



THE EDUCATION BRANDING OPPORTUNITY

School Leaders as Brand Managers

WHO IS TELLING YOUR DISTRICT'S STORY?

WHAT IS A BRAND?

A brand is not a logo, name, company or product.

- > It the relationship between you and your customer.
- > It is the expectation that resides in each customer's mind about you, and your promise to live up to that expectation.
- > It is a bond between you and your customer.

AREN'T WE ALREADY A BRAND?

Maybe...

- > You probably have a reputation, not a brand.
- > Ask yourself if you have been allowing external voices to define who you are.
- > Brand's aren't built passively... you must take an active role in your brand's creation.
- > Your brand doesn't belong to you, but the responsibility for its management and protection does.

WHAT ARE THE BENEFITS BRANDING?

The external benefits are enormous:

- > People fall in love with brands.
- > They develop strong loyalties to them.
- > They believe in their superiority
- > They pay more for them, and...
- > They are more willing to forgive their missteps.







WHAT ARE THE BENEFITS BRANDING?

The internal benefits may be even greater.

- > A powerful brand can put the focus on a single goal, and...
- > Help unify how everyone inside an organization thinks and acts.

WHY NOW?

Competition and choice changes everything.

- > Your schools used to be the only game in town.
- > District schools, magnet schools, charter schools, virtual schools and private schools are competing for students and dollars.
- > Parents are beginning to treat schools like other commodities.
- > One school can look much the same as the next.
- > One negative safety story can wipe out years of goodwill.
- > You must continually make the case for your schools.

WE'RE LATE TO THE EDUCATION BRANDING GAME

Colleges and universities have recognized the power of branding for years.

- > In recent years, institutions ranging from Harvard to MIT, Georgia to Texas, have invested heavily in rebranding efforts to better compete for students.
- > The athletic departments are typically far ahead of the academic departments.
- > Their branding efforts foster enormous pride in—and donations to—their schools.
- > Brand merchandising provides a lucrative revenue stream for universities (and can for you, too).





THE FORMULA FOR BRAND SUCCESS

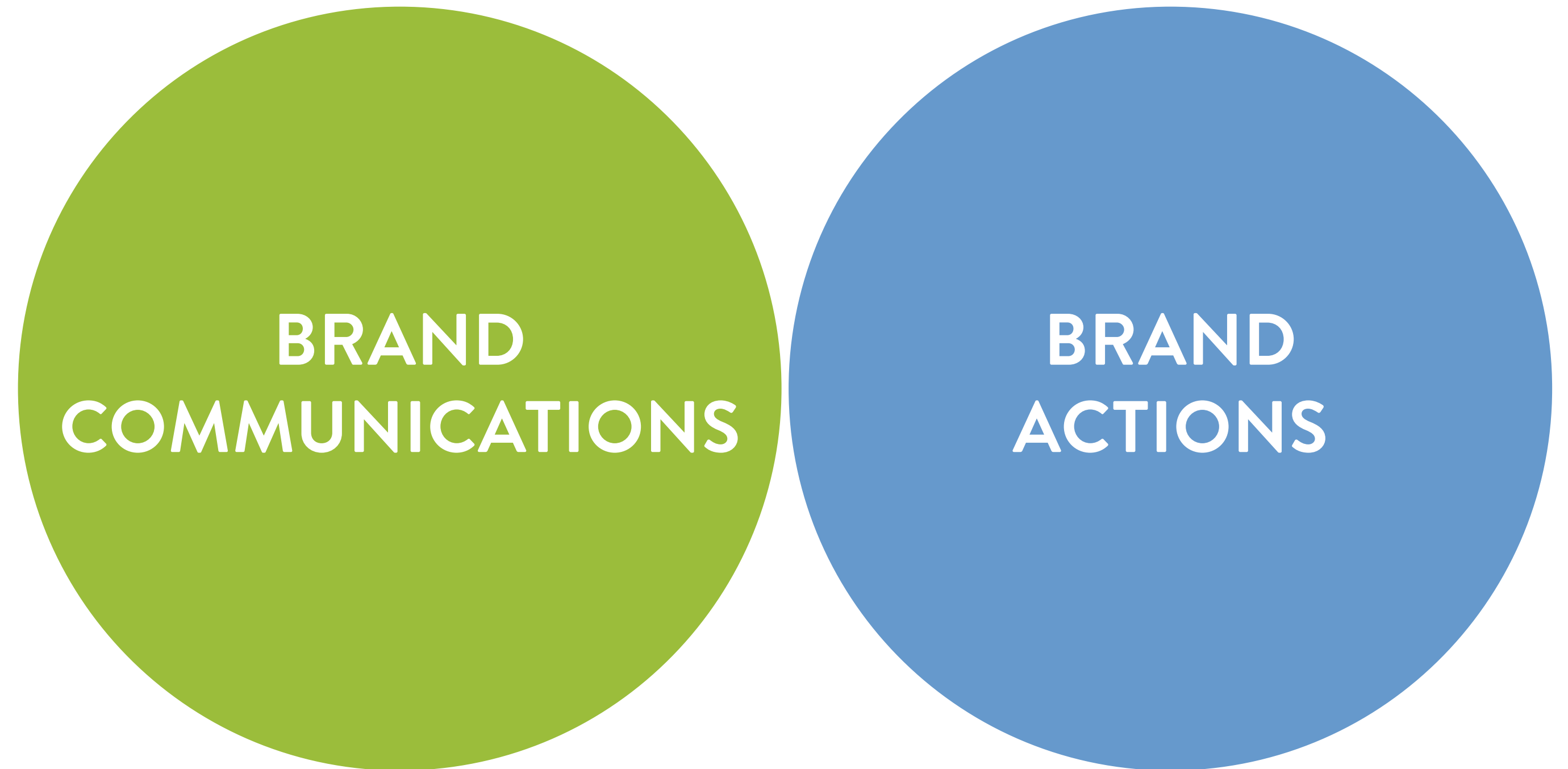
The formula for brand success is simple. There are only two components:

- > What you say.
- > What you do.



THE FORMULA FOR BRAND SUCCESS

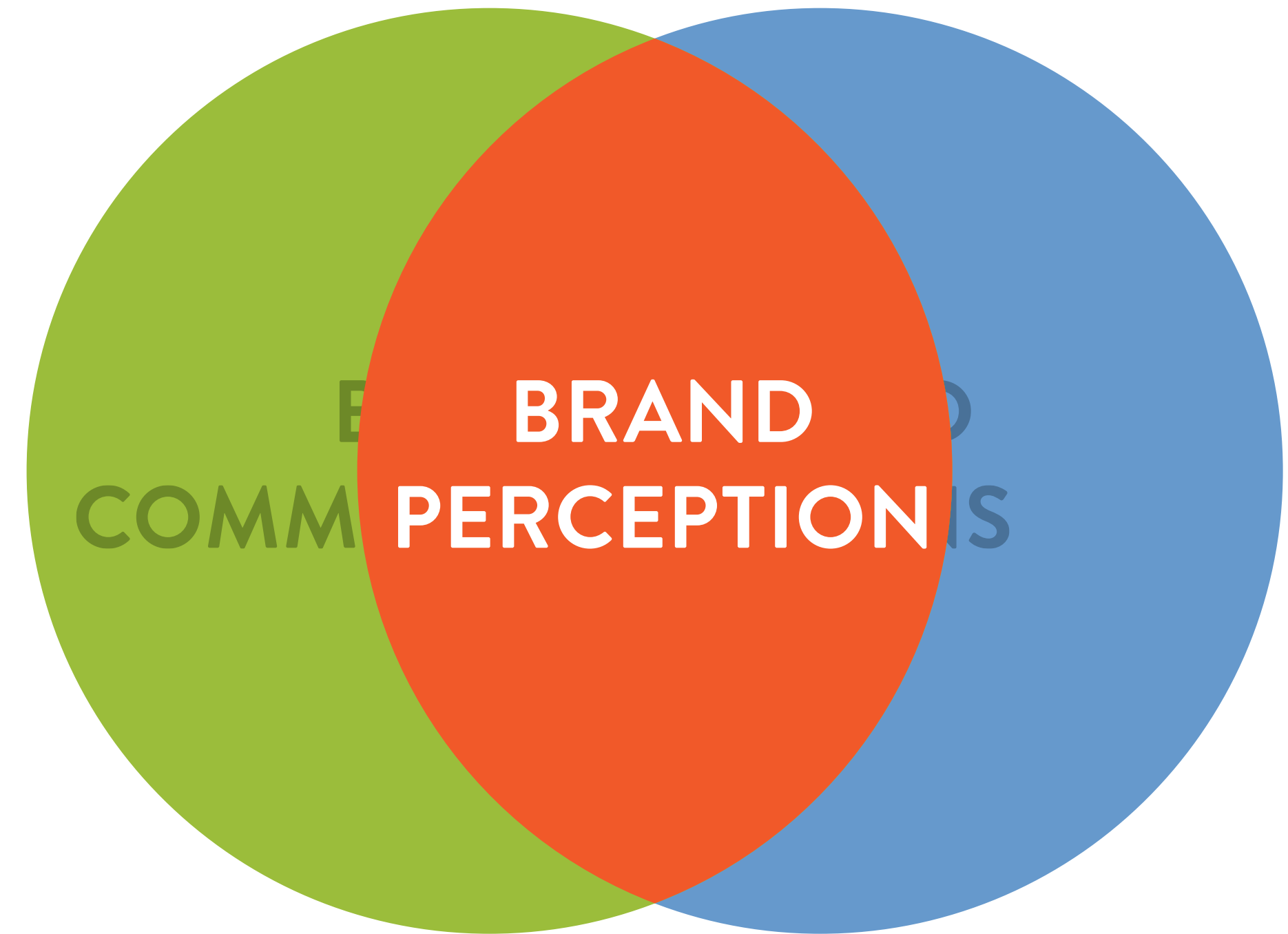
The more what you say and what you do overlap, the more positive the perception of your brand.



THE FORMULA FOR BRAND SUCCESS

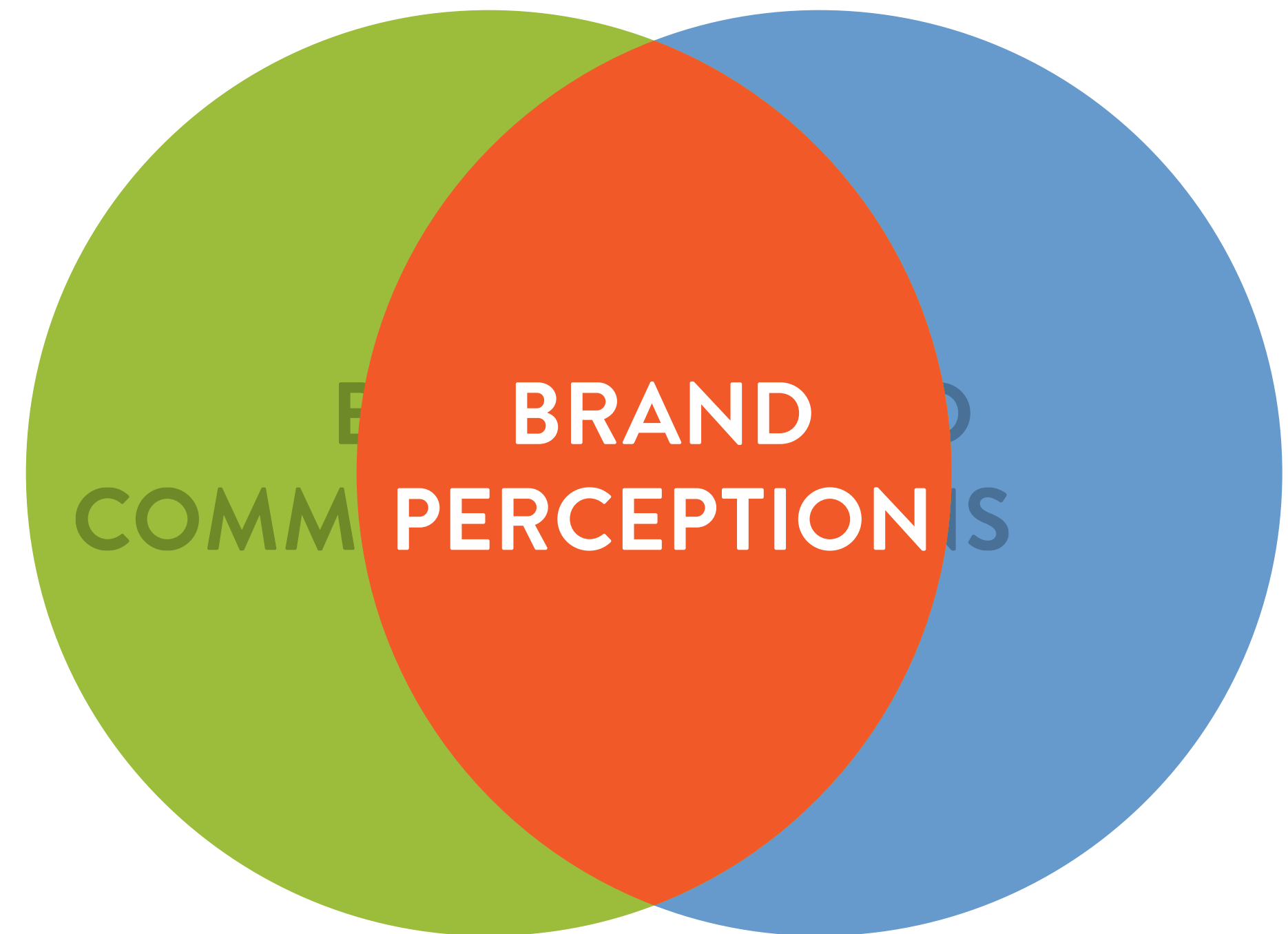
The more what you say and what you do overlap, the more positive the perception of your brand.

- > This area of overlap is where the opportunity for brand success exists



THE FORMULA FOR BRAND SUCCESS

The true power of branding occurs when your brand communications and brand actions fully converge,



THE FORMULA FOR BRAND SUCCESS

The true power of branding occurs when your brand communications and brand actions fully converge, becoming a single simultaneous brand experience as opposed to two.

- > When there is no perceivable difference between what you say and what you do, you are positioned for success.



THE KEYS ARE CONSISTENCY AND REPETITION

Following this formula day-in and day-out also provides the biggest challenge to most organizations.

- > Consistency and repetition are vital, both in what you say and in what you do.
- > Long after the message has grown old to you, it remains new and fresh to your key audiences.



THE BRANDING RISK

Although the formula is simple, the execution is not:

- > Remember, your brand is a promise, a bond between you and your customer.
- > The risk lies in making a promise that you can't deliver, therefor destroying any chance of credibility with your target audience.
- > Every individual in the organization must accept the responsibility for delivering on your brand promise.

WE WEREN'T TELLING THE FSD1 STORY

In 2017/18 it became painfully clear that we were allowing outside voices to inaccurately define who we were as a district.

SCNOW MORNING NEWS

More than frustration: resignation was not sp

BY REBECCA CROSS Morning News rcross@flore
Nov 13, 2017 (1)

SCNOW MORNING NEWS

West Florence High School m
disrepair

Feb 18, 2018 (0)

SCNOW MORNING NEWS

West Florence student had
magazine but no gun, sher

STAFF REPORTS Feb 28, 2018 (2)

SCNOW MORNING NEWS

Sheriff's office investigating
allegations at West Florence

BY REBECCA CROSS Morning News rcross@flore
Mar 26, 2018 (0)

SCNOW MORNING NEWS

West Florence principal was
leadership, judgment

BY REBECCA CROSS Morning News rcross@flore
Mar 19, 2018 (1)

SCNOW MORNING NEWS

Matt Dowdell starting first fu
Florence High principal

Lauren Owens lowens@florencenews.com Morn
(0)

SCNOW MORNING NEWS

Florence District One school board
votes to hire O'Malley as
superintendent

BY REBECCA CROSS Morning news rcross@florencenews.com
May 4, 2018 (2)

THE INTERNAL BENEFITS

The Board determined that branding could help provide the framework that would allow FSD1 to:

- > Unify our individual schools, teachers and staff.
- > Allow the district to share in the accomplishments of the individual schools.
- > Embrace our individual differences as strengths, but...
- > Demonstrate that when we are together we are stronger.
- > Encourage us to put aside divisive points of view and focus on a single goal.
- > Craft our own story.

THE EXTERNAL BENEFITS

The timing for FSD1 to introduce a new brand identity was ideal.

- > The massive change underway in the district warranted a new identity that reflected our new direction.
 - New leadership
 - New programs
 - New facilities
- > Research showed that we had a valid strength on which to base the new brand.
- > The new brand strategy would also be the starting point for a new strategic plan.

OUR BRAND VALUES

The first step we took was defining the values that would serve as the foundation on which the new FSD1 brand identity would be built.

- > Commitment
- > Credibility
- > Innovation
- > Knowledge
- > Leadership
- > Teamwork

OUR BRAND ESSENCE

The brand essence is the guiding standard by which you evaluate your decisions and actions, regardless of what role you play within the organization.

- > It is the tool, the measuring stick, that allows you to consistently deliver on your brand promise.
- > It should be based on your core values.
- > It should be fully integrated into your business and should drive your mission.
- > It must be credible with your audience.

WE DETERMINED OUR BRAND ESSENCE WAS...

STUDENTS FIRST



STUDENTS FIRST

Students first would be the litmus test for everything we do.

- > It's where we want our students to finish: first.
- > It's how we get there: by putting student achievement above all other goals: first.
- > Everyone—the board, the superintendent, the principals, the teachers and support staff—can ask themselves if what they are doing, and how they are doing it, puts *students first*.

It also applies to more than just the children:

- > To keep pace with education today, everyone in the district must continue to learn, to develop, to be *students first*.

OUR NEW BRAND IDENTITY

A logo isn't a brand, but...

- > When brands are successful, the positive feelings we develop about those brands become attached to the symbols that represent them.
- > Those symbols, including logos, colors and other graphic elements, become powerful tools, communicating and reinforcing the organization's brand essence.
- > Effective logos have become even more vital in today's fast-paced, icon-driven world of digital devices.



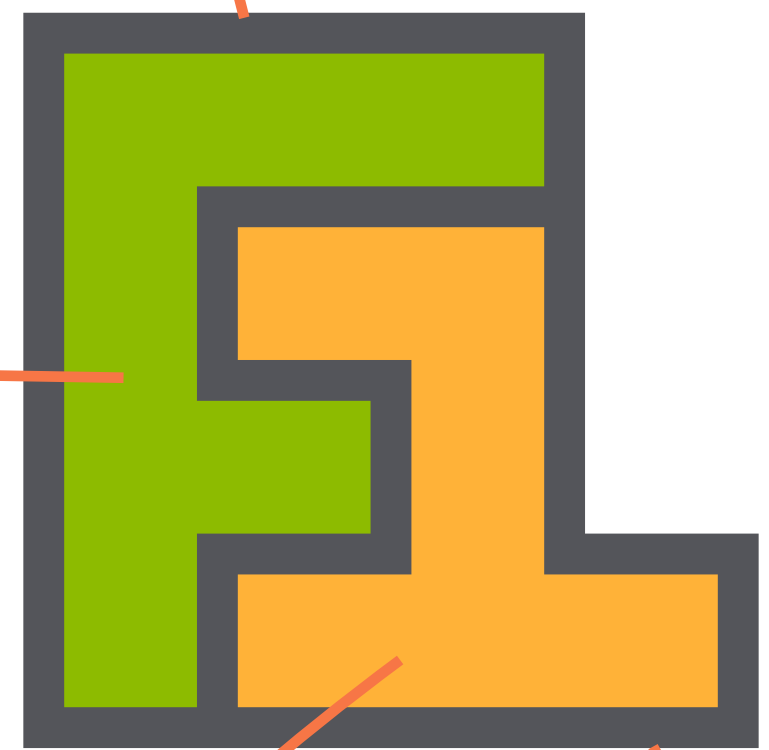
Florence 1 Schools

INTERLOCKING F & 1
REPRESENT THE INTEGRAL
ROLE OF SCHOOLS
IN THE COMMUNITY

NAME SIMPLIFIED,
SHORTENED

SIMPLE, MODERN
TYPOGRAPHY

GREEN REPRESENTS
FLORENCE AND THE
VITAL ROLE THAT
SCHOOLS PLAY IN
ITS FUTURE GROWTH



Florence 1
Schools

GOLD REPRESENTS THE
STANDARD WE ASPIRE TO,
INSPIRED BY PENCILS
& BUSES, COLOR SHARED BY
OUR 3 HIGH SCHOOLS

GRAY REPRESENTS STABILITY
AND TRADITIONAL VALUES,
INSPIRED BY PENCIL LEAD



Florence 1 Schools Students first

OUR BRAND ESSENCE
BECOMES OUR TAGLINE

Our new logo

Our new logo is not our brand, but it can be a powerful representative symbol of what our brand stands for.



The interlocking F and 1 icon represents the integral role that Florence 1 Schools play in our community.

**Florence 1
Schools**

Our new simplified name and modern logotype are designed for maximum effectiveness in our 21st century digital world.

Students first

Students first is much more than just a tagline, it is the guiding standard by which we measure everything we do.



Green represents the vital contribution our schools and students make to Florence's continued growth.



Gold represents the standard we aspire to. Inspired by school buses and pencils, it is the one color shared by all of our high schools.



Graphite gray represents stability and traditional values, and was inspired by pencil lead.



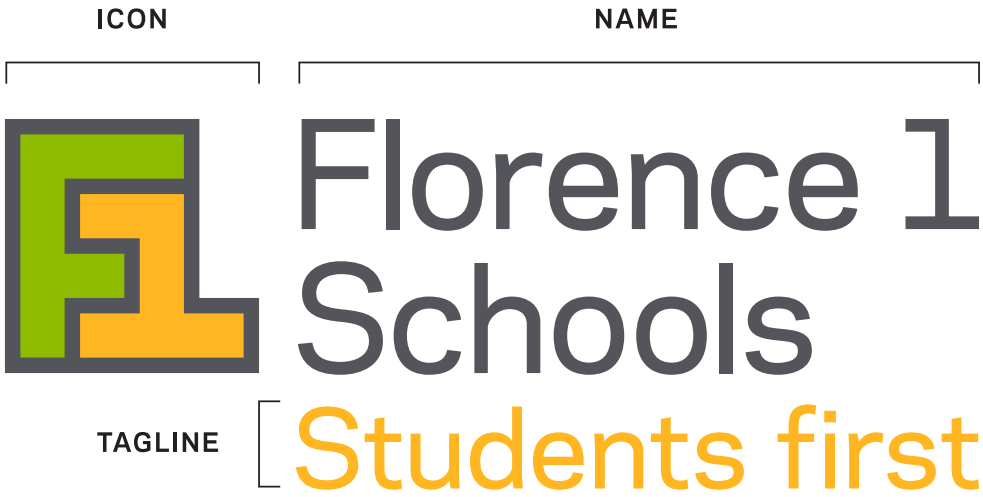
Designed to be flexible and inclusive, the logo adapts visually to work in harmony with individual school identities.

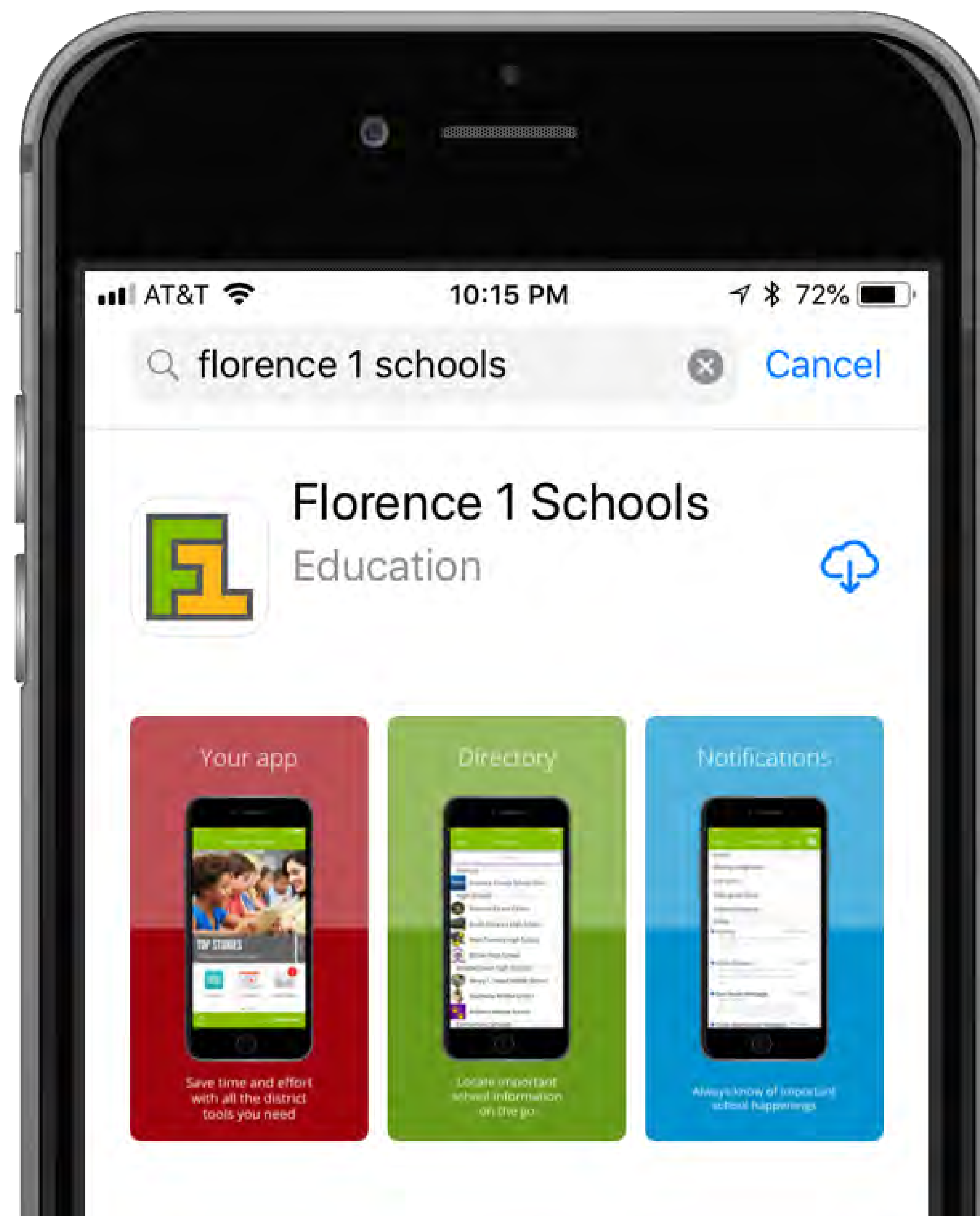
Our new logo consists of three components—the icon (logomark), name (logotype) and tagline—which work together to create the primary logo.

Multiple configurations of the primary logo are available and include horizontal and vertical versions, with and without the tagline.

Icon-only versions are also available. Choose the logo configuration that best suits your space and application.

Consistent presentation of the logo is vital to building a unified brand, so please use only the logos provided by F1S.









May 15, 2018

Ms. First Last
123 Address Street
Florence, SC 29501

Ms. Last:

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Respectfully,

First Lastname
Title

Cc: Copied

319 South Dargan St.
Florence, SC 29506
PHO: 843 669-4141
FAX: 843 673-1108
f1s.org



First Lastname
Title

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MBL: 843 000-0000
flastname@f1s.org

Students first



319 South Dargan St.
Florence, SC 29506

Ms. First Last
123 Address Street
Florence, SC 29501



Florence 1 Schools

Students first





Florence 1 in 2021

One vision. **One voice.** **One future.**

EXECUTIVE SUMMARY

A Strategic Plan
for Building
One of the Nation's
Premier School Districts

Guided by **four key objectives**,
our roadmap will transform
Florence 1 Schools into a
highly competitive, nationally
recognized, leading school district.

Florence 1 is embarking on an aggressive three-year
strategic plan designed to elevate expectations and outcomes;
enhance offerings, innovation and safety; and energize a unified
community of learners, educators and supporters.

1	2	3	4		
Exemplary Community Engagement	Superior Student Achievement	21st-Century Facilities & Security	Professional Talent in Every Role		
PRIORITIES	PRIORITIES	PRIORITIES	PRIORITIES		
<ul style="list-style-type: none">- Ownership of the F1S Vision by every person in every school- Cohesive Communication System district- & community-wide- Synergistic approach to Improved Parent Connections & Engagement- Re-energized Collaborations with our Business Community	<ul style="list-style-type: none">- Comprehensive array of Academic Options, Exposures & Experiences- Imagine Forward, a dedicated technology initiative- Renewed emphasis on Special Education & Student Well-being- Large-scale Arts & Culture Infusion across all schools	<ul style="list-style-type: none">- Increased investments in Classroom Programs & Technologies- Detailed blueprint for Annual Maintenance & Repairs- Sophisticated strategies for Enhanced Safety & Security- Extensive framework for Facility Design & Modernization	<ul style="list-style-type: none">- Robust Professional Development Opportunities- Creative incentives for Attracting & Retaining Top Talent- Dedicated processes for Elevating Curriculum & Staff Culture- Systemized structure for Shared Policies, Procedures & Protocols		
Forecast	95% GRADUATION RATE	95% LEADER IN TECHNOLOGY IMPLEMENTATION	100% OPEN COMMUNICATION	#1 LEADER IN STAFF PAY	95% 3RD GRADERS READING AT GRADE LEVEL



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REACHING THE MOST IMPORTANT AUDIENCE

Your employees are your brand ambassadors. The success of the brand is dependent on them to deliver on the brand promise, making the most important launch of the brand internal, not external.

- > We developed a small, internal campaign to introduce the new branding, build pride in the district and bring our schools, administration and staff together that culminated with a district-wide convocation.
- > Again, the theme was the same: One
- > One goal, one district, one brand.
- > Our employee rallying cry, across the district is proudly:

WE
ARE
ONE





THE RESULTS SO FAR...

The new Florence 1 Schools brand has provided the underlying theme for strategic improvements across the district, including:

- > Improved community communication and engagement.
- > Elevated expectations for student achievement.
- > Increased investments in facilities and security.
- > Teacher recruitment, retention and professional development.

THE SCHOOL-LEVEL OPPORTUNITY

The brand opportunity doesn't stop at the district level.

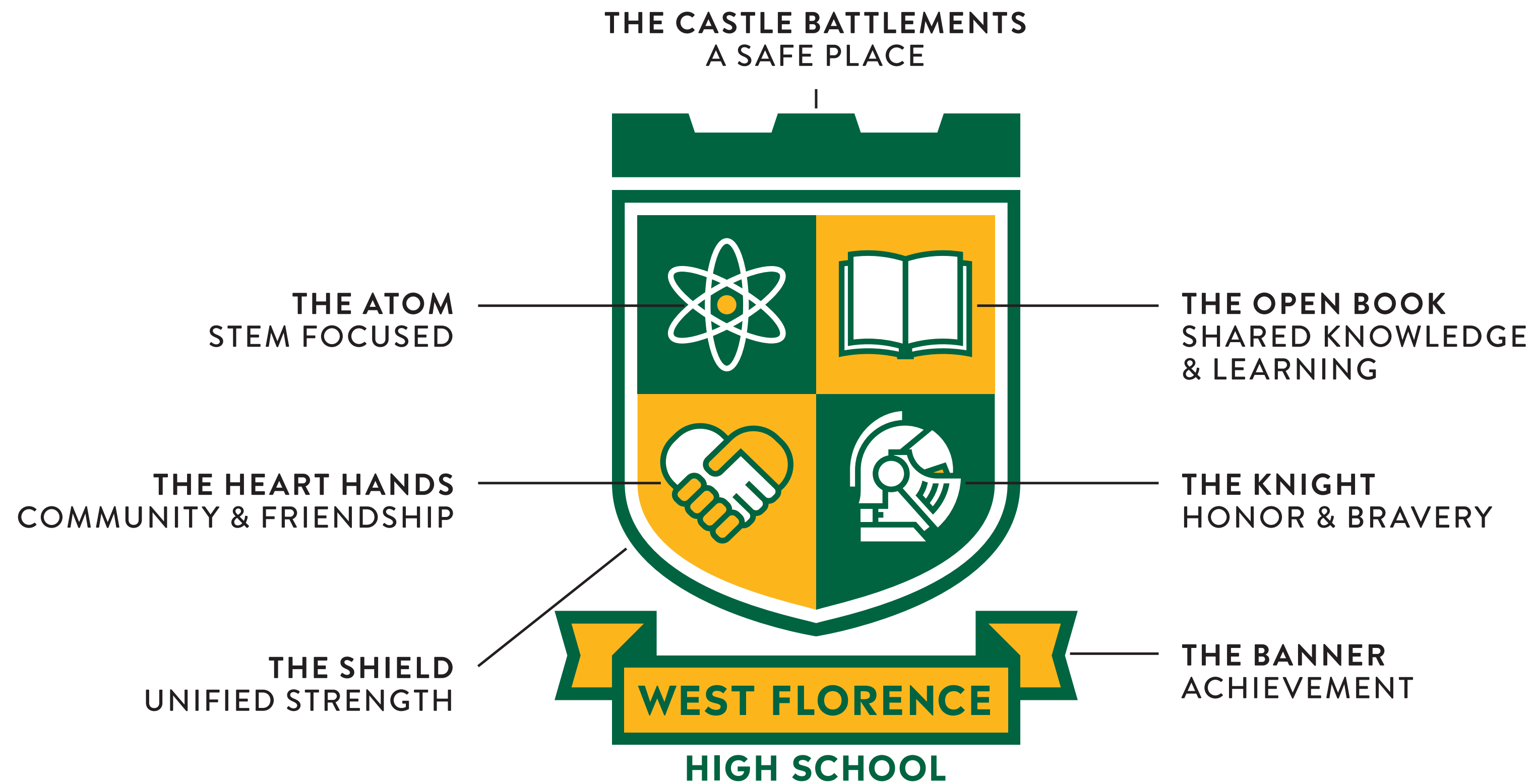
- > Your individual schools have their own stories to tell.
- > The opportunity to create new—and build on existing—emotional connections is even greater at the school level.
- > The opportunities exist from the classroom to the playing field to the bottom line.

THE NEW WEST FLORENCE

A new brand identity is symbolizing the many positive changes taking place at our largest high school.

- > The goal was for the new identity to represent a new vision for West Florence without losing touch with tradition.
- > The new branding included both academic and athletic identities.
- > The simultaneous introduction of the new identity with leadership changes, facilities upgrades and new investments in arts and athletics, reinforce the idea that the new branding is a symbol of real, credible change.





THE KNIGHT'S CODE



WEST FLORENCE
HIGH SCHOOL



WEST FLORENCE HIGH SCHOOL



Matthew Dowdell
Principal
mdowdell@f1s.org



**WEST FLORENCE
HIGH SCHOOL**

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westflorenc.edu

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MBL: 843 669-4142



**WEST FLORENCE
HIGH SCHOOL**

221 North Beltline Dr.
Florence, SC 29501



West Florence High School

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f1s.org/westflorenc





WEST FLORENCE

KNIGHTS











THE RESULTS SO FAR...

- > No longer reliant on clip art and vendor-supplied art, West Florence now has a consistent, ownable brand identity.
- > By controlling access to the new identity, we have the ability to utilize merchandise sales to create new revenue streams for the school, teams, clubs and organizations.
- > The new branding, coupled with the changes in leadership and other improvements, have helped improve staff and student spirit.
- > Our two other high schools have followed suit are updating their identities as well.

YOUR LOGO ISN'T YOUR BRAND...

YOU ARE.

Additional information and case studies available at townsendtm.com