

Build Your Brand

*Share Stories & Make Connections
to Build Awareness, Trust & Support*



Who Are We?

Speakers:

Glenview School District 34

Eric Miller, CSBO | Assistant Superintendent of Business Services/CSBO

Cathy Kedjidjian, APR | Director of Communications & Strategic Planning



Park Ridge-Niles School District 64

Adam Parisi, CSBO | Chief School Business Official

Nick Shepkowski | Communications Coordinator



Moderator:

Barrington 220 School District

Larry Ohannes | Payroll Coordinator



Who Are You?

🌐 When poll is active, respond at **pollev.com/cathyk340**

📱 Text **CATHYK340** to **22333** once to join

Who is responsible for communications/PR/branding in your district?

We have a dedicated school PR professional on staff

We outsource to a communications firm/consultant

Staff handle communications as needed

Communications? What's that?



Why Are You Here?

What do you want to learn or take away from today's presentation?

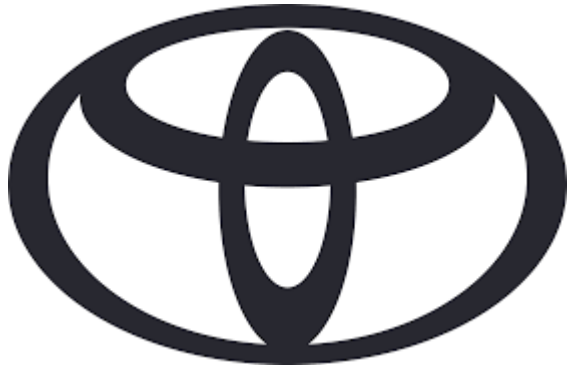


How Do You Connect to Your Community?

What does your district do to share your story and connect with your staff, students, families and community?



What Is a Brand?



What Is a Brand?

More Than a Logo (But a Good Logo Helps)

- How you live your mission, vision, values and goals
- Reflects what you hear from your community & how they interact with you

Why Do You Need It?

A Strong Brand Connects Your Community

Builds recognition, support, trust

How Do You Know?

- You see it
- You hear it
- You **FEEL** it

Growing the brand - brand reflects out, and things you do add to it - FIND GRAPHIC

What Is OUR Brand?



*Together we
discover, learn,
grow, and care*

How Do We Build It?

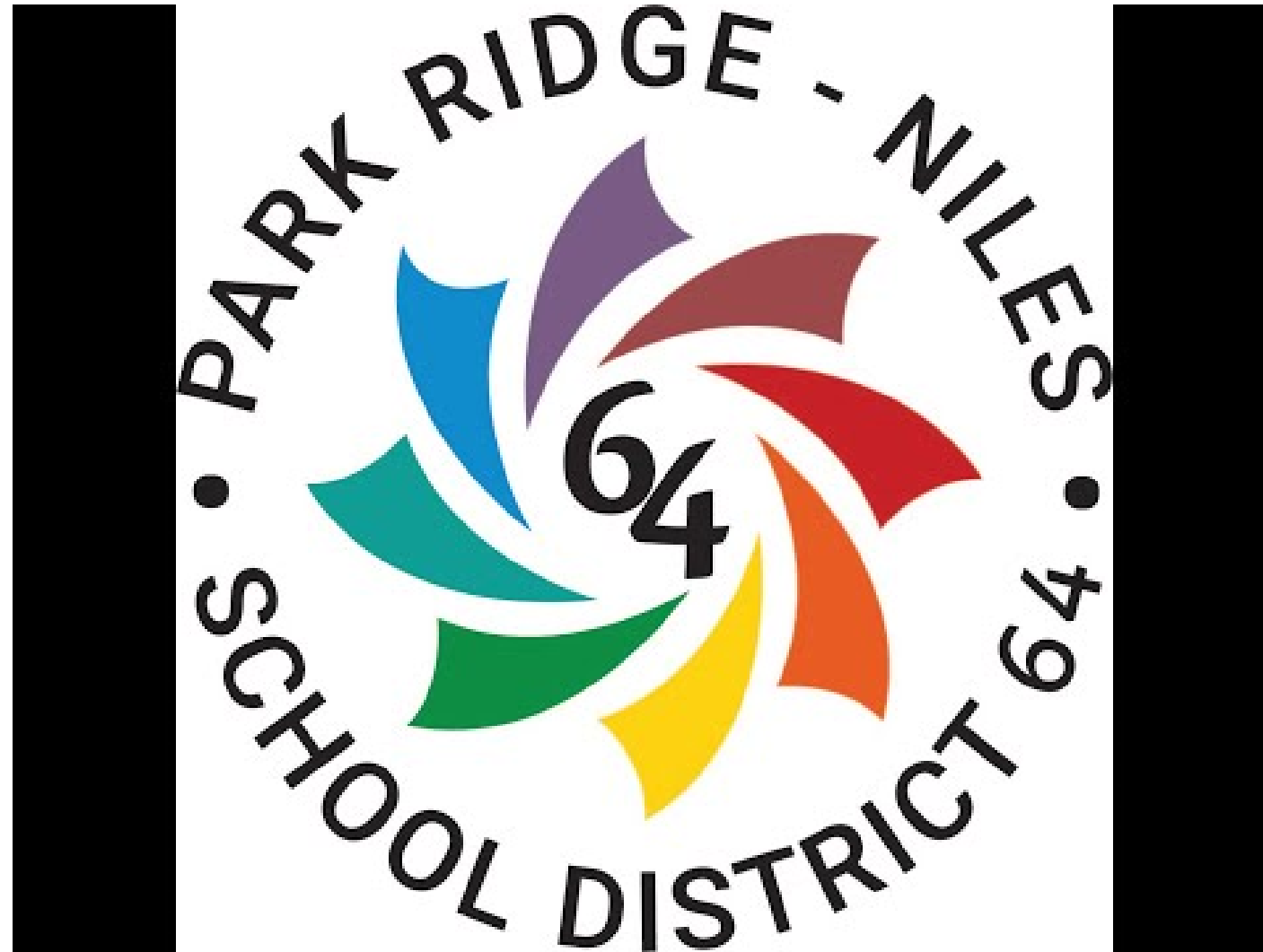
Every brand has a story

But who do you want to tell yours?
—You or someone else?

Telling Our Stories



Telling Our Stories



Building Stories



What Is OUR Brand?

Start with the Strategic Plan

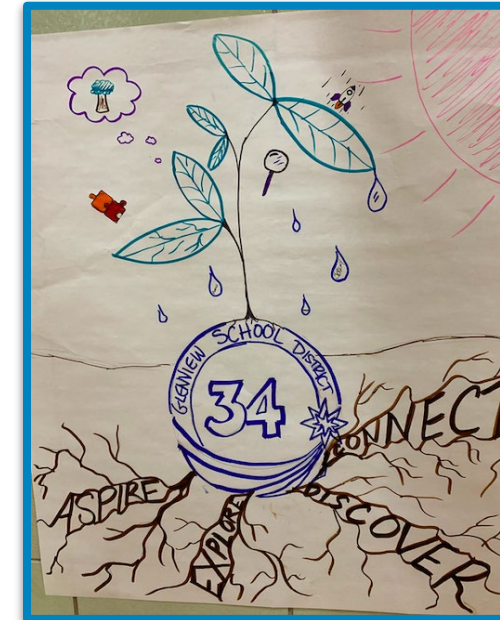
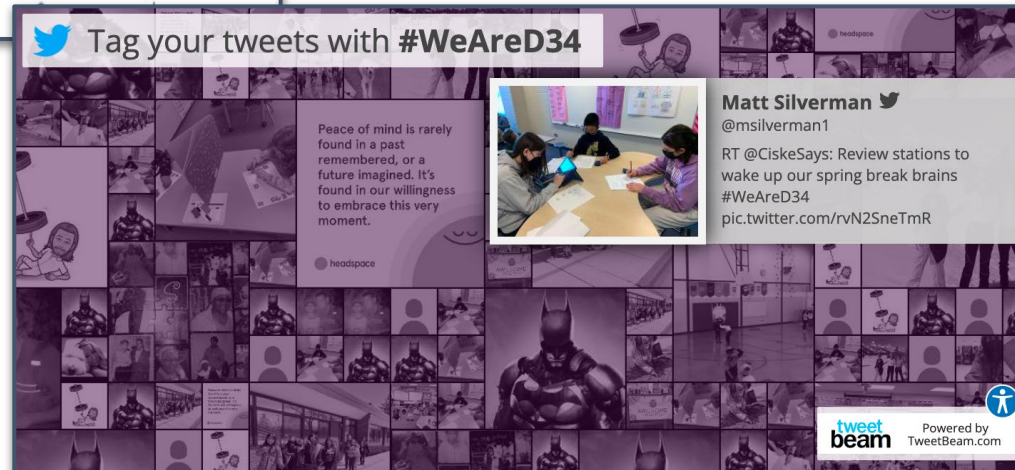


How Did We Create It?

- The Strategic Plan
- More Research
- Branding Team (teachers, staff, parents)
- Community Input
- The Big Reveal

How Do We Build It?

 **#WeAreD34 & We Share It!**



...We Wear It...



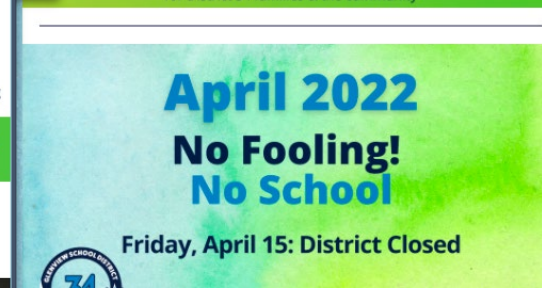
...And We Put it EVERYWHERE!



A Strong Brand Tells Stories

And Draws People to Them

Website
Social Media
Events
Newsletters



Telling Our Stories: Referendum



DID YOU KNOW?

In construction, D34 will replace 21 trees with 223 new trees.



DID YOU KNOW?

The interest cost is \$10M less than originally estimated.



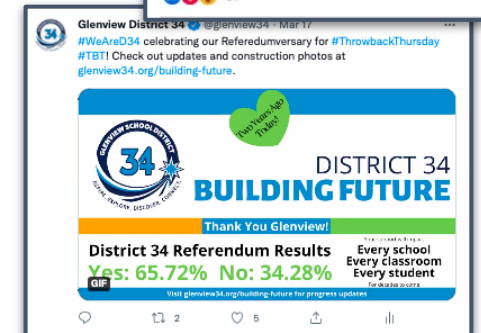
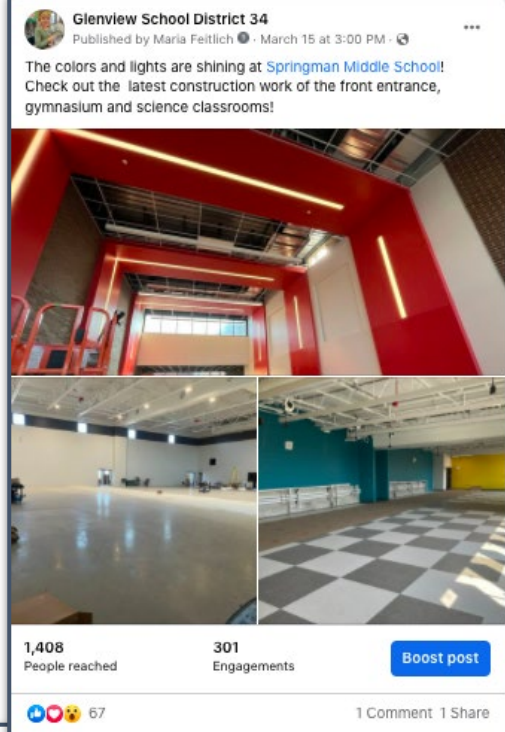
DID YOU KNOW?

Competitive bids reduced the maturity of the 2021 referendum bonds by one year.



Keep the Story Alive

glenview34.org/building-future



What is YOUR Brand? Where Can You Start?



At your table,
discuss how you are building your brand ... or how you want to!

Resources

Learn from:

- INSPRA (inspra.org)
- NSPRA (nspra.org)
- #K12PRChat on Twitter
- IASBO's Communications PDC
- SocialSchool4EDU (socialschool4edu.com)

Tools to Use:

- Canva
- Smore
- Constant Contact
- ThoughtExchange



 #iasboAC22



STRONGER TOGETHER. SMARTER TOGETHER.

Let's Connect!

Moderator:

Barrington 220 School District

Larry Ohannes | Payroll Coordinator

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Glenview School District 34

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