

What's in a brand?

Strategies for school boards
and state associations

NSBA Summer Leadership Seminar

Northeast Region Session
Chicago, IL
August 16, 2019



DRAFT

Context and Introductions

Glenn Koocher

Executive Director
Massachusetts Association of School Committees

Nathan Mains

Chief Executive Officer
Pennsylvania School Boards Association

Brianna Crowley

Sr. Director of Education and Training
Pennsylvania School Boards Association

Chris Horan

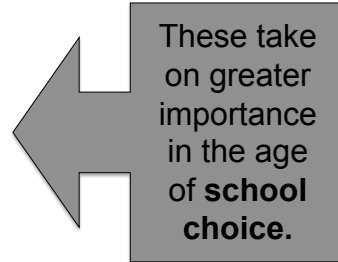
Managing Partner
Horan Communications

What is a brand?

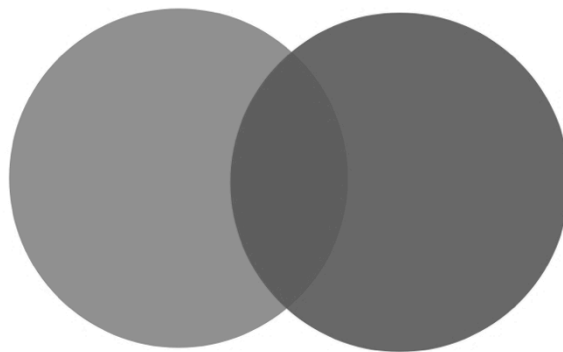


What is a **brand**?

- Logo, tagline, etc.
- Identity
- Reputation
- Positioning
- Mission, purpose, values



A framework for **branding**



PROMISE | EXPERIENCE

Source: The District Management Council

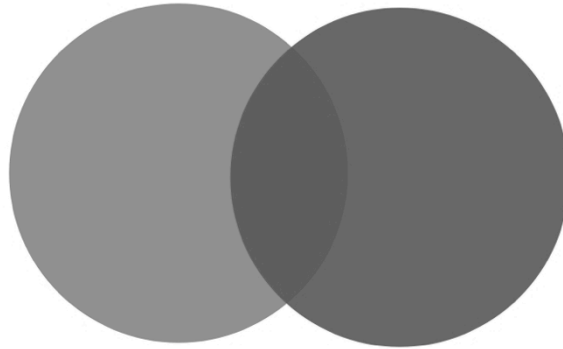
The brand **PROMISE.**



The brand **EXPERIENCE.**



A framework for **branding**



PROMISE | EXPERIENCE

Effective **communication** can improve both.

What is the single greatest contributor to any brand?

The experience.



Am I **satisfied**
with the quality
of the product or
service?

A BRAND is simply the story
you tell to your community
that answers this question:
How are **YOU** unique?

Photo by Noah Naf on Unsplash

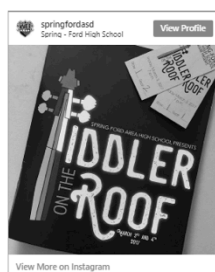
“8 Social Media Accounts to Learn From” By John Jennings of Advancingk12

6) Spring-Ford Area School District, Pennsylvania (Instagram)

7) West Allegheny School District, Pennsylvania (Facebook)

[@springfordasd](#)

[WASD Facebook page](#)



Spring-Ford ASD's Instagram account offers broad appeal for its primary audience of parents, and students (along with some pretty creative snow day announcements in photographs and video, making full use of the opportunities afforded by the platform).

Key takeaway: Some districts make the mistake of taking themselves too seriously but the appeal of Spring-Ford's Instagram account is that they don't. Amidst the staff showcase images, you'll find a smattering of fun memes, inspirational messages. This district is proof that you don't need a \$5,000 camera and perfect lighting to appeal to an Instagram audience; a little creativity and freedom will get the job done just fine.



WASD is another example of a relatively small district with a big social media presence. Its Facebook account reaches more than 2,000 people, which is impressive, considering the district's enrollment is only about 1,000.

Bethlehem Area School District Twitter # | Welcome Brochure

School board Pres:
Joseph Roy, both
frequently employ

On Sunday night,
the many things t
negative.



Michael E. Faccinetta
@MikeF

If you're a prc
to hear how E
using #BASD
♡ 25 12:02 P

👤 16 people a

Liberty High Sch
William Reynolds



William Reynolds
@jaywrr

From T. Jeffei
important and
#BASDProud
♡ 29 2:19 Ph

👤 See William

BOARD OF SCHOOL DIRECTORS

Michael E. Faccinetta, President

Shannon L. Patrick, Vice President

Dr. Dean Donaher

Eugene McKeon

Craig D. Neiman

Rogelio Ortiz

Dr. Joseph J. Roy, Superintendent of Schools

Stacy M. Guber, Board Secretary

Dawn Young, Treasurer

King, Spry, Herman, Freund & Faul, LLC, Solicitor

Karen Beck Pooley

Angela T. Sinkler

Tom Thomasik

Student/Board Representative

Alanna Davis, Freedom HS

Joshua Kenschik, Freedom HS Alternate

Elisabeth Lee, Liberty HS

Zoe Reifinger, Liberty HS Alternate

STANDING COMMITTEES

Committees of the Whole

Board Curriculum Committee - Meets the first Monday of the month following the Board Facilities Committee.

Board Facilities Committee - Meets the first Monday of the month at 6:00 p.m.

Board Finance Committee - Meets the second Monday of the month at 6:00 p.m.

Board Human Resources Committee - Meets the second Monday of the month following the Board Finance Committee.

These meeting dates are subject to change based on prior notice to the public and are in compliance with the Sunshine Law (Act 84 of 1986). Please check the district's website at www.bethlehem.pa.us for date, time, and location of Board meetings.

REPRESENTATION ON OTHER BOARDS

Members of the Bethlehem Area School District Board of School Directors also serve on the following:

Bethlehem Area Vocational-Technical School Board - Five Board members serve for a three-year term on the Joint Operating Committee. (www.bethlehemavts.org)

Colonial Intermediate Unit #20 Board - One Board member serves for a three-year term. (www.cu20.org)

Northampton Community College Board - Four members serve for a six-year term as a Trustee. (www.northampton.edu)

DISTRICT ADMINISTRATORS

Dr. Joseph J. Roy, Superintendent of Schools

Dr. Jack P. Silva, Assistant Superintendent for Education; Chief Academic Officer

Marie Bachman, Chief Technology Officer

Russell Giordano, Chief Human Resources Officer

Stacy M. Guber, Chief Financial Officer

Chaire Hogan, Chief Pupil Services Officer

Vivian Robledo-Shorey, Director of Student Services

Leigh Kaerne Rusk, Director of Special Education

Mark Stein, Chief Facilities and Operations Officer



BOARD OF SCHOOL DIRECTORS MEETING GUIDE

WELCOME

When you live in the Bethlehem Area School District (BASD), you have the right to share your thoughts and ideas about our schools. Your School Board invites you to attend Board meetings. We welcome you to take an active role in your children's education. The decisions the Board of School Directors makes will affect your child, your child's future, your tax rates, and your community.

There are many ways for you to be part of BASD:

Stay informed and interested in your schools.

- Appear before the Board to express your views.
- Communicate with the Board.
- Elect the most qualified Board members.
- Be part of the local parent-teacher groups and other school groups when possible.
- Stay in touch with your building principals and the district administrators about matters that concern you and your children.
- Volunteer at school events.

MISSION STATEMENT

The Bethlehem Area School District, in partnership with the home and community, is committed to providing a safe and supportive environment in which each student will attain the knowledge, skills, and attitudes necessary to become a productive citizen and lifelong learner in our technologically demanding and culturally diverse society.

ROLE OF A SCHOOL BOARD DIRECTOR

The Bethlehem Board of School Directors, in accordance with applicable laws and regulations, establishes policies, rules, and procedures for the governance of the Board, and for the safe and orderly operation of the school district. The Board acts as a general agent of the people of the district in the matter of public education. It establishes educational goals for district students and governs a program of education designed to meet those goals. The Board approves the annual budget and sets the real estate tax millage rate. The Board is responsible for overseeing the implementation of mandatory laws and regulations, and shall be the agent responsible for establishing, maintaining, and evaluating the public education activities of the school district, in accordance with law.

ROLE OF STUDENT REPRESENTATIVES

Per Board Policy, the Board of School Directors has student representation from both Freedom High School and Liberty High School. The purpose of these positions is to establish a communication link between the Board and the students, and to have the students' viewpoints and concerns presented at official Board meetings. Each high school selects one student representative and one alternate student representative. Student representatives attend Board meetings as a non-voting member.

Rev. 08.03.18

Why is branding important for school districts and school board associations?

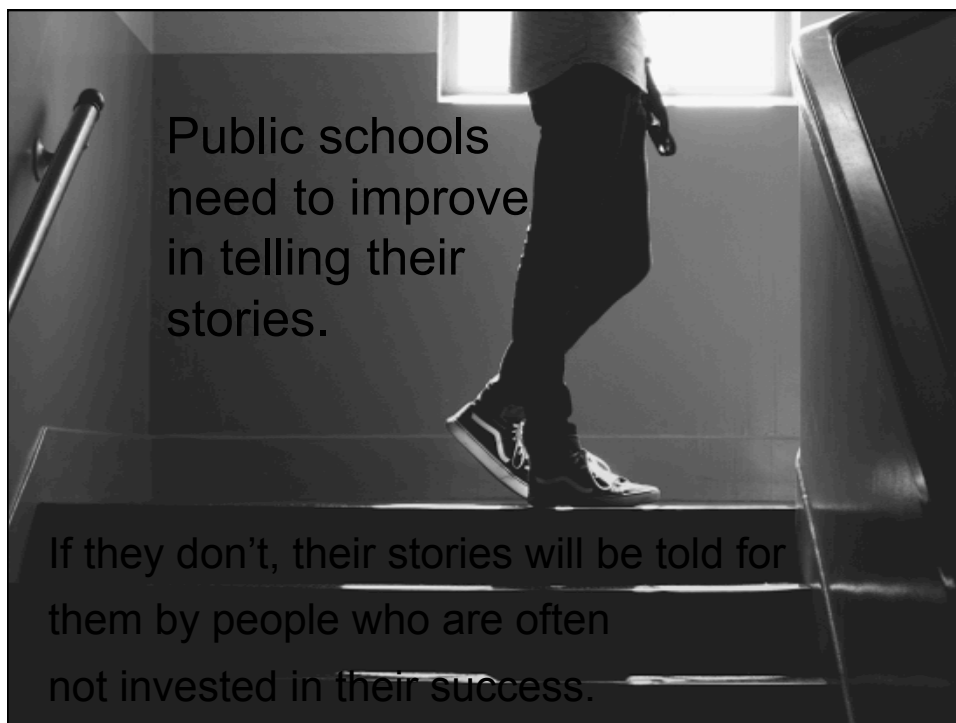
How can school districts benefit from branding?

"In the last 3 school years, 12 of [Pennsylvania's] 14 cyber charter schools spent more than **\$21 million** combined promoting their schools."

"Most of the 43 traditional school districts in Allegheny County [PA] said they spent **nothing** on advertising or student recruitment."

"In some PA schools, as much as **18% of the district's budget** goes to charter school tuition."

"PA charter schools spend millions of public dollars in advertising to attract students," Stephanie Hacke and Mary Niederberger. Public Source 2017



"Every organization that hopes to be successful and remain relevant requires a mechanism that, when followed, ensures that everyone is working toward the same thing, at the same time, and for the same reasons."

Building Great School Board—Superintendent Teams, Balch & Adamson 2018

How can school board associations benefit from branding?

CASE STUDY:
Massachusetts Association
of School Committees

masc

Framing the MASC Branding Campaign

Purpose / Goals

Why are we launching the campaign?

Audiences

Whom are we trying to reach?

Scope

What is the geographic reach of the campaign?

Messages

What are the key points to convey to each audience?

Calls to Action

What (if anything) do we want each audience to do?

Messengers

Who will be the key voices / spokespeople?

Strategies

What specific elements will the campaign entail?

Timeline

What are key dates, milestones, opportunities?

Budget

What are we willing to invest in this work?

Multiple brands to consider



The School
Board
Member



The School
Board

masc

The
Association

Primary Audiences and Goals

MASC Members

To ensure that all members are aware of MASC programs, services, relevance, and impact, and to maximize members' participation in events, use of resources, and sense of affiliation with the organization.

Policy makers, State officials, other influencers

To strengthen the reputation, positioning, and effectiveness of School Committees and MASC itself, particularly among policy-makers and thought leaders, on statewide issues in K-12 public education.

MASC Member Survey

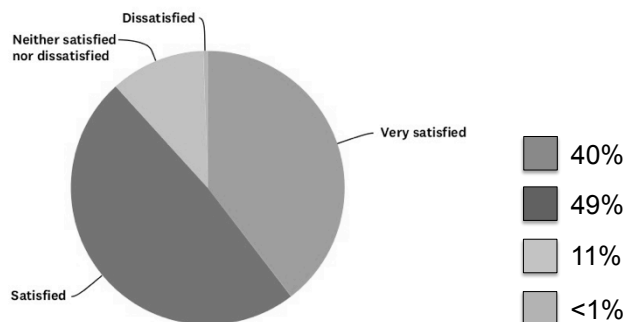
- Measured both *awareness of* and *satisfaction with* MASC programs, resources, and services
- Incentive: Drawing for two iPads
- Heavily promoted at state conference
- 400+ respondents
- Results shared with MASC board, staff, and members
- Findings inform branding / marketing decisions



MASC Member Survey: Sample Question

Overall, how satisfied are you with your membership in MASC?

Answered: 384 Skipped: 0



MASC Menu of Member Services

POLICY SUPPORT	TRAINING	ADVOCACY	RESOURCES	SUPERINTENDENT SEARCHES
<p>We provide technical assistance and materials to help School Committees develop, update, and maintain district policies.</p> <ul style="list-style-type: none"> • Policy Reference Manual • Online Policy Manuals • Sample policies • Policy alerts • Contract Policy Service • Policy Twenty-One subscription service 	<p>We offer School Committee members professional development in a range of governing skills and educational issues.</p> <ul style="list-style-type: none"> • Annual Joint Statewide Conference with MASS • "Charting the Course" new/veteran member orientation • District Governance Program • Summit on Poverty • Summer Institute • Onsite workshops • Webinars • Parliamentary Procedure training • Customized trainings 	<p>We advocate on behalf of School Committees across the Commonwealth with State policy-makers, regulators, legislators, and funders.</p> <ul style="list-style-type: none"> • Day on the Hill – State House Lobbying • Advocacy Guide • Public Policy Priorities • Legislative Bulletins • Position papers • Charting the Course new member orientation • Customized trainings 	<p>We produce a range of print and digital resource materials, and respond to members' inquiries.</p> <ul style="list-style-type: none"> • Website • The Bulletin • Regional meetings • Selected Mass. General Laws • Legal Services • Legal Alerts • Policy Newsletter • Critical Issues publication • DESE/BESE updates • New Member packet • Superintendent Evaluation Guide • Advocacy Guide • MISC Report • Member Handbook • Parliamentary Procedure Guide • Customized guides • Social media updates • Interactive listservs • Member hotline 	<p>We facilitate the search process to hire a Superintendent of Schools, including candidate recruitment and screening.</p> <ul style="list-style-type: none"> • Search process planning and management • Resource guides • Interim Superintendent selection • Job description development • Search committee formation • Promotional materials • Position advertising • Community engagement • Candidate recruitment • Candidate screening • Reference checks • Interview preparation • Contract negotiation • Induction support

MASC Branding and Style Guide





Font

Gill Sans: This font is available for PC and Mac and includes the entire set of font styles (regular, italic, bold, bold italic, and light).

Typefaces

DOCUMENT TITLE	24 point regular, blue or black. All caps. Use only for title page (no other text).
DOCUMENT TITLE	18 point regular, blue or black. All caps. Use with other text on a page.
Secondary headings	14 point bold, green or black. Sentence case.
Subsequent headings	12 point bold, black. Sentence case.
Standard text	12 point regular, black. Sentence case.

Color Palette:

		PMS	R	G	B	Hex
Primary: Blue		293	0	81	186	#0051BA
Secondary: Green		368	91	191	33	#5BBF21
Additional: Black		6C	0	0	0	#000000
Additional: Grey		430C	145	150	147	#919693

MASC New Member Welcome Packets



MASC Photo Library

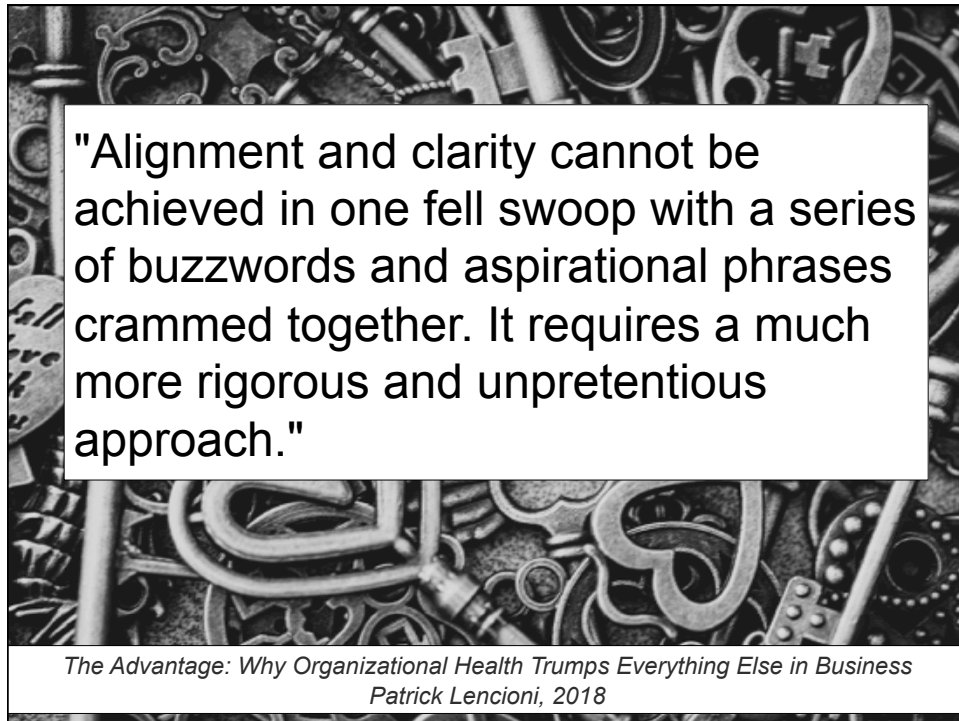


MASC Video Projects





**How do you build and
sustain a strong brand?**




Strategic Planning and Foundational Statements

- A common challenge facing districts is lack of understanding and use of foundational statements to create a **shared identity and purpose**.
- A common challenge facing district leadership teams is unity. Unity can be created through clarity of roles and a **shared understanding of purpose and priorities**.
- Some comprehensive/strategic planning processes do not involve **school board input**.
- Many school directors are unfamiliar with the work of the comprehensive/strategic plan and how it should **inform their deliberation and decisions**.

Compare Mission Statements

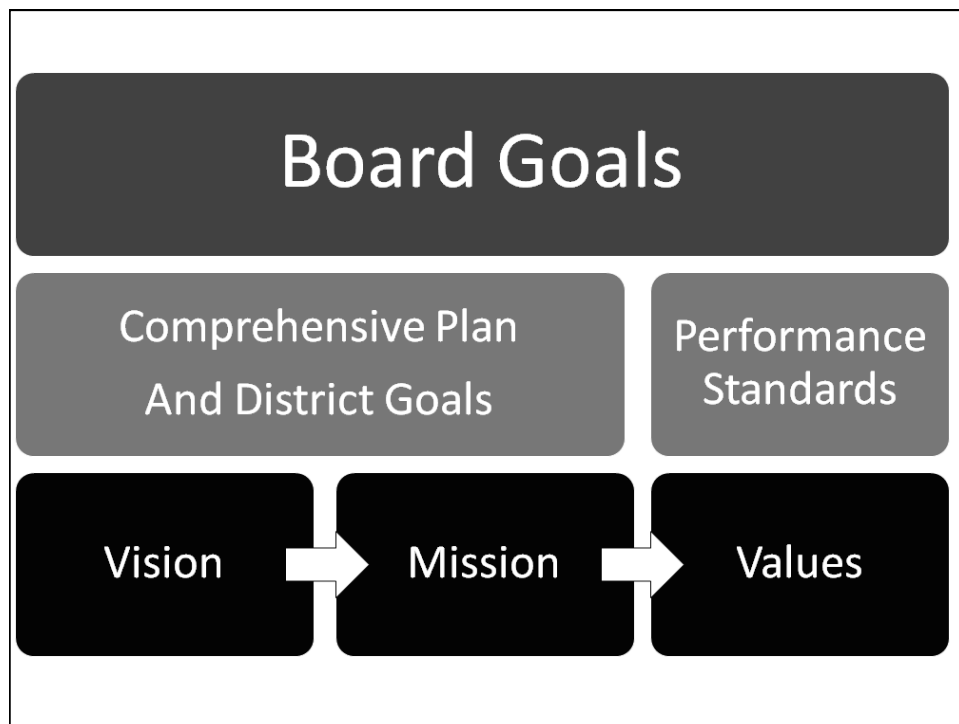
Every student is prepared for a successful future in the 21st century by embracing life-long learning.

The Bethlehem Area School District, in partnership with the home and community, is committed to providing a safe and supportive environment in which each student will attain the knowledge, skills, and attitudes necessary to become a productive citizen and life-long learner in our technologically demanding and culturally diverse society.



"The problem for organizations that choose common words like *innovation* or *quality* is that everyone has their own understanding of those terms."

The Advantage: Why Organizational Health Trumps Everything Else in Business
Patrick Lencioni, 2018



Branding Initiatives: Critical First Steps

- Secure buy-in from key players and decision-makers
- Provide training in branding concepts
- Determine goals and intended outcomes
- Clarify roles and responsibilities
- Establish a budget
- Enlist professional expertise

Questions and Discussion



Brianna Crowley
@BC_EDU_Training



Chris Horan
@chrishorancomm