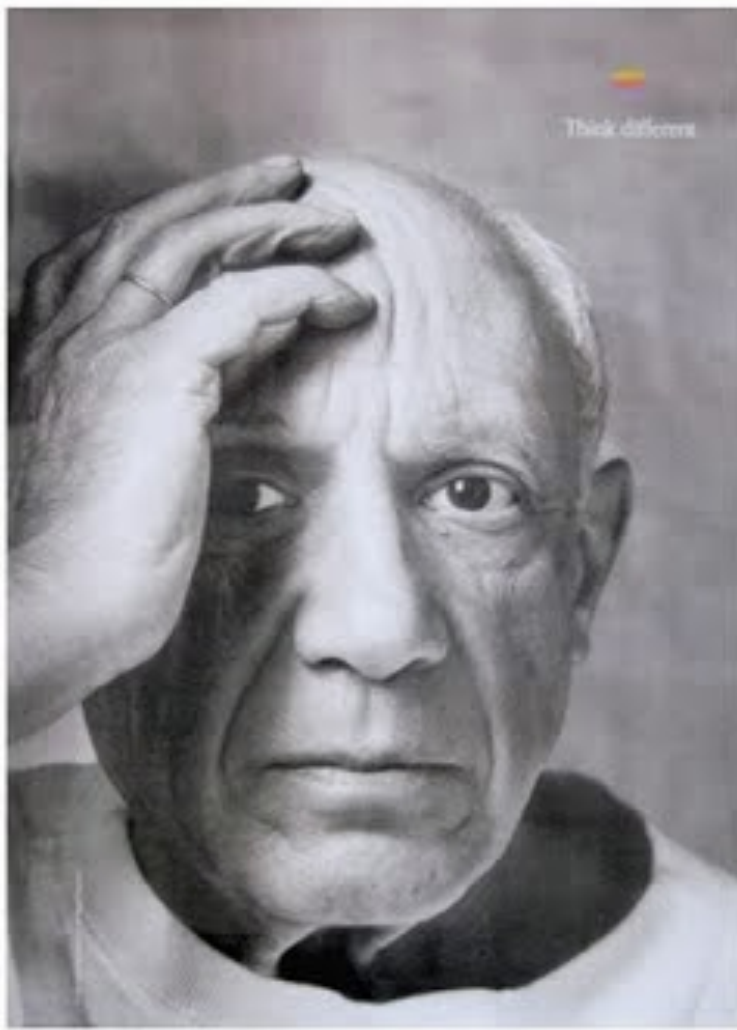
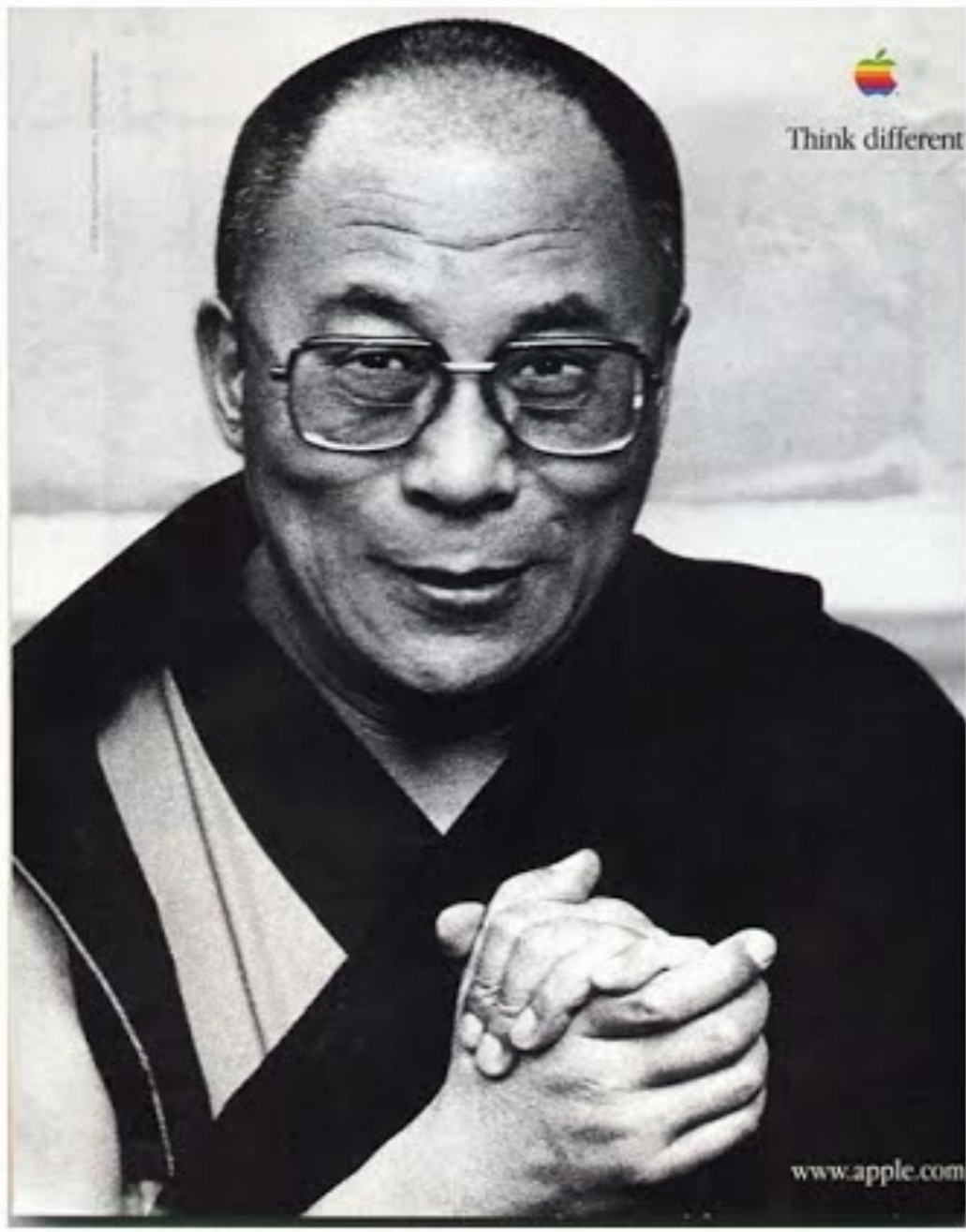
Support teachers



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.”



Always be training



Girl Scouts



“When girls sell Girl Scout cookies:



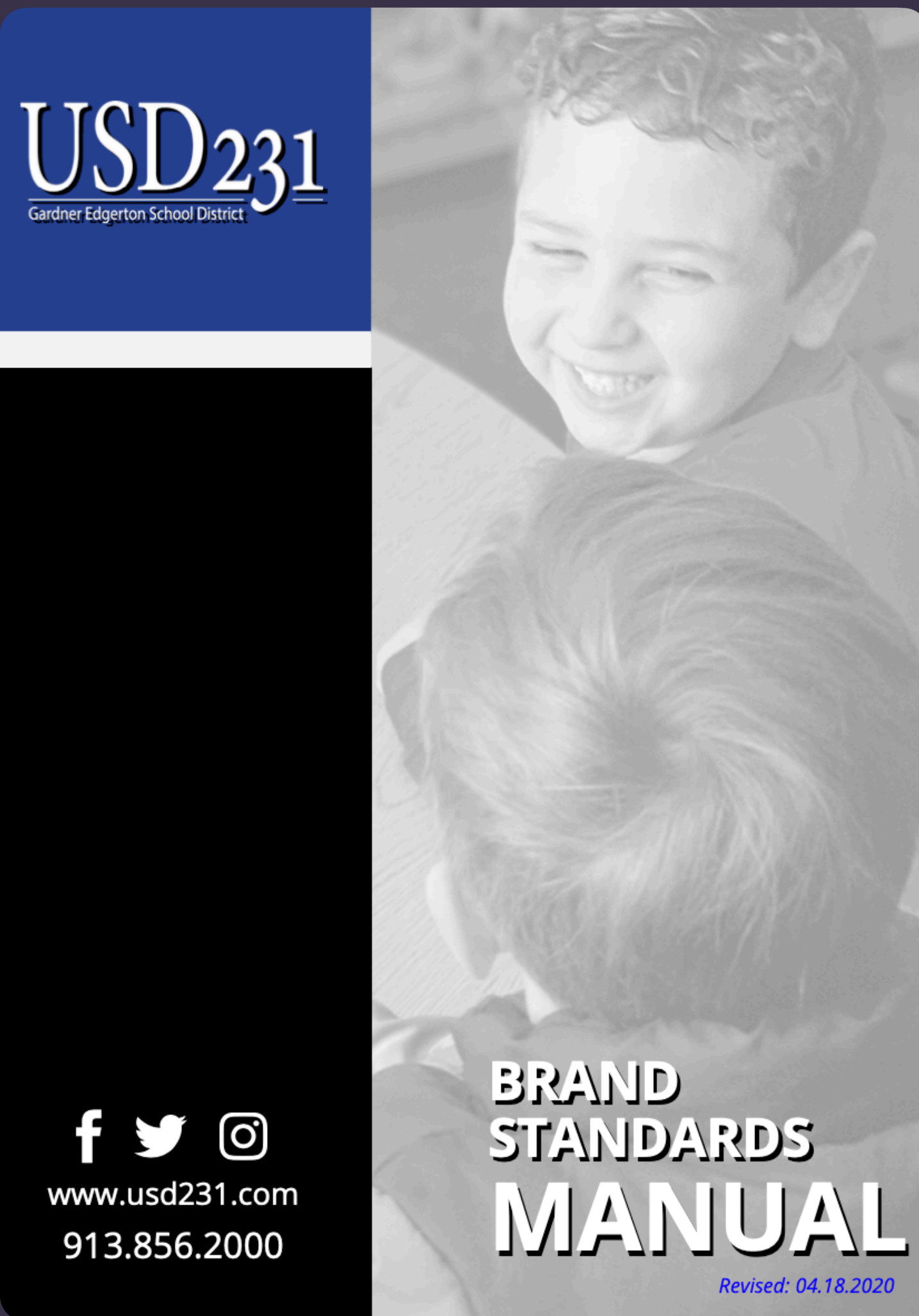
1. They learn to set goals and meet deadlines. That means your daughter won't tell you last minute that her science fair project is due tomorrow.
2. They learn to work well with others. That means your daughter will do better on school projects or as a member of a sports team.
3. They learn to talk and 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



USD 231

Gardner Edgerton School District





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 COMMUNICATION

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

INSTALLATION INSTRUCTIONS

Step-by-step instructions for creating and installing your email signature can be found [HERE](#).



Karen Eber

Corporate Anthropologist

Ask better questions & help
your teachers discover their stories



School CEO
Conversations



schoolceo

MAGAZINE

PODCAST

BY APPTGY



Provide consistent training

Make brand guidelines accessible

Mine and curate stories



Thank and Celebrate



Support teachers with a strong start and end



Three things to think about:

- What do you need to get more clear on?

- What are the every day opportunities to train on marketing your district

- How will you reward your brand ambassadors and team?

