

Branding and Messaging Session

The Academy of Science and Entrepreneurship

VALERIE PEÑA CONSULTING LLC
2019

The Brand Audit

Brand Audit – Vision and Mission Statements

Vision	Mission
<p>Options: High School graduates who are highly skilled, adaptable, global innovators and leaders.</p> <p>An innovative, personalized culture that fosters entrepreneurial learning and design thinking.</p> <p>To be extraordinary leaders of entrepreneurial teaching and personalized learning.</p> <p>To be extraordinary leaders of transformational teaching and personalized learning.</p> <p>An educational experience that prepares students to pursue the life paths of their choosing.</p>	<p>Current: The Academy of Science and Entrepreneurship cultivates a collaborative learning community that empowers students to innovate and achieve in an ever-changing world.</p> <p>Options: The Academy of Science and Entrepreneurship cultivates a collaboration of education, business and community, providing students with a unique, immersive experience that empowers them to innovate and achieve in an ever-changing world.</p> <p>The Academy of Science and Entrepreneurship exemplifies a collaboration of education, business and community to develop deep learning and creative problem solving for students to excel and meet the challenges of the (future). (21st century).</p>

Brand Audit – Audience etc.

Audiences

- Primary Audience:
 - **Middle School Students**
- Secondary Audience:
 - **Parents**
- Tertiary Audience:
 - **None**

Touchpoints

First touch – **Successful**

Future touches – **Minimal to none**

Shadowing – **Switch to 7th grade**

Descriptions

- People **don't know** what The Academy does so difficult to describe
- To the current students, ASE fits them **perfectly**. It's flexible, challenges them and gives them a clear path to college credit
- Some community members understand ASE because of a direct relationship to it. If that isn't there, then there is **little understanding**
- Faculty are passionate about teaching at ASE. But there seems to be some **conflict** on how much collaboration truly exists amongst the faculty

Key Assumptions

- Success = High **graduation** rate
- Students choose ASE because it's **small** and is a better fit for them
- ASE is different because:
 - Small** classes and strong **PBL** coursework

Brand Audit – Brand Scorecard

Category	Score	Problem Area	Action for Improvement
Name	0-3	Not what it is, lack of definition, lack of teacher buy in, mouthful, No MCCSC reference, Too limiting, difficult to know what entrepreneurship means in context, name is long but draws in those focusing on long term success in 21 st century	Get a name that fits Drop S&E
Logo	0-3	Not eye catching, Not ideal for a school trying to sell to 14 year olds, Too busy	Rework to modernize it Keep attachment to NTN
Color	0-3	Can't tell what the school color is	Give something with school spirit
Tagline	0	There isn't one, Is it Trust, Respect and Responsibility?	What is the school?, Come up with something that describes us
Spokesperson	0-1	Not a unified voice, don't need one, no identified person	Testimonials from past students, alumni, community and teachers. Need to show success of previous students (Success breeds success)

Brand Audit – Brand Scorecard

Category	Score	Problem Area	Action for Improvement
Awareness	1	This is the problem, few know the school, not enough, doesn't know exists, not sought until there is a problem somewhere	Marketing, Define the school and then communicate its value, advertise, use social media to market
Focus	1-3	Is it about subjects or PBL?, most don't understand what we do and don't want to educate themselves on the options, is the focus PBL? To what end? Do students know why they should care about PBL?, focus is inconsistent	Focus on the feedback from students/parents, examine the data on the students that attend, what they have in common. Market to students so it captures their attention, keep it student based – make it about inquiry, problem, project
Positioning	0	All staff need to say same message, not sure how school is positioned in relationship to N/S, not clear how MCCSC views school, seems like an afterthought, what need is it meeting?, unclear	Enhance small size, drop S&E, find strengths and concentrate on those, need to try new advertising and then follow up, find the niche, focus on students that want a directed/accelerated HS experience and be more focused on postsecondary options and workforce needs

Dare to be Distinct

Authentic	Resourceful	Size
Alternative	Creative	Quality
Experience	Open to All	Innovative
Leader	Special Skills	

Organization Audit - PEEEST Analysis

Political	District leadership could question need for separate school when PBL is becoming more common in traditional school settings. State increasing expectations for STEM and PBL education. Ready School Initiative.
Economic	Changing tax base. Tightening resources within the school district. Change in governmental funding in programs.
Environmental	None of importance.

Social-Cultural	Population changes. Employment needs change. Area around school changes composition to more business. School doesn't look or feel like traditional schools.
Technology	Keeping faculty current with ever-changing technology. Needs of upgraded technology outside of budget.

Organization Audit - SWOT Analysis

Internal Strengths

Naturally emphasize important soft skills for students

Small class size promotes a number of things: relationships among students with teachers, more individualization, stronger connections among faculty and students.

Ivy Tech/IU Connections

Cooperative project – project based learning – skills important to life and work

Authentic/meaningful Internships

NTN Model

Innovative approach to instruction (cross-curricular)

Method and Environment

- The **culture** of smaller size, more individualization, robust PBL and a **learning environment** that helps students achieve their goals and expand their interests is the key strength to promote.

Organization Audit - SWOT Analysis

Internal Weaknesses

Confusion regarding PBL within MCCSC and their support of it

Few social and extracurricular opportunities

Lack of clear identity on who ASE is and what they offer

Recruitment – seems to be a disconnect between middle schools as feeder schools

Lack of clear meaning on collaboration and the social space it lives in

Unrecognized support from MCCSC

- **No clear understanding** on what collaboration and PBL truly mean for the school to use as differentiators.
- The connection between ASE and the rest of the MCCSC system needs **nurturing** to develop a stronger position as a clear option.

Organization Audit - SWOT Analysis

Market Opportunities

Increased state focus on skills and content

State initiative on STEM and PBL

Stronger Business/Tech partnerships through The Mill, upcoming Tech Park, corporate internships and training

Sell building and create a better innovative/collaboration space

Ready Schools Initiative and grant opportunities

Provide students greater access to tech opportunities

- Developing **stronger connections** between business and tech partners, preservice teachers and the opportunities they present should be part of an outreach initiative.
- Embrace the goals of the **Ready School Initiative** and strive to be the star of the district.

Organization Audit - SWOT Analysis

Market Threats

Confusion on what ASE is and why it exists

Stronger reputations for BHSS and BHSN

Potential students have greater immersion into other high schools at an earlier age

Addition of PBL into BHSS and BHSN reduces uniqueness of ASE

- **Lack of clear messaging** on what the ASE is and the type of student that would succeed there allows threats to gain stronger position.
- Expanding the current recruitment process to **earlier grades** with additional touchpoints could give ASE an opportunity to be more competitive with other high schools.

So, What Did We Learn?

What the Organization Has:

- An impressive graduation rate
- A size and culture that is unique from other high schools in the area
- Direct connections to Ivy Tech and somewhat to IU (most in district)
- New Tech Network relationship
- An appeal to a specific student characteristic
- Opportunity to be the star of the district for the Ready School Initiative
- Passion amongst many of teachers to continue

Culture
Connections
Unique Appeal
Desire to Succeed

So, What Did We Learn?

What the Organization Needs:

- To shape the narrative on high functioning PBL and Work Group characteristics
- Outreach – Expand market, increase touch-point frequency and develop stronger relationships with area companies
- Elevate the school's reputation and successes into the corporate mainstream through targeted messaging and marketing
- Develop clear, easy to understand branding and messaging on the who, what and why of the school
- Create a communication plan to utilize social media, website and event opportunities to tell the school story
- Develop a feeder school system with ALL schools in the Monroe County market and provide tools for teachers to identify potential students

NEXT....

- ✓ Who are we and what do we think we need?
- ▶ Who do we want to be?
- ▶ What do we want our message to be?
- ▶ How will we do it?

Recommended

Vision Statement

To be the leader of transformational teaching and personalized learning.

Mission Statement

Provide an educational experience that cultivates and empowers students to create, innovate and achieve in an ever-changing world. We accomplish this through transformational teaching, immersive learning and connecting our students to a vast selection of resources beyond traditional high school to achieve their goals.

Recommended

Audiences

- Primary Audience:
 - **5-7th Grade Middle School**
- Secondary Audience:
 - **8th Grade Middle School**
 - **Current high school students challenged by the traditional high school system**
- Tertiary Audience:
 - **Community Stakeholders that can enrich the experience for ASE students**
 - **Parents**

Descriptions

- ASE is an **IMMERSIVE** educational experience
- ASE leadership is **SUPPORTIVE** and **ENCOURAGES** innovation and creativity
- ASE leadership is developing the **NEXT GENERATION** of leaders and innovators
- Faculty consider ASE a **LEADER** in cutting edge educational creativity

Key Assumptions

- Success = Our **ABILITY** to provide students an educational experience that supports **INNOVATION, CREATIVITY** and **CONNECTS** them to their goals
- Students choose ASE because of its **CULTURE, SUPPORT** and **CONNECTIONS**
- ASE is different because: the faculty and setting provide an **AUTHENTIC** culture that encourages **INNOVATIVE** and **CREATIVE** thinking **WITHOUT** limits

Brand Essence - Recommended

Brand essence is the heart and soul of the organization, its timeless quality, expressed as an “adjective” or “adjective noun.” Some refer to it as the mantra for the organization.

	How do we want people to feel when they come in contact with The Academy?	What two values are most important to our brand?	What is the CORE character of our brand that NEVER changes?
	ASE graduates are impressive, well-prepared and will be future leaders of their community	Innovative and Engaged Innovative and Connected	Trust, Respect and Responsibility

Brand Personality - Recommendations

Overall Personality

We're Unconventional. We don't believe in the status quo. From our building to the way we teach...we're different. We believe teaching theory, means experiencing reality. Our faculty focuses on personalized learning, and expects our students to take an active role in their education. We embrace failure as equally as we embrace success, because without it you cannot innovate. But most of all, we believe collaboration isn't just an effort, it's a daily exercise in developing minds who see the strength in each other, recognize every contribution is unique and that the world's greatest problems are never solved alone.

We're Changing the World

Teaching is undergoing a revolution. One where students who have a cloud of information at their fingertips are being asked to think big...bigger than themselves. To dive deep into subjects and analysis them from all angles; to think creatively and innovate solutions outside of the norm. We understand that responsibility, in fact we teach it. Because the mentors of today are the ones who create a trusting environment, respect an array of ideas and know that if we nurture the leadership of tomorrow, we will have succeeded in changing the world.

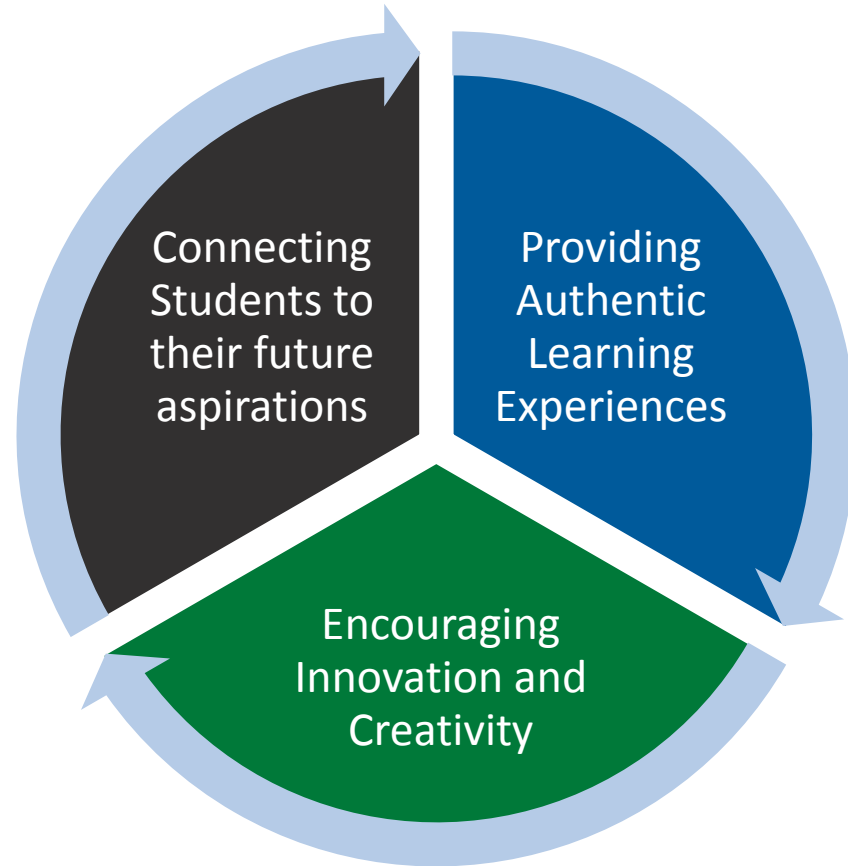
We're Authentic

We relish in the diverse make-up of humans and challenge our students to celebrate the uniqueness of an individual's spirit. We encourage voices that stand strong, passions that have a purpose and that missteps should never dampen risk taking. We know our students, we help them pursue the unknown and we rejoice in their discoveries. We provide an environment where teachers are experts, leaders but more importantly....mentors.



The Organization's WHY

We Believe in...



Who Do We Want To Be?

A school designed to deliver the most extensive transformational education available in the district, giving students the greatest opportunity to be authentic to themselves.

Positioning Statement

To our students, we provide an environment where creativity and innovation are the basis for pursuing a passion to do more than just live in this world. Instead, to transform themselves, their ideas and ultimately solve problems, so that the world is a better place to live.

Branding Platform

EMOTIONAL Brand Elements

Constants

FUNCTIONAL Brand Elements

*Customized by unit
or activity*

PERSONALITY

What face do we show to the world?

PAYOFF

How does affiliation with us reward those who sign on

PLEDGE

The sustaining beliefs and values that motivate us

BIG IDEA
the essence of the brand

PROOF

What assets and attributes enable us to claim our position?
Must be audience-verified (it's not a reason to believe if no one believes it)

POSITIONING

What need does our organization uniquely meet in our market, relative to what our audiences expect and desire from us?

MISSION

The fundamental focus of the organization

Branding Platform

Provide an educational experience that cultivates and empowers students to create, innovate and achieve in an ever-changing world. We accomplish this through transformational teaching, immersive learning and connecting our students to a vast selection of resources beyond traditional high school to achieve their goals.

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Branding Platform

100% Project Based Learning.
Transformational Teaching Methods.
STEM Certified School.
Dual Credit Partnership with Ivy Tech.
Ability to earn 30 college credit hours.
College-level classes Freshman year.
High tech and entrepreneurial
partnerships throughout the
community.

PROOF

What assets and attributes enable us to claim our position?
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Branding Platform

We don't believe in the status quo

PERSONALITY

What face do we show to the world?

PROOF

100% Project Based Learning

Transformational Teaching Methods

STEM Certified School Dual Credit Partnership with Ivy Tech

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Branding Platform

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and values that motivate
US

PROOF

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Truth, Respect and Responsibility

Branding Platform

Individualization is celebrated,
innovation is respected and
collaboration solves problems

PERSONALITY

We don't believe in
the status quo

PAYOFF

How does
affiliation with us
reward those
who sign on

PLEDGE

Truth, Respect and
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POSITIONING

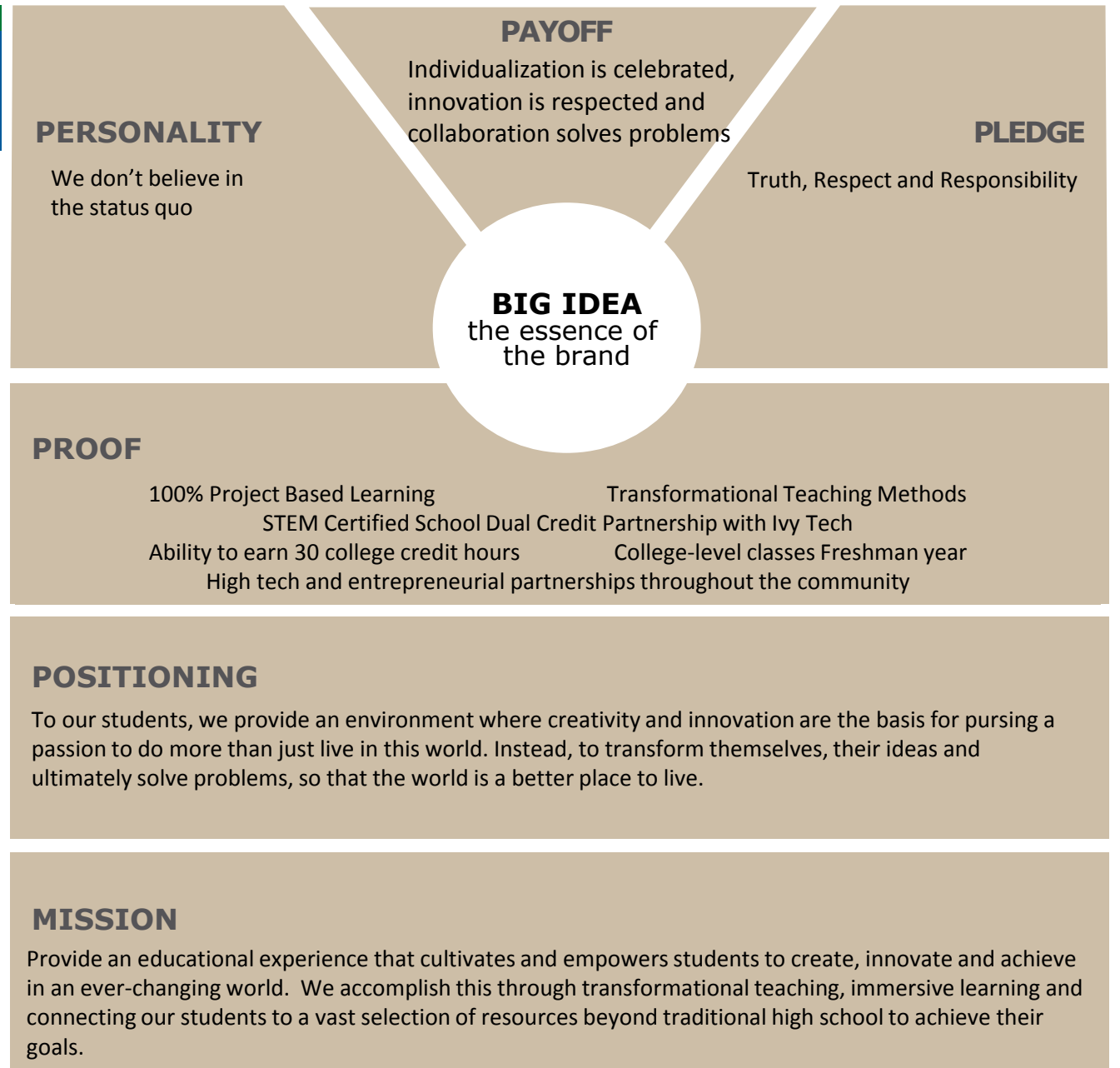
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Branding Platform

Be You



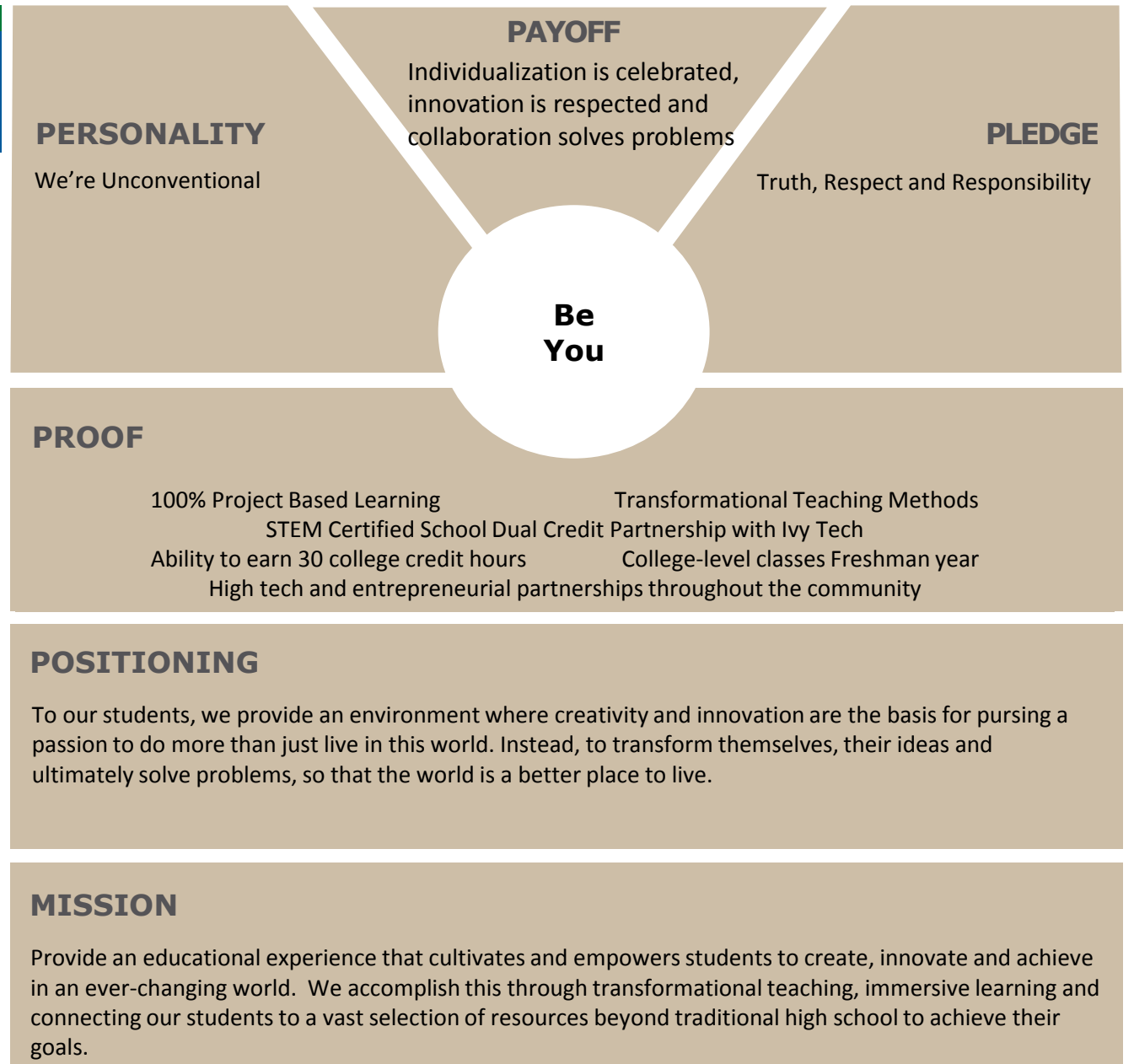
Branding Platform

EMOTIONAL Brand Elements

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Name Ideas

The Academy

of Science and Entrepreneurship

The Academy

for Creativity and Innovation

The Academy

for Innovation

Bloomington

Academy

of Science and Entrepreneurship

Bloomington

Academy

for Creativity and Innovation

Bloomington

Academy

for Innovation

MCCSC

Academy

of Science and Innovation

MCCSC

Academy

of Creativity

MCCSC

Academy

for Excellence

Colors

Colors can convey a specific message:

Blue: calm, stable, trust, smart

Red: passion, immediacy, anger, hunger

Orange: happiness, attraction, wealth, thirst

Pink: caring, love, emotional, sensitive

Purple: luxury, royal, arrogant, sadness,

Black: strength, power, elegance, bold

Yellow: cheer, attention, fresh, energy

Green: life, renewal, nature, energy

Current Color Scheme:



Recommended Color Scheme Options:



or



Logo Ideas



Logo Ideas

Brand Tagline

Tips: Short (7 words or less)

- Conveys your cause
- Easily understandable
- Memorable
- Specific to your organization
- Makes an emotional connection

Discovery Without Boundaries

Empowered by Innovation

Creating What's Next

Education Without Boundaries

NEXT....

- ✓ What do we think we need?
- ✓ Who do we want to be?
- ▶ What do we want our message to be?

The Role of Messaging

- ▶ Draw on core elements embedded in the brand platform
- ▶ Knit together features into narratives
- ▶ Create a distinctive frame for stories
- ▶ Articulate a organization's personality
- ▶ Contain “common” ground and elements for all audiences and activities
- ▶ Provide a context for facts
- ▶ Serve as a guide and source for direct language when formulating specific messages for audiences
- ▶ Offer a living, breathing document that can evolve

Messages Should Answer

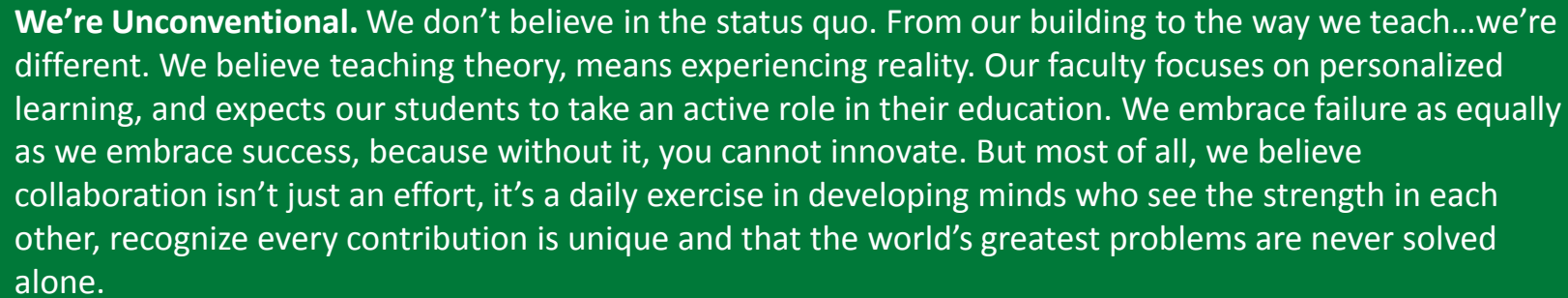
- ▶ What is your approach?
- ▶ Who are you?
- ▶ What is your character?
- ▶ Why you matter – now?

We Bring the World to the Classroom

Not all students learn the same and that excites us, because we create experiences in our classrooms that meld the art and science of a subject giving students the ability to approach problem solving in a new way. Classrooms where a student's active engagement in developing knowledge and skills, critical thinking, higher-order skills and communication are encouraged and expected. When ideas become 'why not?' and solutions become 'because we can?'

We're Authentic

We relish in the diverse make-up of humans and challenge our students to celebrate the uniqueness of an individual's spirit. We encourage voices that stand strong, passions that have a purpose and that missteps should never dampen risk taking. We know our students, we help them pursue the unknown and we rejoice in their discoveries. We provide an environment where teachers are experts, leaders but more importantly....mentors.



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We're Innovative

The problem-solvers of tomorrow need more than just the latest technology, they need the skills of life that lift failure to determination and transform knowledge into action. These skills teach that creativity and innovation are the differentiators by which ideas advance, companies succeed and the growth and welfare across all economy's equalizes.

Touchpoints - Recommended

Touchpoint	Who?	Where?
In Class Presentations – yearly – all grades	All Middle School students	At their individual schools – this is a yearly touch to grades 5-8th
Events	Open to all Targeted list receive additional invitation	At the Academy
Collateral material	Principals Parents Students Community Stakeholders	Their location
Community Presentations	Rotary, BEDC, Chamber	Their meeting
Individualized meetings	Targeted Students Targeted Community Stakeholders	Their location Their location

NEXT....

- ✓ What do we think we need?
 - ✓ Who do we want to be?
 - ✓ What do we want our message to be?
-
- ▶ Marketing Strategy + Channel Plan
 - ▶ Website – updates, restructure
 - ▶ Materials – collateral, videos