

change

COLORADO CHARTER SCHOOLS

**2021 ANNUAL
CONFERENCE**

Virtual | March 3-5, 2021 | 8:30 a.m.-4:30 p.m.



Brand Your School Like A Visionary

Samantha Hansen, Operations Manager, TES

Nova O'Callaghan, Principal, Eagle Elementary



N: NORMS

FOR OUR MEETING TODAY

MUTE — Please stay muted

CHAT — Use chat for Q's

RENAME — Please rename yourself w/ "name, school"

Disclaimer: The thoughts, ideas, instruction, coaching or other input from League staff and outside consultants for this event is in no way intended to be legal advice and is based on practice and experience as of this date and time. For issues related to law, finance, accounting and other professional practices, please consult with your district or legal counsel.

Please stay
tuned for our
Webinar
Sponsor:
TBD

Webinar
Sponsor:



Accelerated by Design

ch *AN* *ge*
change

Agenda

11:30 – Welcome

11:35 – Marketing 101

11:45 – The Branding Paradigm

12:00 – Build Your Brand

12:25 – Implement Your Brand

12:35 – Q&A



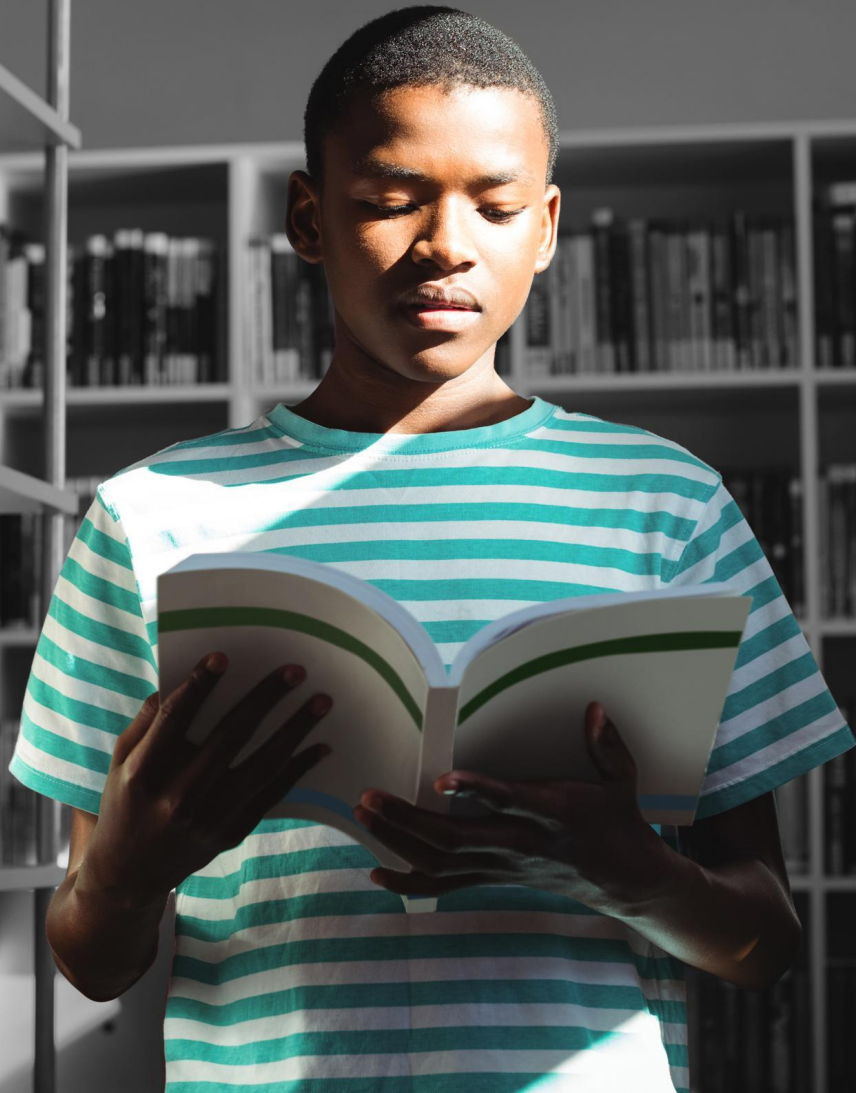
Objective

- Develop a comprehensive roadmap to refresh or completely re-create your school's brand.

Thanks to our
**Platinum
Sponsors**



Special Announcements



Wednesday, March 3, 2021

Make sure to login to Our Events Home.
Start at cocharterconference.org

Join us at the Happy Hour today at 4:30
PM sponsored by DA Davidson.

Check out the Virtual Exhibit Hall to
connect with sponsors and exhibitors
between 9:30 AM and 2 PM

Play the grid game in the Exhibit Hall to
win prizes such as:

Brand Your School Like a Visionary



Samantha Hansen, Operations Manager, TES
Nova O'Callaghan, Principal, Eagle Elementary

Session Summary



In this session you will learn what a brand is, why it's important, and how you can update or completely recreate your brand.



You will leave with a comprehensive roadmap of how to accomplish your goals.

Roadmap to Rebrand: https://drive.google.com/file/d/1hFEfrPQOUXhRciKYrtQaeN1WI-Y6i_H/view?usp=sharing

FREE Document Editing: www.docthub.com

Who is in the Audience?



Why should I care about branding?



Its how your organization is known and recognized



Fosters emotional attachment to your organization



It generates new “customers”



It tells the world who you are and what you do



It shows professionalism, attention to detail, ability to modernize, and consistency

5 Key Elements of Branding



BRAND CORE



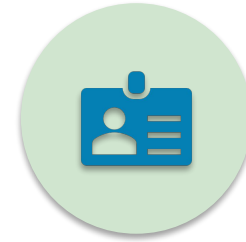
BRAND
DIFFERENTIATION



TARGET MARKET

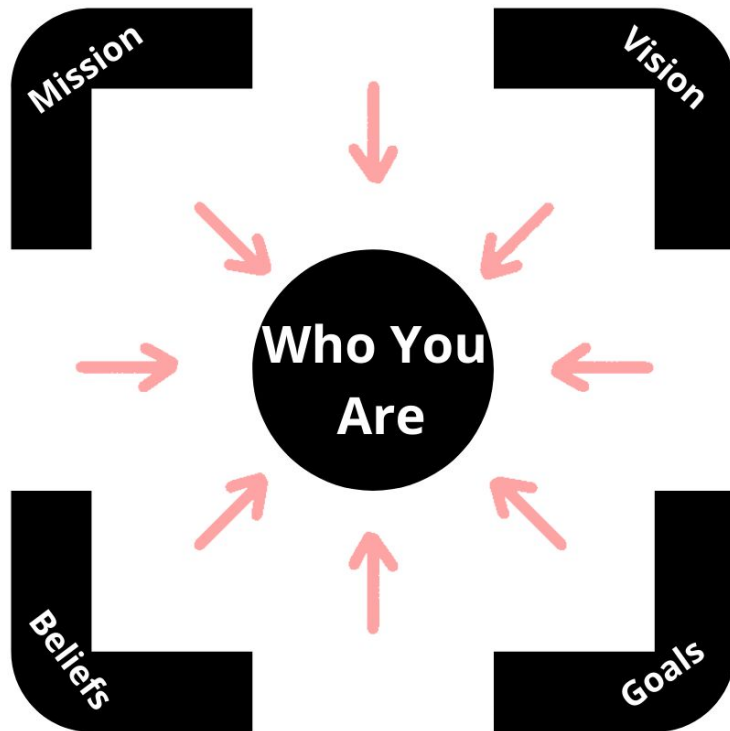


BRAND IMAGE



BRAND IDENTITY

Key Elements of Branding



1) Brand Core

- Mission
- Vision
- Core beliefs
- Goals
- Values

Key Elements of Branding

2) Brand Identity

- Easily recognizable name or image associated with your organization

3) Brand Image

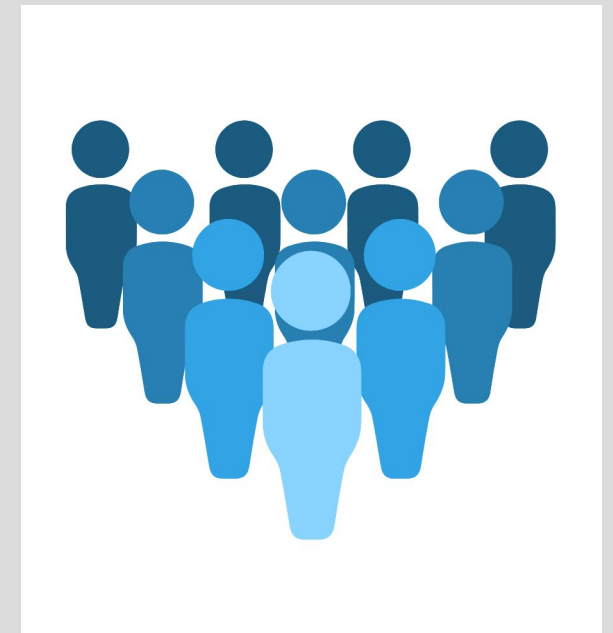
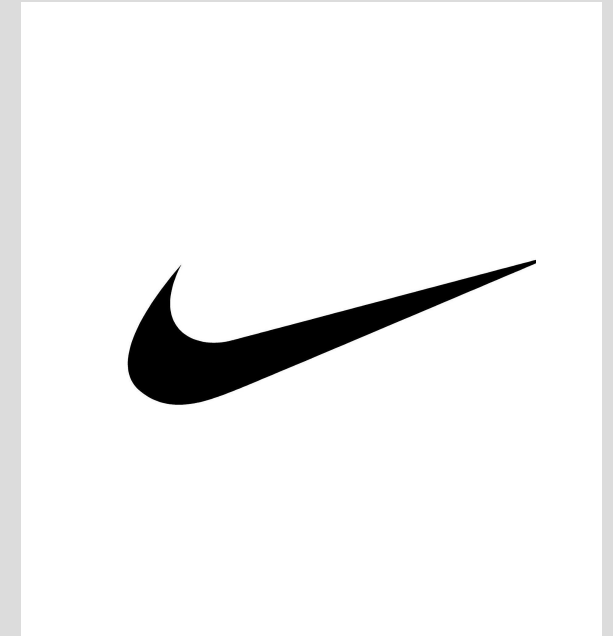
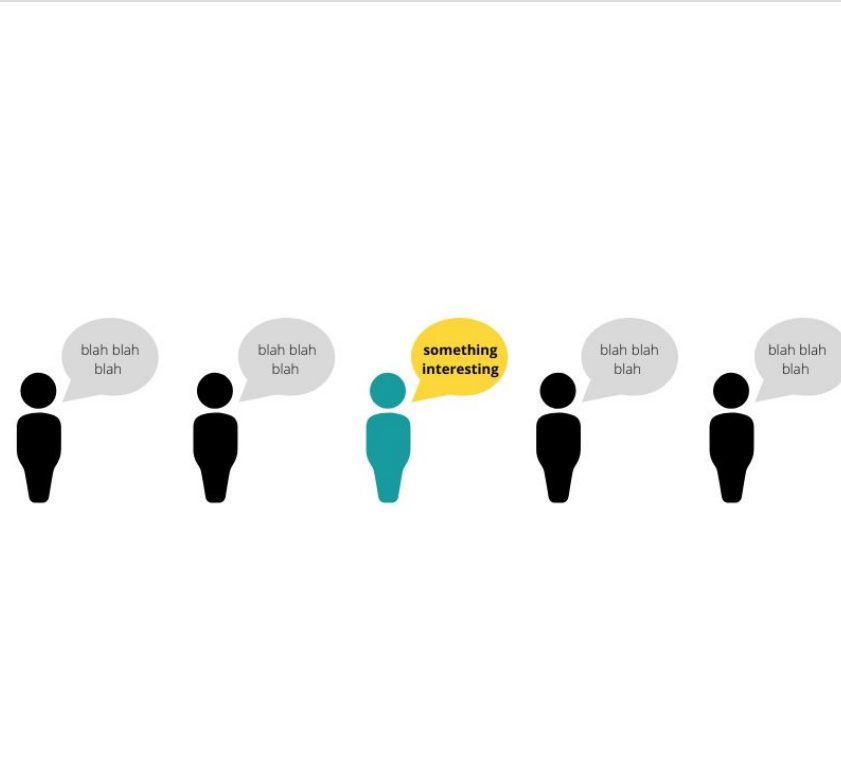
- The idea of the brand that people develop in their minds

4) Target Market

- Who is your brand directed to?

5) Brand Differentiation

- What sets you apart from the rest?





Road-Map to Re-Brand for Charter Schools

Reflect

Build Your Brand

Paperwork

Implement



Tatonka
EDUCATION SERVICES

www.tatonkaeducation.org

Rank Your
Satisfaction
1 = Low
5 = High

Road-Map To Re-Brand

For Charter Schools



REFLECT

★ _____ What does your name say about you: _____

_____ What does your current logo say about you: _____

_____ Who is your target market: _____

_____ What sets you apart: _____

★ What do you like about your current brand:

What do you want your brand to say:

Current
Reality

What do you want your brand to be known for:

Desired
Reality

★ What is NOT working with your brand:

How can your brand best fill the needs of the
community?

The Branding Paradigm

- Current Reality – Evaluate your school’s current brand
- Take a few minutes to fill in your “Current Reality” on your worksheet



Tatonka
EDUCATION SERVICES

www.tatonkaeducation.org

Rank Your
Satisfaction

1 = Low

5 = High

____ What does your name say about you: _____
____ What does your current logo say about you: _____
____ Who is your target market: _____
____ What sets you apart: _____

Road-Map To Re-Brand

For Charter Schools



REFLECT

<p><u>What do you like about your current brand:</u></p>	<p><u>What do you want your brand to say:</u></p>
<p><u>What is NOT working with your brand:</u></p>	<p><u>What do you want your brand to be known for:</u></p>
	<p><u>How can your brand best fill the needs of the community?</u></p>

Current Reality ←

→ **Desired Reality**

The Branding Paradigm

- Desired Reality – What do you want your brand to be?
- Take a few minutes to fill in your “Desired Reality” section on your worksheet



What is your goal: _____

Is there anything preventing you from completing a re-brand: _____

What are some anticipated challenges you will face (people, politics, etc....): _____

What is your budget: _____

Check with your Authorizer

Reflection

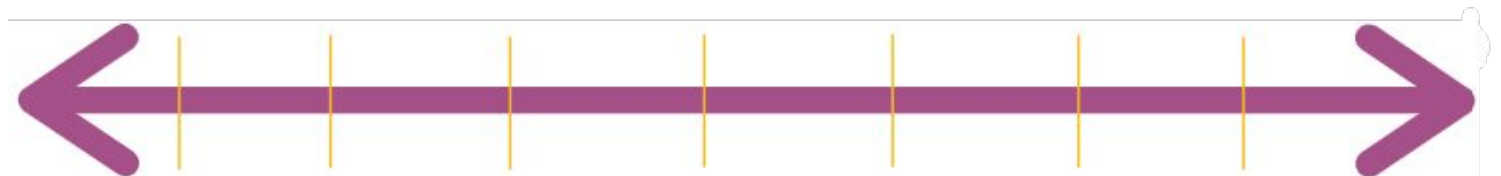
How Much Re-Brand Do You Need?

Small & Simple

- Select the elements of your brand that need a polish
 - Core
 - Differentiation
 - Target Market
 - Identity
 - Image

Big & Glorious

- Total brand overhaul, start from scratch and build all 5 brand elements



Be Authentic/ Genuine



Listen to your “customers”
and understand their
perspective



Understand your program,
school, and staff



Understand WHERE you are
going

Reflection

Use Your Stakeholders!

Who are you? Dig deep and find out who you are and who you want to be.

Small: Focus group

Medium: Surveys and focus group

Big: Outside data generation, focus group, surveys

Build Your Brand

Core Values

FORWARD FOCUSED ACADEMICS

Robust curriculum, effective teaching, and access to resources that prepare students for the future

CONNECTED COMMUNITY

Development of self-worth and sense of social responsibility through helping others

AUTHENTIC EXPRESSION

The opportunity for self-expression, creativity, and passion through art, music, athletics, technology, and community

What is your
mission
statement?



Build Your Brand

Brand Core

Write a mission statement you can actually use

Pre-Re-Brand Mission Statement

“To put student academic achievement first with the goal of supporting every child to grow academically 1.00-1.25 years for every year at our school. To provide ethical leadership, a consistent focus on quality professional development for our staff, responsible governance and fiscal responsibility. A sense of community at STEAM Academy of Akron is focused on providing a child with individualized learning, the development of their creativity and the ability to self-direct. These elements will be taught by highly qualified teachers focused on preparing our youth to be successful citizens in our ever changing world.”

Post Re-Brand Mission Statement



Our Mission


To accept, appreciate, nurture, and challenge every student, every day.

Build Your Brand

Need to say more about your school? Craft a belief statement!

Who is Eagle Elementary?

At Eagle Elementary we believe all students should receive high quality education, personal growth, and a safe positive environment to reach their highest potential. We believe an education should serve its students in the real world by providing knowledge, critical thinking and problem solving skills. We believe that the development of self-respect, self-worth, and self-esteem can dramatically improve a child's outlook and is just as important as academics.



What are your
Strategic
Advantages?



**WHAT SETS
YOU APART?**

Build Your Brand

Brand Differentiation

Identify your strategic advantages

Life Skills

As part of the 4th and 5th grade Life Skills Program your child will learn how to navigate the real world through a variety of community connections and unique field trips.

5 Build Your Target Market



Who is your ideal “customer”?
Who are your current customers?
Does it vary from your Ideal customer?
How old are they?
Where do they live?
How do they communicate?
Where do they shop?
How do they move (bus, car, train, bike)?
How do they spend their summer?
Where do they work?

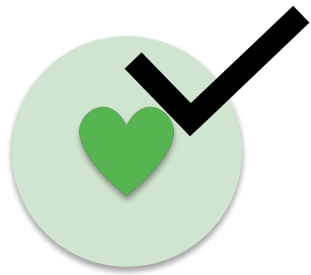
Build Your Brand

Set your Target Market

Take a few minutes to fill in Step 5 “Build Your Target Market” on your worksheet.



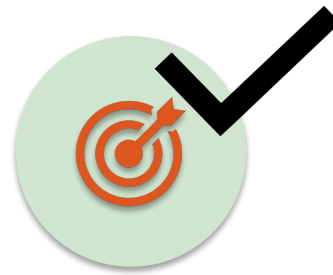
5 Key Elements of Branding



BRAND CORE



BRAND
DIFFERENTIATION



TARGET MARKET



BRAND IMAGE



BRAND IDENTITY

Build Your Brand

Design your brand image

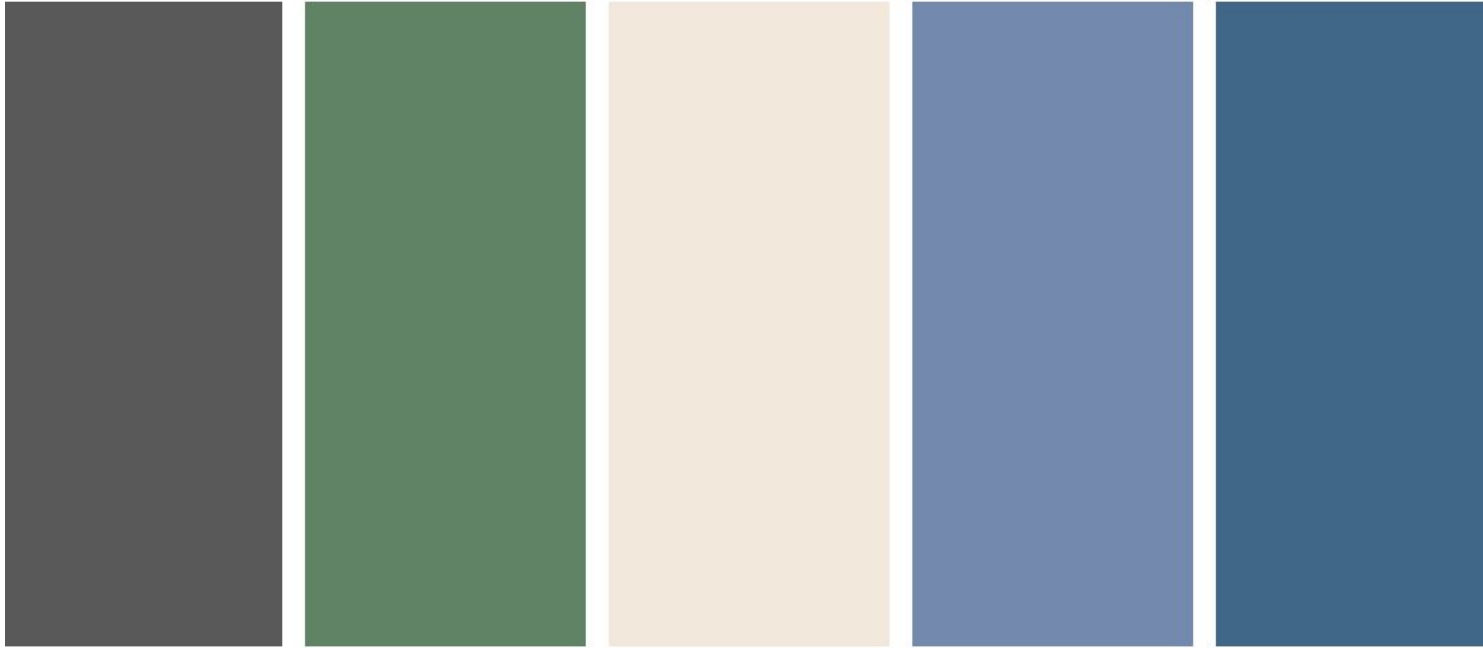
- Name
- Logo
 - Vertical
 - Horizontal
 - Logo mark
 - Transparent
 - Minimize fine details



Eagle
Elementary
of Akron



Eagle Elementary
Of Akron

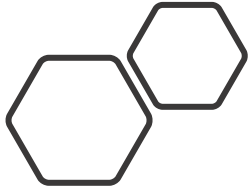


HEX	#595959	HEX	#608265	HEX	#f2e9dc	HEX	#7389ae	HEX	#416788
RGB	89 89 89	RGB	96 130 101	RGB	242 233 220	RGB	115 137 174	RGB	65 103 136
HSV	0 0 35	HSV	129 26 51	HSV	35 9 95	HSV	218 34 68	HSV	208 52 53
CMYK	0 0 0 65	CMYK	26 0 22 49	CMYK	0 4 9 5	CMYK	34 21 0 32	CMYK	52 24 0 47

Action – Build Your Brand

Design your brand identity

- Color scheme
- What is the intent and purpose of your color scheme?



Action – Build Your Brand

Design your brand identity

- Style & feel

- Natural Light
- Bright Colors
- Playful
- Real Students
- Homegrown



Implementation

You have a beautiful new brand, now what?



Implementation

Identify 2-ways you can implement each of your core values throughout the year



Implementation

- Update/redo website
- Update Social Media
- Update Google Business



Implementation

Post mission statement for all to see & actively use it to drive your community forward



Implementation

Identify how you can communicate your brand to students



Implementation

Facility Examples

Brand EVERYTHING!

Be Consistent!



Implementation

Media Examples

Eagle Elementary
Of Akron

AFTER SCHOOL PROGRAM

The Eagle Elementary After School Program is now accepting students **grades K-5!**

Fall: Sports Camp
Winter: Science Technology Engineering Math
Spring: To Be Announced

Session Duration: 10 weeks
Session Days: Tuesdays & Thursdays
Start Time: 3:45 pm
Student Pickup: 5:15 pm
Cost: \$10/student (non-refundable)

For more information, please contact Ms. Gaut at LGaut@eagleelementary.org or call the front office at (330)773-1100

Eagle Elementary
Of Akron

3rd Grade Reading Results
100% of Students
 Met State Requirements

NEW K-5 research based instructional tools
Technology in EVERY classroom
 Breakfast and Lunch served Daily
 30 Minutes of Recess Daily
 Free Transportation
 Community Outreach and Resources Available to all Families

Check us out!
Graded A in Gap Closing!
 Our Mission: To accept, appreciate, nurture and challenge every student, every day

K-5 After School Program
 Fall Session- Sports Camp
 Winter Session- Science and Engineering
 Spring Session- TBD

NWEA Test RESULTS 2018-2019
 1.0= One Year's Worth of Academic Growth

	READING	MATH
Grade K	1.27	1.23
Grade 1	1.20	1.54
Grade 2	0.86	1.11
Grade 3	1.69	0.73
Grade 4	1.25	1.14
Grade 5	1.30	1.46
Grade 6	1.44	1.25
Grade 7	1.42	1.62

Enrolling now
 Kindergarten - 5th grade
 Call us today at 330-773-1100 to schedule a tour or for more information

Our students are growing!




FORMALLY STEAM ACADEMY OF AKRON | 1338 VIRGINIA AVE, AKRON, OH 44306 | 330-773-1100

Eagle Elementary
Of Akron

Free Family Portrait Day

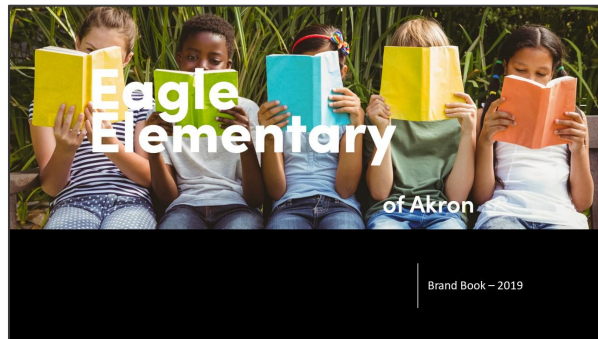
TO SCHEDULE YOUR APPOINTMENT VISIT:
[HTTP://TINY.CC/EAGLEPHOTOS2019](http://tiny.cc/eaglephotos2019)

OCT
 2ND & 3RD
 2019

Brand Books

- A brand book is the current living document that explains the elements of your brand.
- The final step in the rebrand process



Mission

At Eagle Elementary of Akron our mission is to accept, appreciate, nurture, and challenge every student everyday.



Values

FORWARD FOCUSED ACADEMICS

- Robust curriculum, effective teaching, and access to resources that prepare students for the future

CONNECTED COMMUNITY

- Development of self-worth and sense of social responsibility through helping others

AUTHENTIC EXPRESSION

- The opportunity for self-expression, creativity, and passion through art, music, athletics, technology, and community

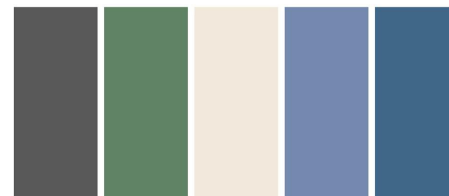
Target Audience

- Parents and guardians of children age 5 to 11 years old
- Live in Akron, OH

Logos

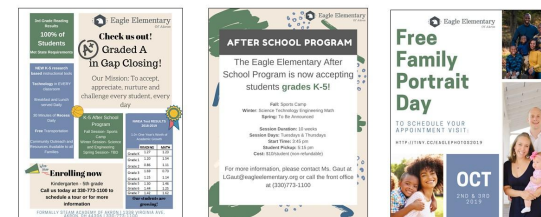


Color Scheme



HEX	#999999	HEX	#669966	HEX	#D9D9D9	HEX	#4477CC	HEX	#003366
RGB	99 99 99	RGB	66 99 66	RGB	217 217 217	RGB	113 113 174	RGB	0 33 106
HSV	0 0 33	HSV	120 36 51	HSV	180 0 95	HSV	216 34 68	HSV	208 52 53
CMYK	0 0 0 85	CMYK	36 0 22 49	CMYK	0 4 9 5	CMYK	34 21 0 32	CMYK	52 24 0 47

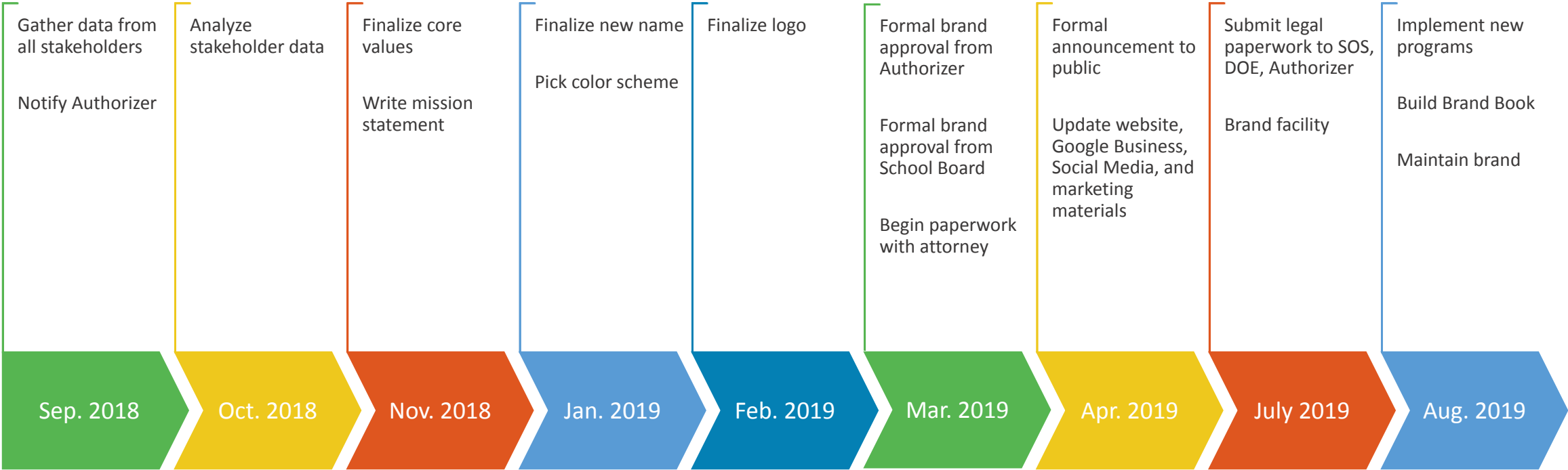
Examples of Print Media



Examples of Social Media Posts



Timeline Example



Q&A



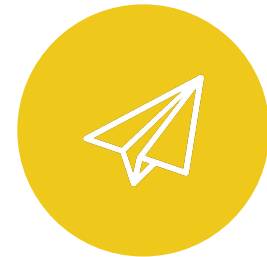
Thank You



Tatonka
EDUCATION SERVICES



CHECK OUT OUR WEBSITE AT
WWW.TATONKAEDUCATION.ORG



WE WANT TO HEAR FROM YOU!
SHANSEN@TATONKAEDUCATION.ORG
NOCALLAGHAN@EAGLEELEMENTARY.ORG

FINAL THOUGHTS

- Engage
- Motivate
- Inspire





Thanks to our

Platinum Sponsors

Gold Sponsors



chAnge

COLORADO CHARTER SCHOOLS

**2021 ANNUAL
CONFERENCE**

Virtual | March 3-5, 2020 | 8:30 am - 4:30 pm

chAnge