



Upper Darby School District | Final Phase

History of the Project

RFP for Branding Campaign Issued - November 2017

Administrative Recommendation to the Board - December 2017

Proposal from Magnum Marketing Inc. Approved by Board - January 2018

Phase One (Research & Discovery) - January 2018 through June 2018

- Survey to Parents/Faculty/Students administered April 2018
- Focus Groups held April 2018
 - 2 student groups - 2 faculty groups - 2 parent groups - 1 community group
 - Presentation to Board/Public on Research & Discovery Findings in June 2018

Phase Two (Brand Development) - July 2018 through December 2018

- Weekly calls/meetings with administrative staff to review project
- Development of messaging
 - Slogan - Mission statement - PR recommendations - Social media strategy

Phase Three (Implementation) - January 2019-June 2019

- Social Media expansion
- Website review
- Integration

BRAND POSITIONING

Core Brand Strategy Points

The following information is our **Core Brand Strategy Points** which will serve as the foundation for our rebranding and communications strategy moving forward.

1

PRIDE IN OUR SCHOOLS. UNITED FOR EVERY STUDENT TO SUCCEED.

2

CREATING EQUITY IN OUR SCHOOLS AND GREATER OPPORTUNITY FOR EVERY STUDENT ACROSS THE ENTIRE SCHOOL DISTRICT

3

OUR DIVERSITY MAKES US STRONGER

4

DEVOTION TO THE ARTS

5

OUR TEACHERS ARE AT THE HEART OF OUR STUDENT'S ACHIEVEMENT

Rebranding

- **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.
- **MODERNIZE AND EXPAND EXTERNAL COMMUNICATIONS** - We must change the narrative that is developing... The great news is that we can do some of this on our own. The UDSD Facebook page has nearly 6,500 likes, and has grown dramatically in the last six months.
- **INCREASE INFORMATION FLOW ACROSS 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 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.

Brand Essence

- **Every Upper Darby student can achieve in a diverse and loving school environment** and they have a civil right to the best education possible, so they can graduate from High School on-time, ready to be productive and engaged citizens in the world.
- **Great teachers and principals are what makes our schools special.** Our principals and teachers are committed to expanding opportunity for our students and maximizing their potential.
- **A quality public education system benefits the entire community.**
- **Our arts program is just one example of the pride and success of Upper Darby schools.**
- **We are good stewards of your public tax dollars.** Our district faces unique budget challenges. Without strong fiscal management and financial stability, we will be unable to make the investments necessary to create modern, safe and challenging 21st century learning environments.

COMMUNICATION PLAN

Goals

- **Highlight the equity agenda** to show stakeholders that everyone is in this together and UDSD is increasing access, opportunity, inclusion and support for all learners.
- **Develop a year-round message calendar and earned media strategy with input from stakeholders.** This will allow to improve communication timing, engage more partners, create more organic and user generated content.
- **Unite the school district** with a common theme and purpose
- **Expand social media.** UDSD expanded with Instagram and Facebook, but can still move into possibly Youtube, Pinterest and others
- **Expand and modernize communication with parents/families** to enhance information flow, and better engage the broader school community.
- **Create an army of brand ambassadors** to help sell the positive stories across the school district and create good will across multiple categories of stakeholders.

Slogan: OPPORTUNITY • UNITY • EXCELLENCE

A school or district slogan is an underused brand positioning tool. It helps encompass the mission/vision statements and should be a statement that allows for multiple message position jump points. 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 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.

- **A Commitment to Academic Progress** - Through our dedicated and experienced staff we will foster an academic environment where students are challenged to the best of their ability. We will graduate students on-time and ready to become a productive and engaged world citizens with unlimited possibilities.
- **Equity For All Students and All Schools** - Every child must have the same opportunity regardless of where they live, what school they attend, or their socio-economic background.
- **Fiscal Stability** - Fiscal stability will allow us to make the investments needed to improve the education our students receive, modernize the buildings they learn in and retain and hire a 21st century workforce. A strong school district must be Upper Darby's top priority to ensure a thriving Upper Darby with a growing tax base.

New Vision Concept

As part of this project we seek to modernize the UDSD vision statement to better reflect goals and vision of the UDSD. The mission/vision statement must be easy to understand, represent the promise of our students future, the strength of our diversity.

Mission: The Upper Darby School District believes every child has a civil right to a public education and every child can learn in a loving, challenging and diverse school environment. Every child will be treated with respect and dignity and will be afforded the same opportunity regardless of race, income or zip code. The entire Upper Darby School District will work to meet the needs of all students to become a life-long learners so they grow to become responsible, productive and engaged world citizens.

Developing Brand Ambassadors - Tap into Upper Darby Pride

Finding and developing brand ambassadors is critical to changing the narrative of the UDSD. It will be credibility, individuality, and unique perspectives that a press release or staged media event can never obtain.

- **Recruit Brand Ambassadors everywhere.** Anyone can be a brand ambassador. Students, teachers, parents, community members, business leaders, charitable donors. Every school event should have an ambassadors table to recruit.
- **Develop “Tier 1” ambassadors.** Set the goal of recruiting 50-100-250 - the number doesn't matter - make it special. Set criteria. Whether it be a video post, letter to the editor, social media engagement, parent-staff coffee in their neighborhood, presentation to business leaders.
- **Create a I Support Upper Darby Public Schools car magnet.** Use the new logo to push the new branding. Use the first batch for brand ambassadors - use the rest as a fundraising tool to offset costs.

LOGO REVISED

Current Logos

As established in Phase 1, the only real brand equity in the existing marks relates to the purple and gold color.





UPPER DARBY
SCHOOL DISTRICT



Unified Logo System



UPPER DARBY
HIGH SCHOOL



UPPER DARBY
BEVERLY HILLS
MIDDLE SCHOOL



UPPER DARBY
DREXEL HILL
MIDDLE SCHOOL



UPPER DARBY
KINDERGARTEN
CENTER



UPPER DARBY
BYWOOD
ELEMENTARY SCHOOL



UPPER DARBY
CHARLES KELLY
ELEMENTARY SCHOOL



UPPER DARBY
GARRETTFORD
ELEMENTARY SCHOOL



UPPER DARBY
HIGHLAND PARK
ELEMENTARY SCHOOL



UPPER DARBY
SCHOOL DISTRICT



UPPER DARBY
PRIMOS
ELEMENTARY SCHOOL



UPPER DARBY
STONEHURST HILLS
ELEMENTARY SCHOOL



UPPER DARBY
WALTER M. SENKOW
ELEMENTARY SCHOOL



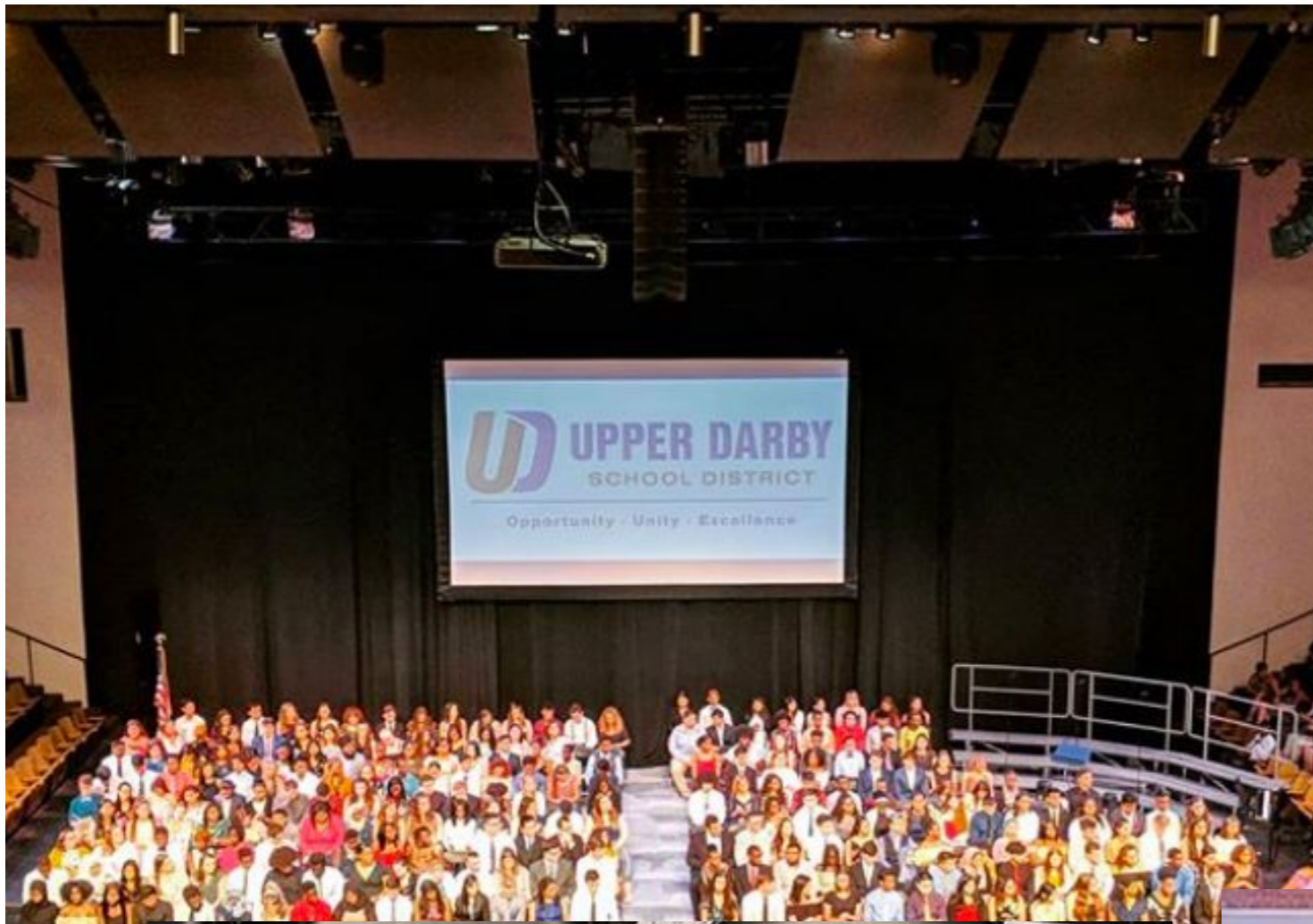
UPPER DARBY
WESTBROOK PARK
ELEMENTARY SCHOOL



UPPER DARBY
ARONIMINK
ELEMENTARY SCHOOL



UPPER DARBY
HILLCREST
ELEMENTARY SCHOOL

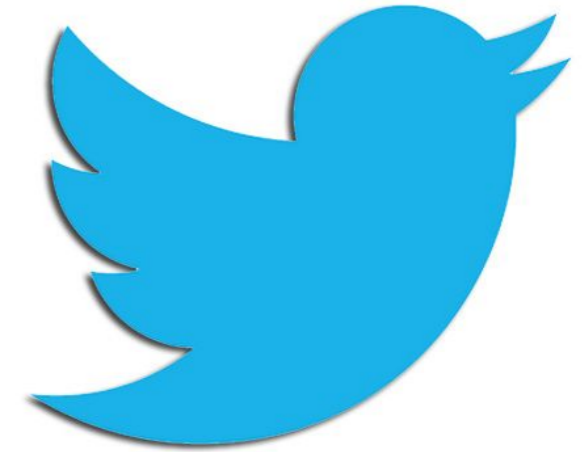


Royals Athletics



EXPANDED SOCIAL MEDIA PRESENCE

SOCIAL MEDIA IMPACT AND IMPROVEMENT



Instagram

- **Increase of 20% in 5 months**
- **Over 1,000 new page likes.**
- **115 social media posts in May to only 13 in January**
- **No Instagram until March over 2,000 followers now - over 260 posts**
- **3791 Twitter Followers**

POPULAR POSTS

Upper Darby School District
Published by udsdofficial [?] · June 7 at 9:07 AM · 🌐

Congratulations to our Super Seniors, who celebrated their graduation from Upper Darby High School yesterday!



Reach Your Post's Next Milestone
Your post "Congratulations to our Super S..." is close to 500 likes. Boost it to reach more people.

8,806 People Reached **2,234** Engagements [Boost Post](#)

👍❤️👎 613 55 Comments 44 Shares

👍 Like 💬 Comment ➦ Share 🗨️

Most Relevant ▾

U Write a comment... 🗨️ 📷 📺 🗨️

Jennifer Payson Mangold Congratulations!!!! You are all going to do wonderful things!
Like · Reply · Message · 1w

Colleen Salandria Congratulations!!! What a great crew!
Like · Reply · Message · 1w

[View 49 more comments](#) 2 of 52

Upper Darby School District
Published by Jason Taylor [?] · April 3 · 🌐

Congratulations UDHS alum Derek Frey (Class of '91), producer of Disney's new, live-action remake of Dumbo, on having his movie land at #1 in the US box office this past weekend!

To learn more about Derek, who was inducted onto our Wall of Fame this past November, click on the link below!
<https://www.upperdarbysd.org/Page/5824>



23,696 People Reached **5,127** Engagements [Boost Post](#)


👍❤️👎 601 49 Comments 167 Shares

Upper Darby School District
Published by Jason Taylor [?] · June 7 at 5:17 PM · 🌐

Congratulations to DHMS band and orchestra director Jason Majerczak, who we just found out has been named as a quarterfinalist for the Grammy Awards Music Educator Award!

After an initial 3,300 submissions, Jason is in a group that has been narrowed down to the top 189 music teachers in the country!

We featured Mr. Majerczak as a staff member who is Making A Difference in the Upper Darby community back in September, so you can check out that video below, and we'll keep you updated as the contest continues to progress!



Reach Your Post's Next Milestone
Your post "Congratulations to DHMS band a..." is close to 500 likes. Boost it to reach more people.

23,586 People Reached **5,885** Engagements [Boost Post](#)

👍❤️👎 698 114 Comments 144 Shares

👍 Like 💬 Comment ➦ Share 🗨️

Most Relevant ▾

U Write a comment... 🗨️ 📷 📺 🗨️

Linda Zoe Congratulations Mr.M!! My kids learned a lot from you in Upper Darby High School 🙌🎵🎶🎸
Like · Reply · Message · 6d

Stacey Donnelly Cizmarik Just saw this today! Congratulations! Well deserved and they should definitely pick you!
Like · Reply · Message · 1w

[View more comments](#) 2 of 112

FACEBOOK LIKES - SOLID GROWTH

Total Page Likes as of Today: 6,459



- **Increase of 20% in 5 months**
- **Increase of over 1,000 new page likes.**
- **From August to January 18 we had only increased our Facebook page likes by 391 page, a rate of 8%.**

FACEBOOK REACTIONS - AUGUST TO JANUARY

Reactions

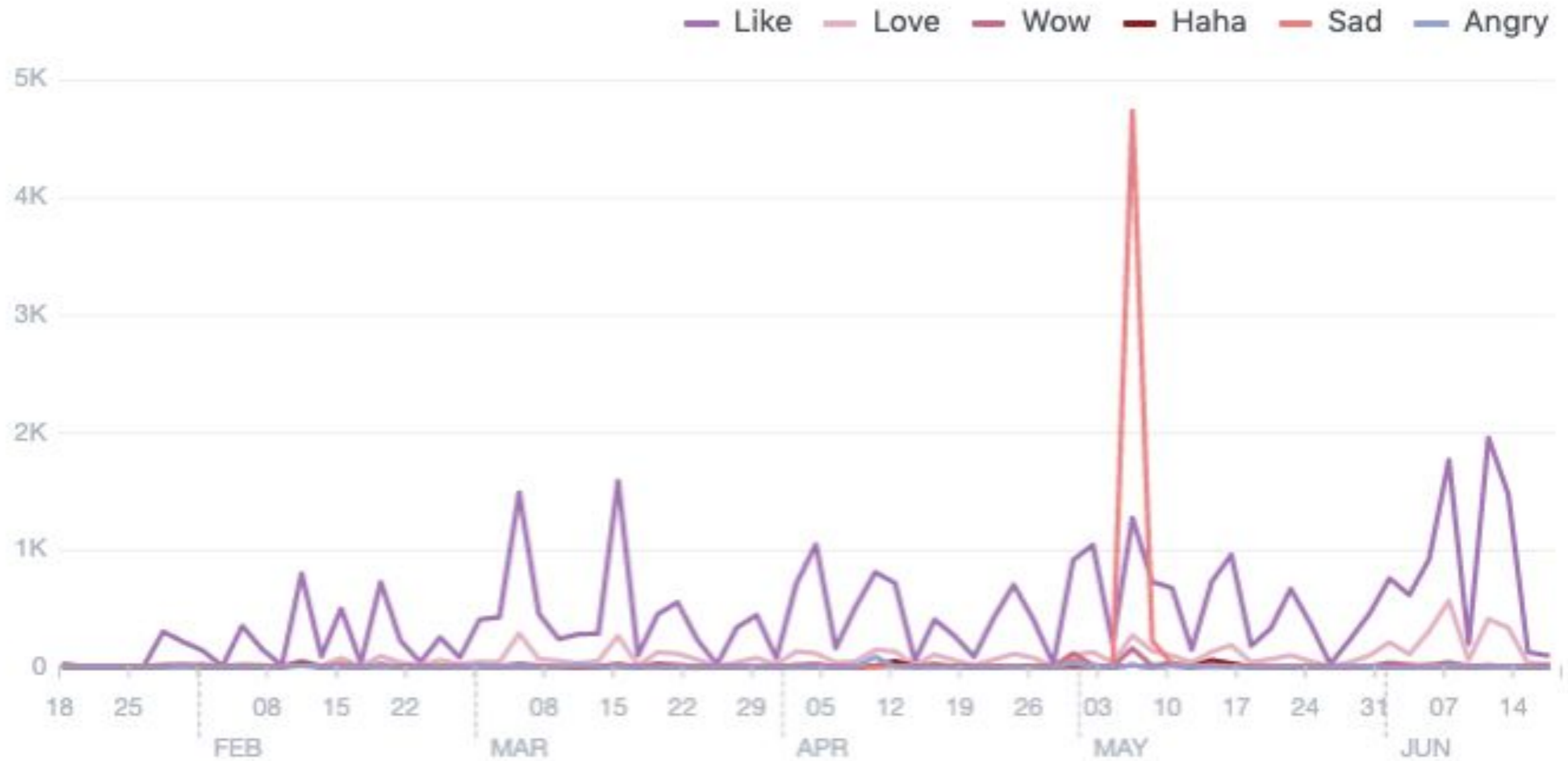
Likes and other ways people react to your Page posts.



FACEBOOK REACTIONS - JANUARY TO JUNE

Reactions

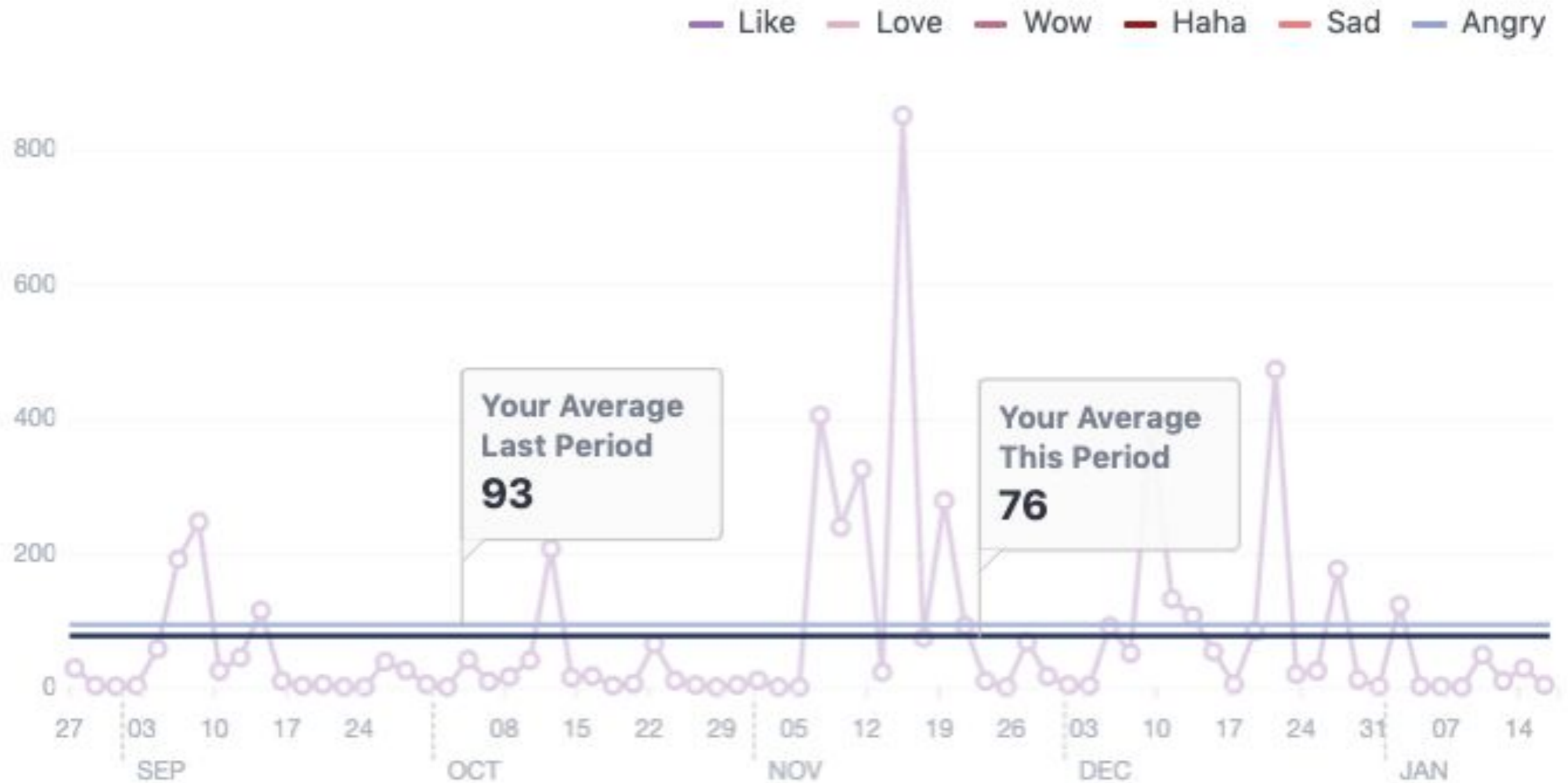
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FACEBOOK REACTIONS - AUGUST TO JANUARY

Reactions

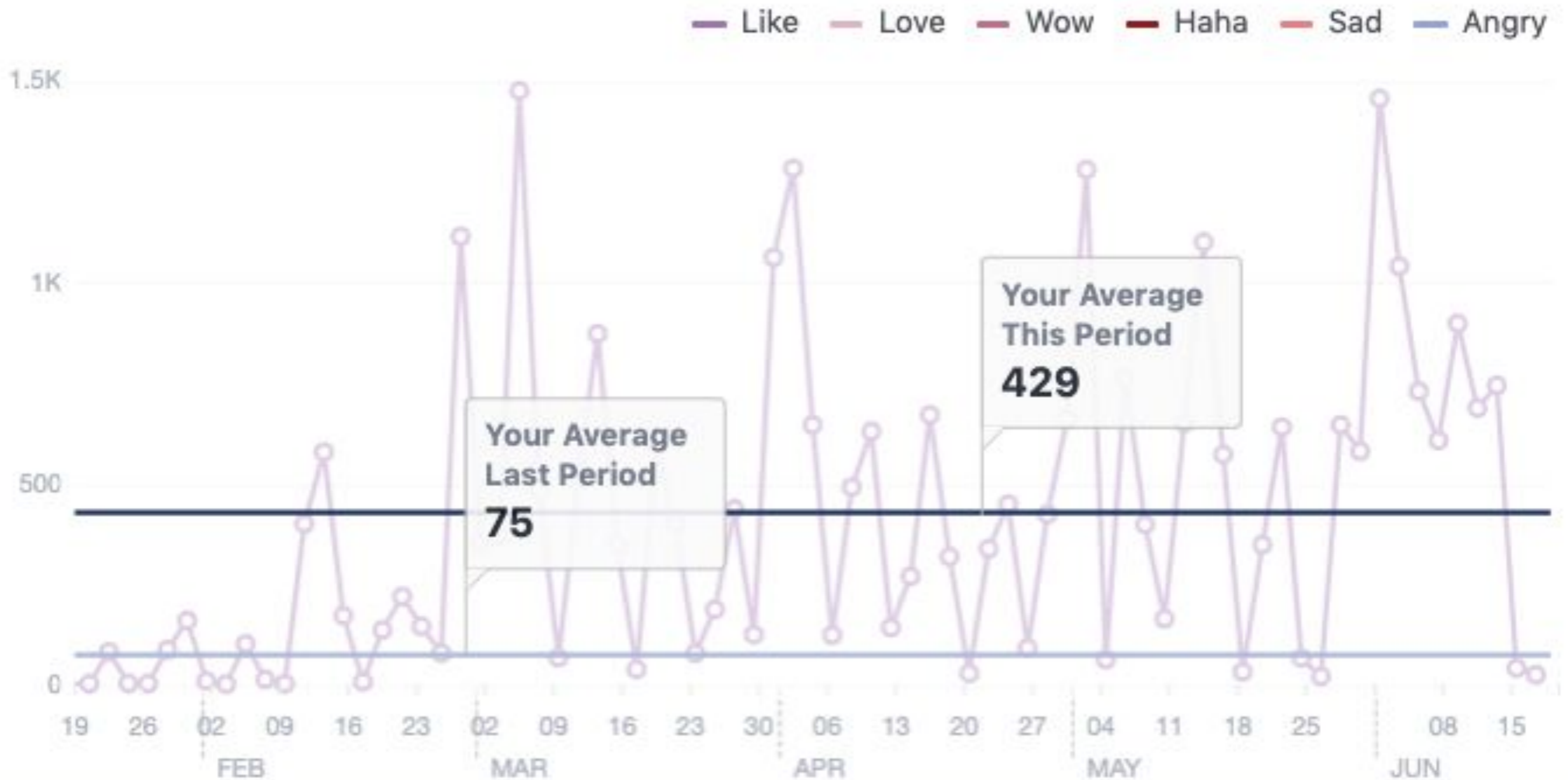
Likes and other ways people react to your Page posts.



FACEBOOK REACTIONS - JANUARY TO JUNE

Reactions

Likes and other ways people react to your Page posts.



TOTAL REACH - AUGUST TO JANUARY

Total Reach

The number of people who had any content from your Page or about your Page enter their screen. This number is an



TOTAL REACH - JANUARY TO JUNE

Post Reach

The number of people who had any posts from your Page enter their screen. This number is an estimate.



FINAL RECOMMENDATIONS

FINAL RECOMMENDATIONS

District continue to roll out and implement branding and communications plan

- 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.
- Focus on easy to institute branding changes first.
- 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.

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.

RECOMMENDATIONS/NEXT STEPS

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.

Develop long-term communications budget

- Invest in additional staff and modernize the communication office to better serve parents, students, staff and the community.
- Teacher recruitment ad campaign to help fill future vacancies.
- Implement brand marketing efforts to highlight the UDSD shift in direction at individual schools and throughout the Township.

RECOMMENDATIONS/NEXT STEPS

Improve and Expand Parent/Community Engagement

- Finalize implementation of the UDSD Ambassadors Program
- Continue to expand use of Social Media (Facebook, Twitter, Instagram)
- Conduct regular town hall style forums for community, parent, and staff feedback
- Implement full website & SEO analytics review
- Conduct an updated social media survey to compare past data with new social media expansion
- Interviews with key staff and students at the end of the calendar and school year to see if perceptions are changing and what part of the branding is taking hold
- Dramatically increase public relations outreach and communications office modernization

DIRECTOR OF COMMUNICATIONS

Implement and expand the Communications Plan

- **Highlight OUR stories**

- Sharing activities, events and initiatives in our schools that support and propel our goals around *Opportunity, Unity and Excellence*
- Expanding social media presence
- Implementing the Ambassadors Program

- **Broaden public relations, outreach and community engagement**

- Outreach to local businesses, organizations and stakeholders
- Continuing positive relationships with local Fire, Police, and Emergency Responders
- Expanding parent engagement

- **Community forums**

- Expanding parent outreach meetings

- **Highlight Equity Plan**

- Promoting and celebrating inclusion and diversity

