



## BRANDING AND MARKETING INITIATIVE

Accomplishments, July 2018 – June 2019

- 1. Member survey**  
Online survey of MASC members to gauge awareness of and satisfaction with MASC supports, resources, tools, activities, and events, completed by 385 members, results shared with the Board, staff, and membership.
- 2. Professional development on branding for Board, staff, and members**  
Training sessions at conferences and Board subcommittee meetings on concepts of branding and marketing and their application for school districts and the association.
- 3. Branding and Style Guide**  
Manual to standardize and align “look and feel” of all MASC print and digital materials, including consistent language, fonts, colors, logo, and other visual elements.
- 4. Rebranded member tools: MASC Primers**  
Updated, rebranded guides for members on critical topics: Roles & Responsibilities, Open Meeting Law, Executive Session, Conflict of Interest, and Legislative Advocacy.
- 5. Messaging: Menu of Member Services**  
New one-page guide to services for MASC members, organized into five areas of work – policy support, training, advocacy, resources, and superintendent searches – outlining programs, materials, events, and other member benefits in each area.
- 6. Redesigned member welcome packet**  
Overhaul of welcome packets sent to new school committee members, introducing them to the role and to MASC, including revised welcome letter, updated materials, branded welcome gift, and branded shipping boxes.
- 7. Targeted organizational announcements**  
Informational communication to members about specific topics to promote awareness and understanding of MASC staff and structures, such as a January 2019 message about changes in Field Director personnel and assignments (after a need was identified in the member survey).
- 8. Visual branding: retractable banners**  
Portable, retractable banners featuring the MASC logo and photos of members to reinforce visual branding at all events, introduced at Day on the Hill 2019.

**9. Library of professional photographs**

Collection of high-resolution, digital photos taken by professional photographers at major events (Summer Institute, Joint Conference, Day on the Hill) to use in print and digital promotional materials.

**10. Post-event publicity and follow-up: Day on the Hill 2019**

Outreach to members and supporters after the statewide legislative advocacy day, to recap the event and share resources and highlights with members unable to attend (intended to serve as a prototype for follow-up after all other major MASC events).

**11. Promotional video: 2018 Joint Conference**

9-minute promotional video about the 2018 State conference in Hyannis, featuring interviews with participants and footage of conference sessions, speakers, and activities.

**12. Promotional video: “Ensuring Excellence in School Committee Leadership”**

7-minute promotional video about the role of school committees in communities and school districts and about the programs, services, and supports MASC provides.

**13. Promotional video: Minority Caucus**

90-second video introducing members to the purpose and function of the Minority Caucus, featuring interviews with members about its founding.

**14. External influencer email list** *(in progress)*

Expansion of email database to include addresses for key individuals and organizations across the Commonwealth to receive particular MASC news and updates.