

What's Your District's Story?

Building a strong school district brand



School districts today face many challenges. Invest in a strategic communications program to help you:

- Build community support and enthusiasm for your schools
- Promote trust and partnerships between public schools and your community.
- Confidently propose an operational or facilities referendum to voters
- Recruit quality teachers and staff in the face of growing enrollment, shrinking budgets, and aging facilities



How to Access Mentor Resources!

Google Drive – samples, ideas, and “Good to Great” branding presentation: <https://goo.gl/vba2ab>

Contact Kate: jkwinckler@gmail.com / 414-507-9952

YOUR COMMUNICATIONS TOOLKIT !

- ✓ Key messages, grounded in strategic plan
- ✓ Branding
- ✓ Social media
- ✓ Parent and staff surveys
- ✓ Website content
- ✓ Email marketing
- ✓ Mobile content strategy
- ✓ Video
- ✓ Media relations
- ✓ Marketing communications materials
- ✓ Information campaign for referendum

INTEGRATED MARKETING COMMUNICATIONS

School Creatives