



Presented on July 1, 2019 by Aaronda Beauford, Director of Communications & Kevin Geary, Magnum

Branding Goals:

- **Articulate a Clear Vision** - Modernizing the mission statement, expanding on your equity agenda, action plan and facilities challenges will help focus your communications and branding.
- **Increase Information Flow to All Stakeholders** - Students, parents, teachers and the broader community need their own communications strategy with multiple touch points during the school year. There is immense pride in Upper Darby and a desire for change. Tap into that.
- **Celebrate Your Success** - You have to take credit yourself. Create new categories of success such as teacher of the month or attendance heroes. Celebrate teacher in-service days, the first day of school for students, and college acceptance.
- **Rebrand Including the District Logo** - A new logo can symbolize a fresh start, highlight a commitment to change, unite every school in the district and be the catalyst for the entire rebranding effort moving forward.

New Slogan - Opportunity - Unity - Excellence

This message is for both internal and external communications and must be woven throughout every aspect of your rebranding.

- **Opportunity** - Highlighted in the Equity Agenda to give every child and every school an equal access to the same learning opportunities to succeed.
- **Unity** - Unify every school in the Township with a common purpose, one that celebrates our diversity, focuses on what makes us diverse and unites everyone in a common purpose.
- **Excellence** - A commitment to academic excellence and the belief that every Upper Darby student can achieve. Excellence can also be used to highlight our awarding winning arts department and several other key education initiatives.

Final Recommendations:

- **Develop timeline, budget and rollout for integrating new communication messaging, rebranding and new logo** into every communication across the district in 19/20 school year.
- **Review style guide implementation** across all district communications materials.
- **Continue to expand and invest in the district's social media presence**
 - Expand Instagram and Facebook presence and create a YouTube presence.
 - Invest in photo and video shoots to help develop social media content.
 - Engage schools to help organically create their own social media message calendar and content development plan.
- **Modernize the website**
 - District top-to-bottom review of all web content to ensure all content is correct, relevant and easy to understand.

- Navigate certain content to video form. Integrate new logo and branding across entire web platform.
- **Implement year-round earned media plan.**
 - Use equity agenda as the foundation for media plan.
 - Working with each school to promote and maximize visibility of positive stories.
 - Engage stakeholders on key issues to gain community buy-in.