

# Oconomowoc Area School District



**Good to Great:  
Reinventing Your District Brand  
NSPRA Conference-July 12, 2015**

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**My Twitter @KateWinckler #schoolpr**

## Our Purpose Today

Sharing our experience and process for re-branding the Oconomowoc Area School District.

- Why we needed to work on branding (and still do!)
- How we did it
- How we incorporated the strategic plan into our branding work
- What materials we created



# About OASD

**Five 4K-4  
schools**

**Two 5-8  
schools**

**1 high  
school**

**5300  
students**

**About 20,000  
people in the  
greater  
Oconomowoc  
area**

**17.5%  
Free/  
reduced  
lunch**

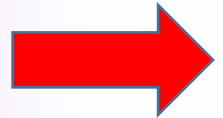
**12%  
Students  
with  
disabilities**



# The Back Story

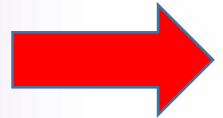
- New superintendent July 2013
- School board was in support of funding a full-time Director
- New position created for Communications & Marketing - posted in January 2014
- Hired in March 2014

## 2013-14 Priority Work in our district



**1. Develop and implement a strategic plan that addresses key trends and supports a compelling future for OASD.**

2. Build a framework for continual improvement and for long range growth.



**3. Develop and implement a marketing and advancement initiative in the OASD.**

4. Evaluate capacity and facility needs and plan for building improvements and possible new construction.

# Communications Culture

## PROS

- District embraces technology - mostly paperless communications
- Good parent communication via email
- Two newspapers in town, generally supportive.
- No critical, divisive issues
- Ignored by talk radio (so far!)
- Solid reputation
- Tradition of strong community support

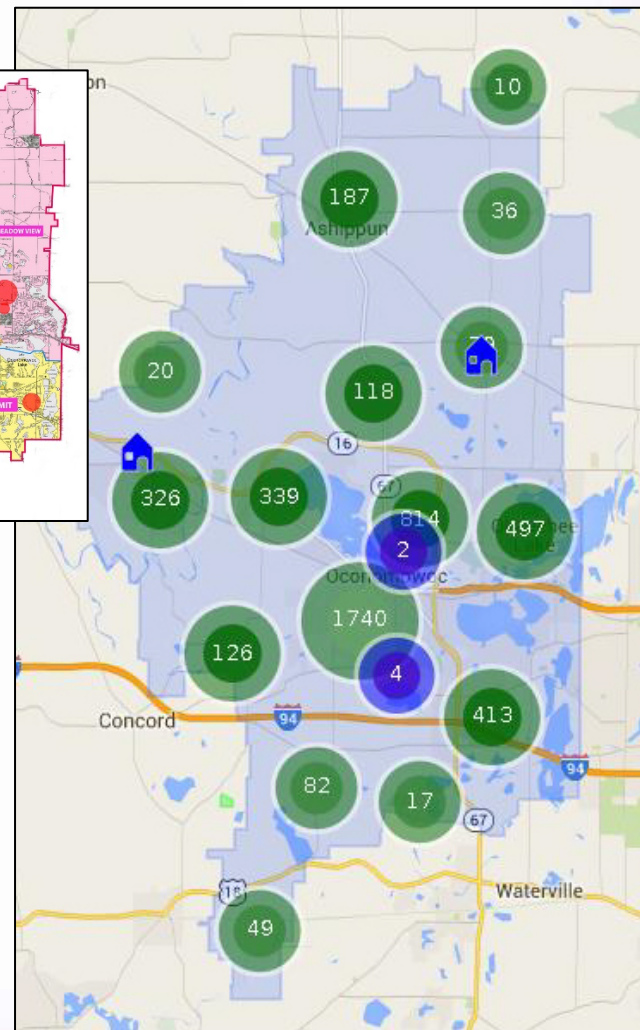
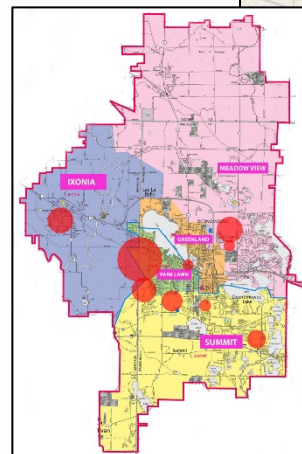
## CONS

- “Closed” system, history of one-way communications
- Reactive, not proactive
- Very operational and budget-focused, not visionary
- Central office seemed “top-down”
- No strategic communications plan



# Environment

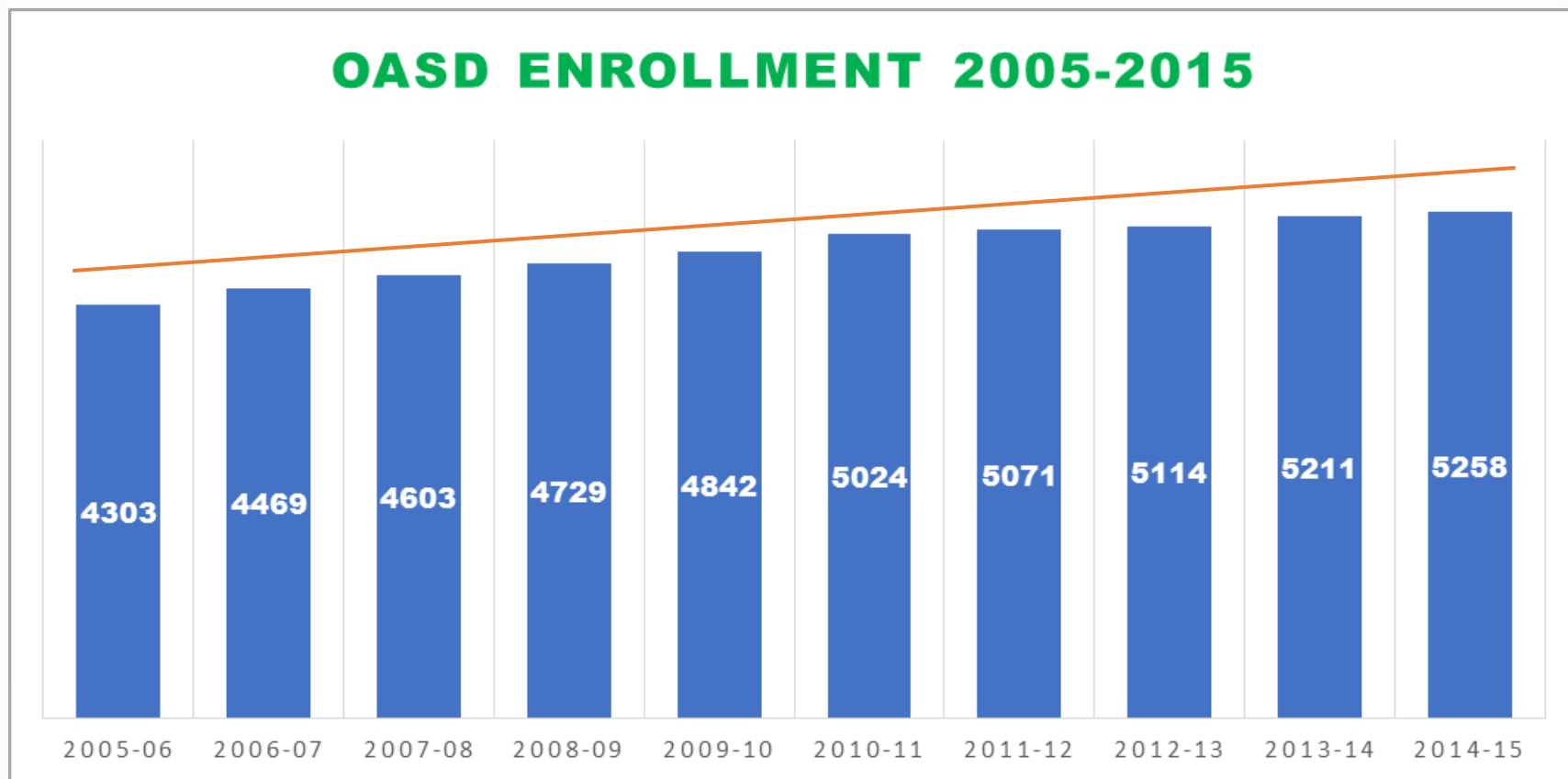
- Capacity issues
- Population growth
- Negative open enrollment out
- Aging facilities
- Academic performance lags neighbors
- Achievement gap exists





# Enrollment Growth

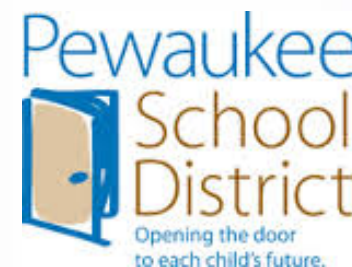
## OASD ENROLLMENT 2005-2015



**1000 new students in the last 10 years**

# Competition

- Brand perception = “good”
- Not “great”
- Perception = reality



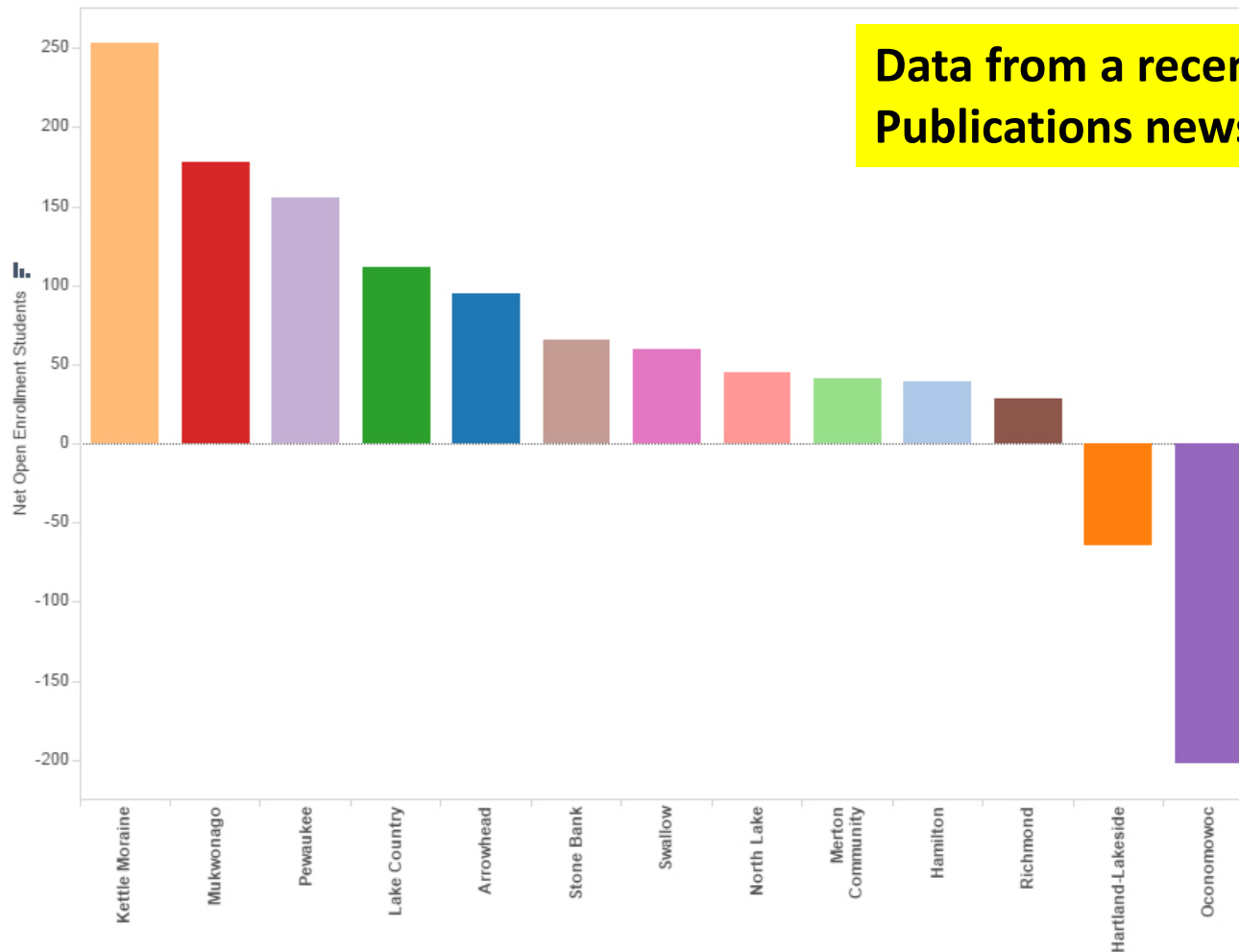
# Open Enrollment at a Glance

School Year	IN	OUT	NET
2012-13	144	301	-157 3.07% of total enrollment
2013-14	165	363	-198 3.79% of total enrollment
2014-15	170	384	-214 4.06% of total enrollment

# Open Enrollment Out-Regionally

Net 2014 Open Enrollment Students

School District



**Data from a recent Lake Country Publications news story.**

**OASD: -202**  
**Arrowhead: +95**  
**KM: +253**  
**Stone Bank: +66**



# Open Enrollment-Out Survey Data

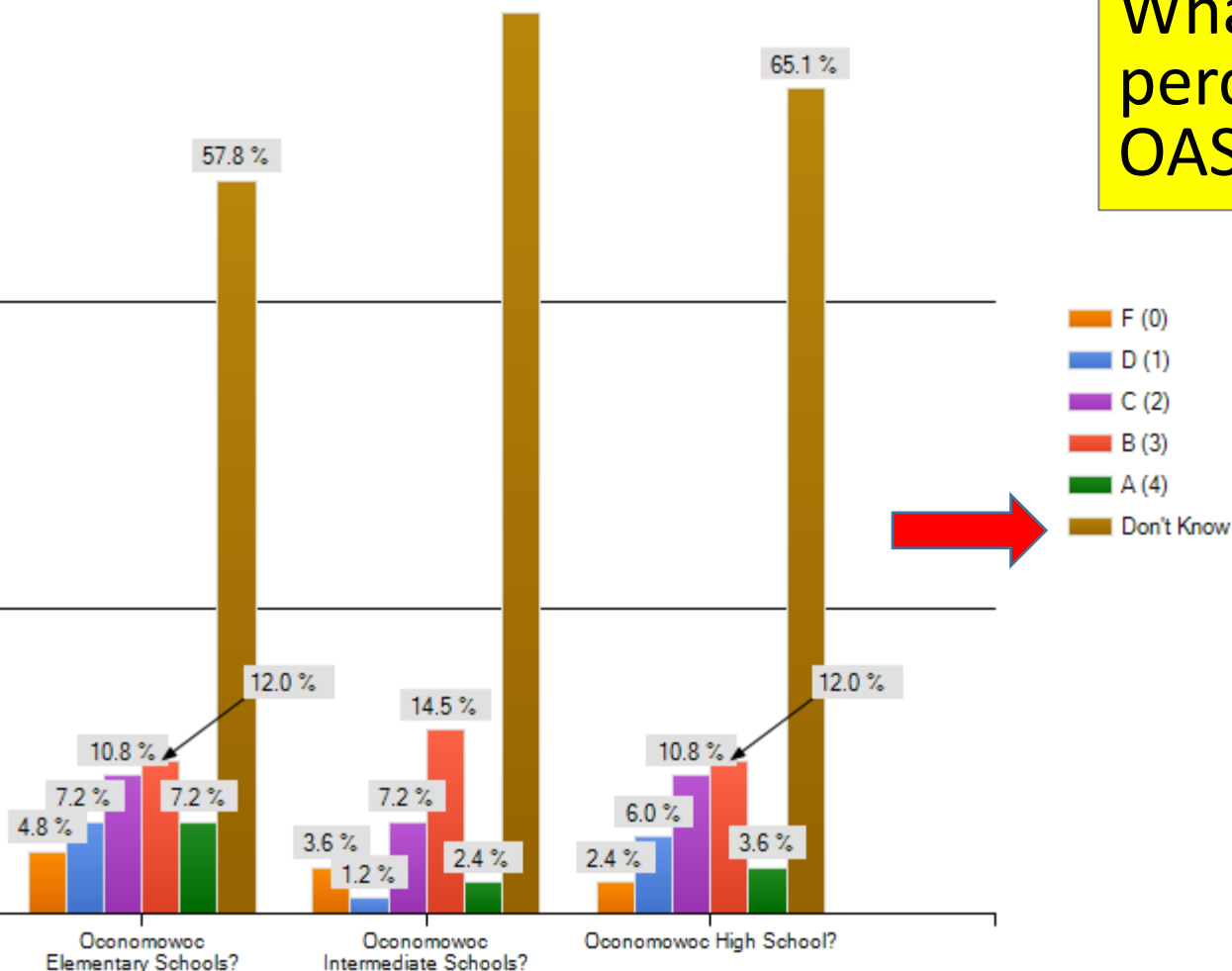


Open Enrollment Out  
Parent Survey Results– February 2014

- February 2014 = surveyed families that left OASD
- Specifically targeted families that left without attending OASD beforehand.
- **Purpose** = better understand why parents open-enroll out without attending OASD beforehand.

# Open Enrollment survey

What is your perception of OASD schools?



**Most survey respondents did not have an opinion of OASD.**

217 kids never attended our schools at all!

# Goals

- Recapture “swagger” – return to the glory days?
- Change perceptions
- Modernize our outward appearance, while at the same time, making structural changes around **continuous improvement**
- Become a district of choice in Lake Country





# Charting Our Course: Marketing and Advancement

- **COMMUNICATION:** OASD is a great district doing great things-we will shout about them
- **CHOICE:** At a time when choices abound, people with the ability to choose should choose us
- **COMMUNITY:** Great place to live, work, and learn!
- **CONNECTION:** With our community, businesses, and alumni.



Future: sponsorships & advancement to help fund innovation.

# Work of the District Leadership Team (DLT): Strategic Planning

- Team of 32 staff, board members and administrators
- Met April-June 2014
- Resulted in 1st strategic plan in more than 10 years
- Every employee received a copy

**Mission**

**Vision**

**Shared  
Values**

Commitments to  
Students, Parents & Staff

**Five Strategic  
Directions**



## CHARTING OUR COURSE OASD 2014-15 Strategic Plan

### Mission

Empowering a community of learners and leaders.

### Vision

To be an unrivaled learning community, seeking wisdom, honoring the past, and shaping the future.



### Core Values

Perseverance  
Trust  
Acceptance  
Diversity  
Innovation  
Achievement  
Collaboration  
Respect

Integrity  
Responsibility  
Safety  
Relationships  
Opportunity  
Quality  
Inclusion  
Learning

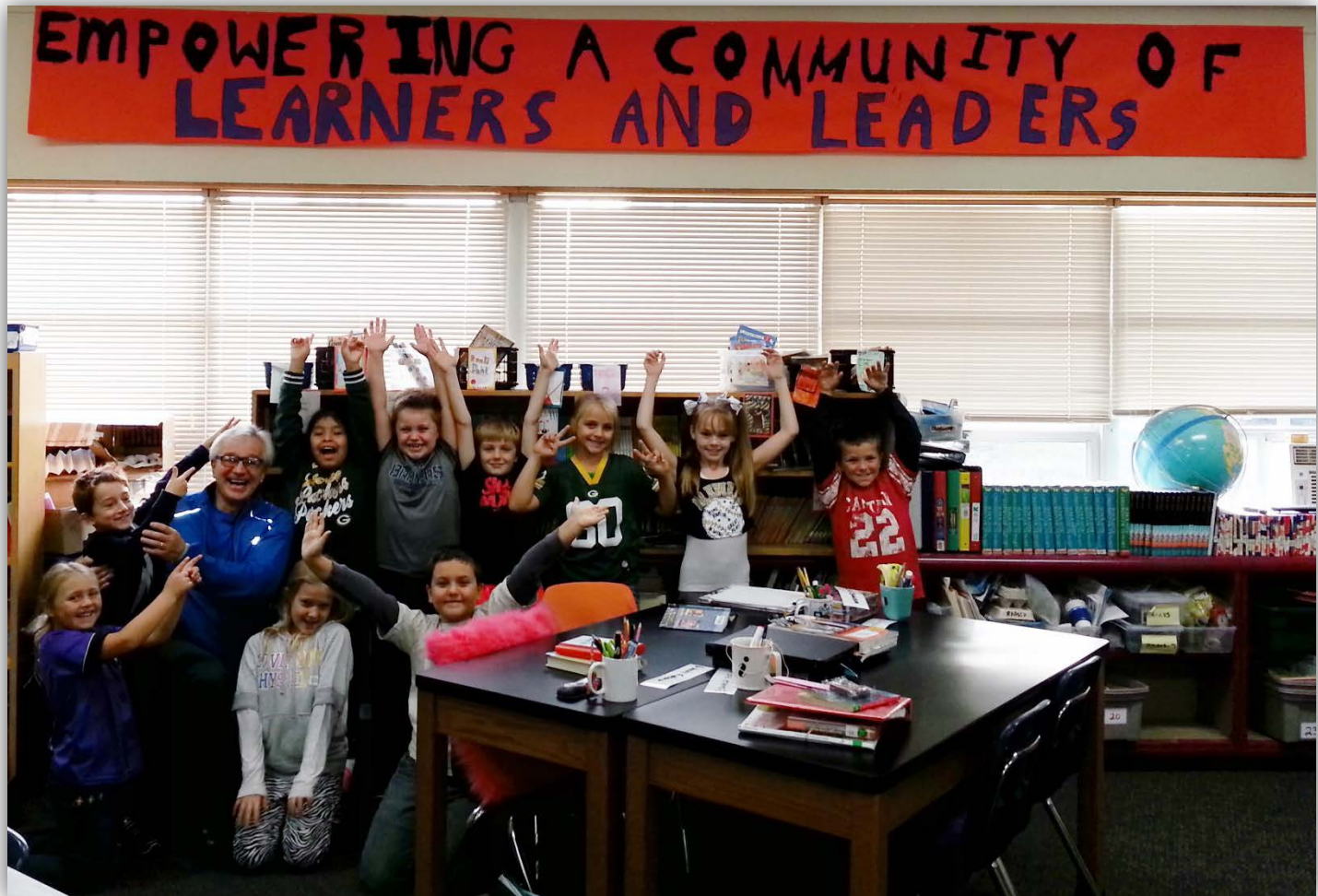
### Strategic Directions

1. Continuous Improvement in Academic Performance
2. Innovative Instructional Programs
3. Creating a Great Workplace with Highly Engaged Employees
4. High Quality Facilities with 21st Century Learning Environments
5. Respecting the Diversity Among People and Cultures

# Strategic Planning Outcomes

## Mission

***Empowering a community of  
learners and leaders***




## Visual Branding

- Refresh district logo & tagline
- Refresh colors
- Increase social media activity
- New photography
- Website redesign



## Visual Branding Process

- **Brand hierarchy** - develop our corporate look and feel first. Then work on OHS logo, then buildings.
- **Consideration** - district logo in relation to the OHS athletic logo ?
- **Team** – myself & assistant, designers, superintendent, web site provider

 **Important:** help designer understand the background of your district, the product story, so he or she can capture the brand essence accurately.





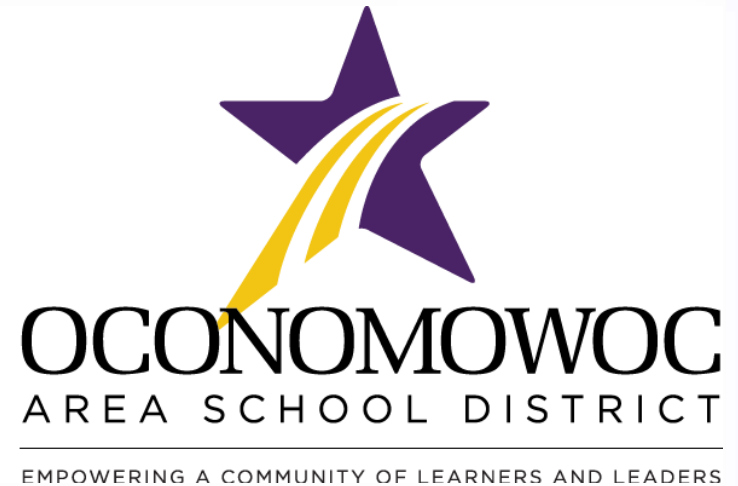
OLD





NEW

Primary Logo/with tag



Secondary badge





# Brand Map

## Parent Brand

horizontal



vertical



variations



star



badge

## Sub-Brands

Oconomowoc High School



academic



athletic

athletic variations:  
- list here

Intermediate Schools



Elementary Schools



Organizations/Affiliations





# Brand Usage Guide

CMYK



SPOT



GRAYSCALE



REVERSE



CMYK



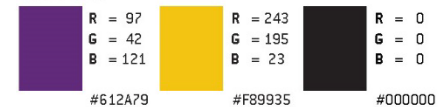
SPOT



GRAYSCALE



RGB / HEX



# Marketing Collateral: School Board Mission Banner



EMPOWERING A COMMUNITY OF  
LEARNERS AND LEADERS



# District Marketing Collateral

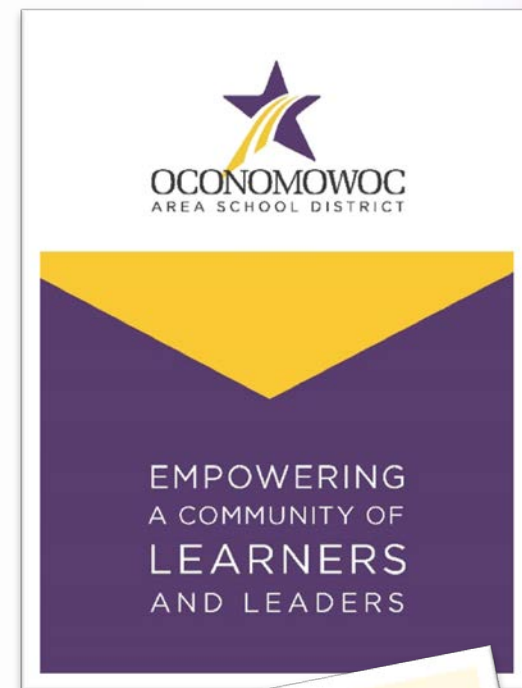
Pocket  
Folders

Print ad



Teacher  
recruitment  
brochure

District  
Brochure







FRONT



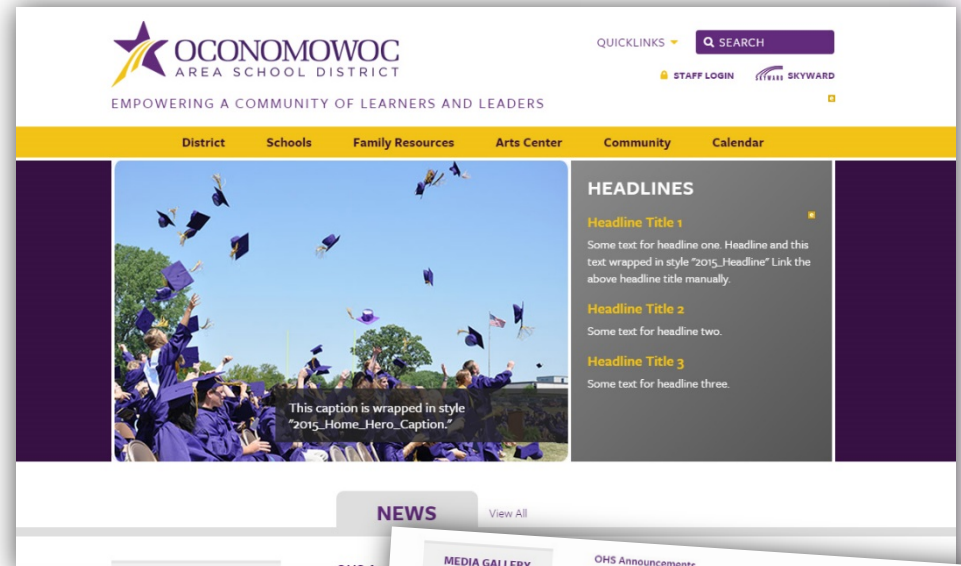
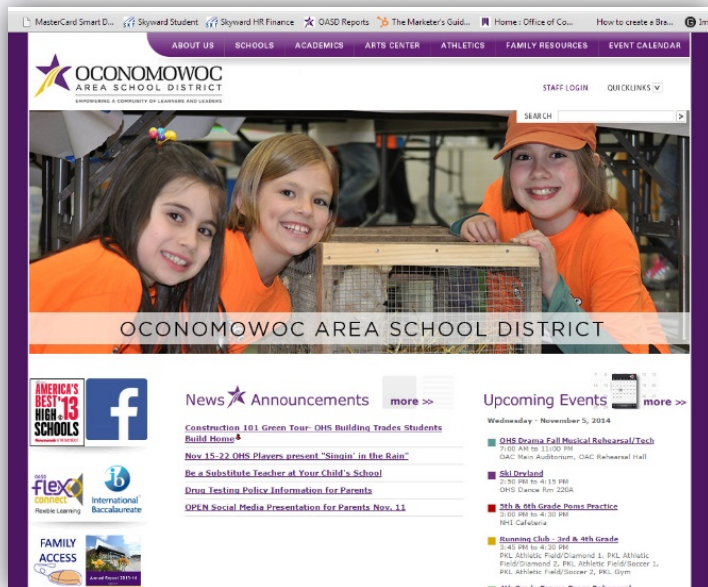
BACK



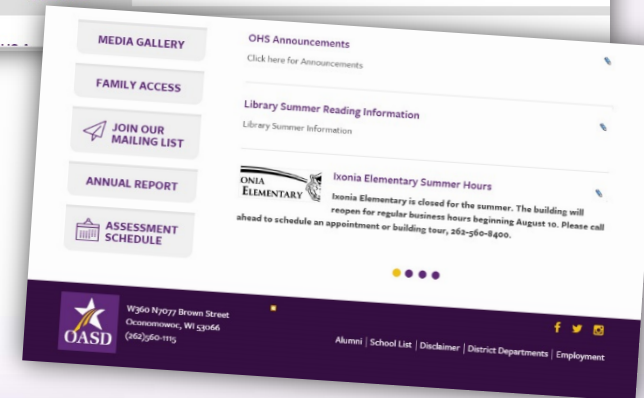


# District Website

## OLD



## NEW



# High School Athletic Logo and Slogan

**OLD**

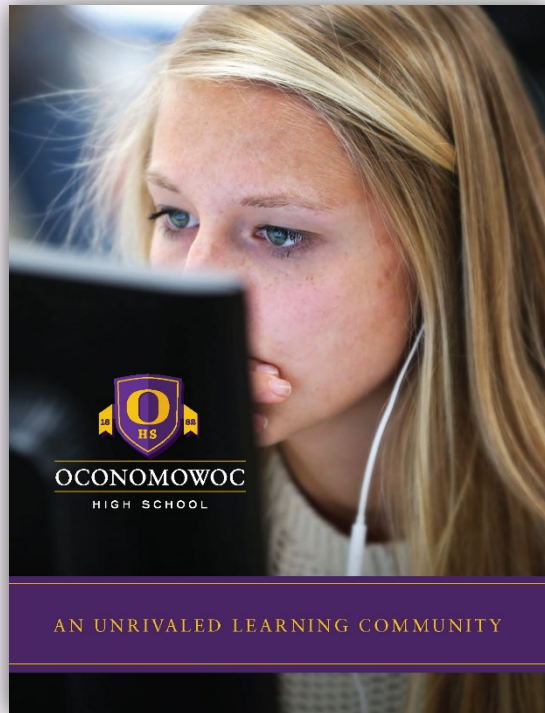


**#oconpride**

**NEW**



# High School Marketing



24-pg View Book,  
printed and online



PLTW tri-fold



New Academic logo



OLD  
logo





# Social Media



1,180 followers



1,450 likes



213 followers

## Hashtags for Branding

#oconomowoc = primarily  
for academics



#oconpride = primarily  
for athletics



# Bringing it all together



## Key Takeaways

1. Start with research & strategy
2. Have a great team, ask for feedback
3. Keep it simple
4. Be flexible
5. Engage employee hearts & minds
6. Plan for growth



# Thank you!

