

# G&D ASSOCIATES SERVICES GUIDE



**K-12 EDUCATION CONSULTANCY**  
Specializing in Change Management,  
Leadership Development,  
and District/School Promotion

VISION  
ACTION  
CHANGE

[www.gregorydenby.com](http://www.gregorydenby.com)



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# CHANGE MANAGEMENT SERVICES

VISION  
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# OVERVIEW

## WHY CHANGE?

As the world around us continually evolves, so too must our approaches to developing the skills, habits, and knowledge required to empower individuals to attain personal and professional success. Our challenge as educators is to ensure that today's learners are ready to embrace the obstacles and opportunities of our dynamic world and thrive as members of their local and global communities. To achieve this, it is widely accepted that our educational system must make a shift from traditional "one-size-fits-all" instruction to a model which creates individual learning experiences that are meaningful and relevant for all. This change is essential to address the varied needs of our society and foster the dispositions needed to be an active participant in today's global workplace.

For years, educators have seen this need and worked toward more learner-centered approaches despite systemic limitations. Pockets of innovative change have been highlighted at all levels; however, widespread change has not yet occurred. The lack of a paradigm shift is not to be attributed to indifference, but rather to the absence of a clear model for achieving scaled educational change that can be personalized to individual learners, classrooms, schools, districts, and wider communities.

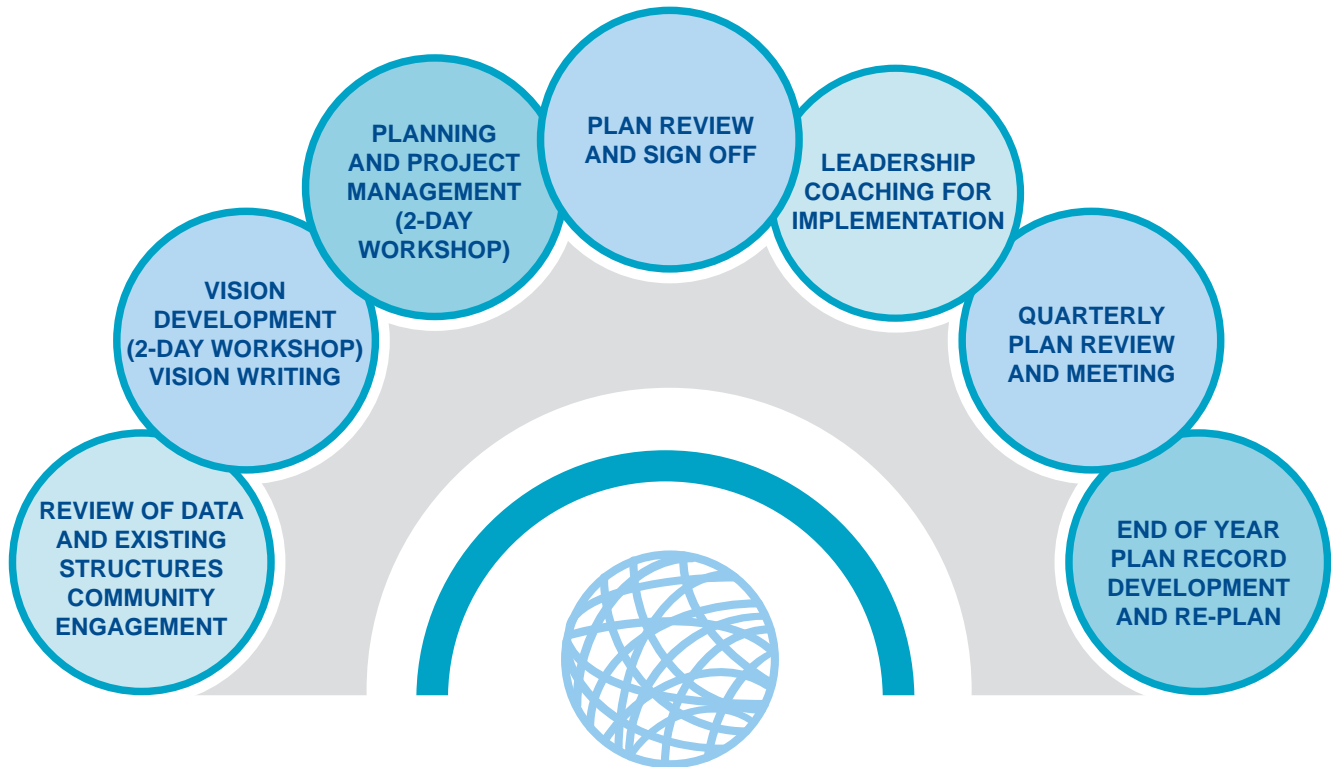
## THE DIFFICULT QUESTION IS HOW?

- How do we engage learners who are used to customizing their experiences outside of school?
- How do we create equitable access to the most impactful learning experiences?
- How can we prepare students by arming them not only with the answers but with thoughtful questions and the ability to analyze information?
- How do we promote creativity and critical thinking skills rather than quashing them to promote conformity?
- How do we enable each child to personalize their learning?
- How can we engage and partner with parents, businesses, universities, and other groups on this journey?
- How do we get the most out of partnerships and ensure they are effective and create two-way benefits?
- How do we motivate and get buy-in from teachers and other staff members?
- How do we overcome "initiative overload"?
- How do we ensure that all staff have the resources and training they need?
- How do we identify and gather the resources that we need?
- How will we transition—all at once or in stages?
- How do we implement change and measure progress?
- How do we communicate the great things that are happening in our organization?
- How can we become more effective at recruitment and retention?
- How can we promote a positive perception of our school?

# CHANGE MANAGEMENT SERVICES

Whether you are working on one of these questions or all of them, G&D Associates can help. We lead educational organizations through complex change with a wide range of services to match your specific needs and goals.

We have outlined in chronological order our most commonly requested change management services below.



# REVIEW OF DATA AND EXISTING STRUCTURES

## RATIONALE

Educational organizations are typically flush with data. However, the connection to the existing vision and mission is often misaligned while the interpretation of and action based on that data varies. We assist clients in interpreting, auditing, and acting on relevant data to create a more streamlined and focused organization aligned to the greater vision.

G&D Associates believes that relationships are the key to any successful partnership. To foster our relationships and deliver the most efficient and effective results, it is imperative that our consultants fully understand the landscape in the organization so that consultancy can be tailored to your unique needs and situation.

## WHAT TO EXPECT

Our consultants begin with a comprehensive assessment process. The output of this process is a detailed recommendations report and SWOT (strengths, weaknesses, opportunities, and threats) analysis. Discovery takes place through: onsite interviews with district and school stakeholders; walk-throughs of District and school premises; and a detailed review of the District's plans, goals, data, demographics, and current and past initiatives. When needed, our consultants work with district leaders to co-create data collection resources such as surveys, focus group protocols, and self-assessments that can give added insights. In order to effectively personalize your organization's experience, it is critical to first engage in empathy building. G&D Associates will work with your leadership team to fully understand the current state of your district or school through data review, current mission and vision analysis, and in-depth conversations with key personnel.

*"Schools won't change from the top. They will change one classroom, one school, one district at a time. And local change is achievable change."*

**- TED DINTERSMITH**

Author of *What School Could Be and Most Likely to Succeed*



# COMMUNITY ENGAGEMENT

## RATIONALE

When navigating complex change, wide-reaching community engagement is essential for overcoming potential objections to change, creating excitement, and ensuring that outcomes are both impactful and equitable. G&D Associates will lead this engagement process using a variety of approaches that identify common needs and priorities while giving voice to all stakeholders. Involving a wide-range of stakeholders, including parents, businesses, non-profit organizations, and other groups, enables the prioritization of change which will maximize benefits for teaching, learning, and the community at large.

## WHAT TO EXPECT

G&D Associates designs community engagement approaches which are personalized to the needs and goals of our clients. Paramount to the process is creating equitable access for community partners and representative samples of students, teachers, and parents, as well as school and district staff members. Our services include focus group facilitation, community survey development, data synthesis that informs decision making, and close coaching related to initiative implementation.

# VISION DEVELOPMENT 2-DAY WORKSHOP

## RATIONALE

Organizations that move forward quickly and successfully have a very clear picture of where they want to go; this is the vision. The vision paints the picture of what the organization will look like in five years and clearly articulates values and beliefs.

## WHAT TO EXPECT

This workshop is designed for teams consisting of approximately 8-12 school and district leaders. Participants will gain a deep understanding of why systems change is essential and how to effectively manage that change. G&D Associates will guide your team through exercises that will refresh your vision, mission, and beliefs and align them with the strategic plan. To facilitate the development of a comprehensive vision, G&D Associates will

- Design and conduct a two-day future-focused learning workshop with key stakeholders.
- Refine co-created vision narratives.
- Facilitate a one-day workshop to develop specific vision deliverables.
- Produce a branded vision document to share with the wider community.

# VISION WRITING

## RATIONALE

G&D Associates' approach to vision writing extends beyond the traditional collection of broad statements to the development of a comprehensive narrative which provides all stakeholders with a clear understanding of the desired future state. After the completion of the narratives, we collaboratively create clear deliverables which communicate what you plan to do and how you intend doing it. The most critical aspect of the vision is that it is adopted as the work of the organization rather than as a separate initiative. This approach will promote motivation, satisfaction, and confidence in the district and will guide effective resource allocation.

## WHAT TO EXPECT

G&D Associates will synthesize your organizational priorities and aspirations into comprehensive narratives within five key areas: Learning, Teaching, Leadership, Professional Learning, and Wider Community. These narratives will be distilled into individual vision statements that clearly articulate the goals of your organization. Once vision narrative sign-off occurs, the leadership team will develop specific actionable items, or deliverables, which illustrate how each vision statement will be realized. G&D Associates will refine the statements and finalize the comprehensive vision.





# STRATEGIC PLANNING 2-DAY WORKSHOP

## RATIONALE

Planning is drawn from the vision. The first stage of planning is to identify priorities and break them down into logical steps through a manageable scope and scale. Our flexible, eleven-point planning process includes specific milestones and success criteria in SMART (specific, manageable, achievable, realistic, and timebound) goal format and enables schools and districts to easily align the work with school improvement plans and other reporting criteria. G&D Associates applies a close coaching model to ensure our clients are able to develop and manage plans successfully. When this approach is coupled with the vision, it provides a comprehensive strategy for navigating complex change to the desired outcomes, including: the implementation of innovative learning models, effective resource allocation, improved culture and satisfaction, etc.

## WHAT TO EXPECT

In a workshop format, G&D Associates will coach your leadership team to align proven change management structures with your organization's long-term plan. Taking into account individual capacity and current state, your district/school will develop detailed action plans which span a twelve-month period. This work will be focused on prioritized deliverables from your vision. The keys to sustainability will be highlighted to ensure the highest levels of success.

## KEY ELEMENTS

- Review of Vision
- Deliverable Development, Refinement, and Prioritization
- Capacity Model Development
- Deliverable Prioritization Refinement
- Structures and Supports Planning
  - Plan Writing Guided Practice
  - Structures and Supports Review
- Plan Writing with Close Coaching
  - Keys to Sustainable Success

## PLAN REVIEW AND SIGN OFF

### RATIONALE

Feedback and thought partnership are essential components of developing high-quality plans that will move an organization forward. Beyond these components, structures that support regular plan reviews and adjustments are critical to ensuring that projects are successful.

### WHAT TO EXPECT

G&D Associates delivers detailed feedback and thought partnership tailored to individual needs as part of a comprehensive plan review process. Our consultants will use a close coaching model to assist in the refinement of plan details and provide structures for maintaining the plan.

### KEY ELEMENTS AND SAMPLE TIMELINE

**Week 1** - planning workshop

**Week 2** - project plans completed (district/school)

**Week 3** - plan reviews completed and feedback provided (G&D)

**Week 4** - plan detail adjustments based on feedback (district/school)

**Week 5** - plan sign off (call between school/district and G&D)

*Ongoing - weekly meetings to monitor plan health and progress (district/school)*

*\*All timelines are dependent on timely completion of work by the client.*

## LEADERSHIP COACHING FOR IMPLEMENTATION

### RATIONALE

Overcoming any initial bumps in the road quickly is essential for building momentum.

### WHAT TO EXPECT

We offer bespoke consulting at time-of-need to provide steering, answer questions, and guide your team to overcoming any potential issues.

## QUARTERLY PLAN REVIEW AND MEETING

### RATIONALE

Regular progress monitoring of goals is essential to sustained success.

### WHAT TO EXPECT

G&D Associates will guide your team through plan reviews and revisions with quarterly onsite visits during which we will

- review vision priorities for current year
- review success criteria of each project
- assist with removing obstacles that may hinder success
- perform an evidence review and evaluation
- coach on next steps and any improvement needs

## END OF YEAR PLAN RECORD DEVELOPMENT AND RE-PLAN

### RATIONALE

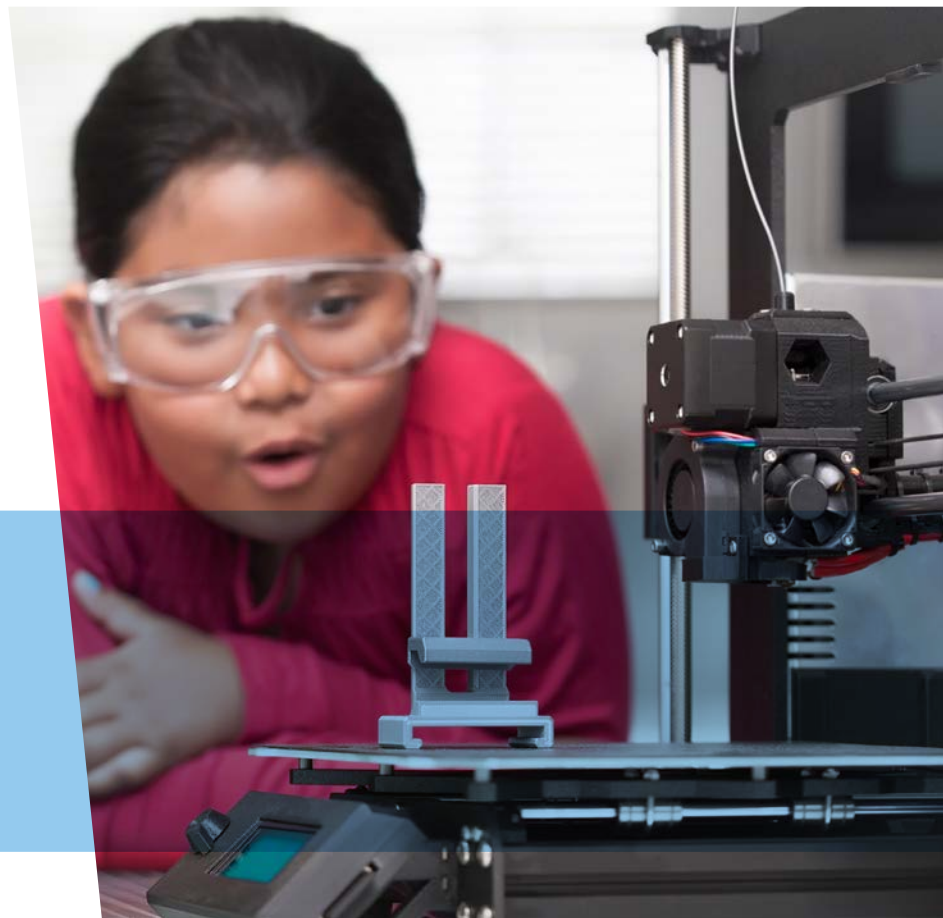
To ensure continued success, G&D Associates supports clients through regular project health checks, dynamic assessment of developing needs, the celebration of accomplishments, and annual planning that is personalized to each client's vision.

### WHAT TO EXPECT

This one-day accomplishment review and re-plan will be facilitated by G&D Associates on site with your leadership team. Participants will sign off on success criteria from the previous year's plan, prioritize vision deliverable for the next school year, and receive close coaching in plan detail development.

### STRUCTURE

- Create Plan Record
- Reassess Capacity Model
- Prioritize Deliverables
- Write Plan with Close Coaching





# LEADERSHIP DEVELOPMENT SERVICES

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- LEADERSHIP DEVELOPMENT COURSE (4 OR 8 DAYS)
- PERFORMANCE COACHING
- STRATEGIC HIRING FOR LONG-TERM SUCCESS
- KEYNOTE/THOUGHT LEADERSHIP
- INVESTING IN PEOPLE 1-DAY WORKSHOP
- TEAM-BUILDING SEMINARS
- PERSONALIZED LEARNING (2 DAYS)
- BESPOKE PROFESSIONAL LEARNING WORKSHOPS
- PRESENTATION SKILLS TRAINING
- INITIATIVE AUDITS AND STRUCTURE REVIEWS

## INVESTING IN PEOPLE (4 OR 8 DAYS) LEADERSHIP DEVELOPMENT COURSE

This interactive course is appropriate for those new to a leadership role and experienced leaders alike. Theory and best practice will be complemented by personalized, hands-on experiences throughout. There are eight modules which can be set up as a four or eight day course.

The modules are: self-management, staff development, instructional leadership, structures & organization, managing change, developing a positive culture, effective communication, and conflict & crisis management.

Upon completion each delegate will:

- gain an improved understanding of theory and best practice in eight core leadership areas
- prepare for managing potentially difficult situations via real-world scenarios and role play
- develop strategies, structures, and materials which will be immediately impactful to one's job
- receive access to support materials

# PERFORMANCE COACHING

## RATIONALE

The success of any organization begins with effective leadership. Although many leaders work to support their employees, rarely do the leaders themselves receive in-depth, transformative supports that are tailored to their unique positions. Performance coaching provides perspective and mentorship from outside of your organization. The coach can act as a sounding board, provide unbiased advice, and provide structures and strategies to improve performance, increase job satisfaction, and help avoid common pitfalls.

## WHAT TO EXPECT

This coaching is appropriate for superintendents, senior administrators, principals, assistant principals, and building level coaches. Bespoke, job-embedded consultancy will provide specific feedback, strategies, and structures which advance leaders through a wide range of real-time scenario-based challenges including: hiring, personnel issues, planning, communication, structuring meetings, and time management amongst others. Coaching is delivered through a variety of face-to-face and remote meetings, onsite observation, and offsite skill development.

We work with each client in a purely personalized way based on “at point of need” guidance to help navigate unexpected, difficult situations. Clients find our leadership coaching to be highly valuable, rewarding, and engaging - we provide the external critical friend and coach that is not bound by the politics of the organization. We tell it as it is and strive to do what is right.

# STRATEGIC HIRING FOR LONG-TERM SUCCESS

## BEHAVIORAL INTERVIEWING WORKSHOP

Skills can be taught; behaviors are more difficult to change. This workshop is appropriate for superintendents, senior administrators, principals, and assistant principals. We will provide structures to: assist your team in identifying desired behaviors appropriate to various job roles, discuss evidence and selection criteria using common language, and ask application and interview questions that get meaningful results.

Hiring choices are decisions which will make some of the most profound long-term impact on an organization's culture and success. Even the best plans and structures will be derailed without the right people. A bad hire which results in a mediocre or underperformer will drain resources, impact morale, and often affect the organization's reputation. How do you make hiring decisions? What are your structures for interviewing? What do you look for in a good candidate? We can provide structures and coaching to help you create the best team for your needs.



# KEYNOTE / THOUGHT LEADERSHIP

G&D Associates delivers keynote addresses that engage, intrigue, and inspire audiences toward improving education. Our consultants are well versed in public speaking, having been featured and keynote speakers at many national and international conferences such as the British Educational Training and Technology (BETT) show, iNACOL's Blended and Online Learning Conference, ISTE, and Schoology NEXT, as well as multiple school district kick-off events. All keynotes are customized to meet the needs and goals of our clients.

## INVESTING IN PEOPLE 1-DAY WORKSHOP

A key component of leadership is developing and surrounding yourself with the talent necessary to realize the greater vision of your organization. But who is coaching and mentoring your leaders? What strategies and tools are being utilized to promote the development of key personnel? Empowering district and school leadership, teachers, and, ultimately, students creates a circle of positive outcomes that ensure equitable practices, sustainability of innovative work, and highly engaged communities. Participants in this interactive presentation will:

- become familiar with essential components of innovative leadership;
- explore best practices for developing effective leaders;
- engage in organizational management strategies that enable leaders to bring the happiness of satisfaction into the often stressful world of education.

## TEAM-BUILDING SEMINARS

High functioning teams are essential to the success of any organization. Our consultants will work with your team on a bespoke basis as required. These personal interactive seminars are suitable for leadership teams at the school or district level.



# PERSONALIZED LEARNING 2-DAY WORKSHOP

This immersive seminar experience involves participants in discovering what personalization can look like in your school or district from the perspective of both a designer and a learner. Your team will engage in a variety of workshops, interactive presentations, and immersive learning experiences with close coaching throughout. There will be multiple opportunities for collaboration, team building, and fun!

## WHY TWO DAYS ON PERSONALIZATION?

Communities recognize an urgent need to shift from the traditional system of education to one which provides authentic and engaging opportunities for students to collaborate, problem solve, create, and apply skills. Educators understand the benefits of cultivating individualized experiences based on targeted information about students' interests, learning styles, strengths, needs, and goals. However, implementing this transformation can be overwhelming. A systematic approach which incorporates a variety of data, methods, people, time structures, environments, and modern tools to best meet specific learner needs is required.

G&D Associates' two-day interactive seminar addresses personalized learning across the entire educational experience. We will help you to reimagine teaching and learning to inspire educators and learners alike. Practical theory and tools will be provided to aid in the development of a roadmap towards personalization within your learning community.

## KEY ELEMENTS

- An Introduction to Transforming Learning
- Immersive Personalized Learning Team Building
- Why We Need to Transform Learning
- The G&D Associates' Personalized Learning Model
- Tales from the Field
- Implementation at District Level
- Implementation at School Level
- Implementation at Classroom Level
- Designing Your Roadmap

## OUTCOMES - ATTENDEES WILL

- Strengthen Team Dynamics
- Develop a Learner's View of Personalization
- Gain an Understanding of the Key Elements of Transformation
- Gain an Understanding of How to Transform and Personalize Learning
- Gain Insight into Implementation at District, School, and Classroom Levels
- Identify Next Steps in Their Own Context

# BESPOKE PROFESSIONAL LEARNING WORKSHOPS

A key element of successful school districts is staying in front of the ever-evolving landscape of professional learning. G&D Associates believes that the most impactful learning opportunities for adults and students alike are those that bring relevance through personalization. By first working with our clients to assess readiness and need, we avoid “one size fits all” approaches to professional learning and pride ourselves in being thought partners around an organization’s specific requirements and greater vision. Therefore, our approaches to develop bespoke workshops and seminars based on each client’s unique situation and requirements. That being said, there are common needs across multiple education institutions and the following workshops are often requested. Examples of our workshops include

- **Developing Common Classroom Look Fors**
- **Human Centered Design Thinking**
- **Designing Innovative Learning Environments**
- **Identifying Core Values and Beliefs**
- **An Immersive Introduction to Blended Learning**

# PRESENTATION SKILLS TRAINING

One of the most critical factors for success when implementing innovative teaching and learning is the ability to get buy-in from multiple stakeholders. Whether it is sharing your journey to gain positive attention, enabling others to follow in your footsteps, persuading others to support your efforts with much needed resources, or building confidence with parents and community members, how you present your work can be the deciding factor. G&D Associates will work with your leadership teams to align messaging, utilize the most effective presentation techniques, and communicate through engaging presentations. We coach participants in best practices in speaking, creating presentations, and using body language in order to present the best version of themselves and the organization.

# INITIATIVE AUDITS AND STRUCTURE REVIEWS

The most innovative school districts across the country are data rich and data wise. To develop replicable models that are both innovative and sustainable requires not only data to monitor, but a synthesis of that information to ensure common outcomes and expectations.

**G&D Associates is skilled in facilitating this synthesis of initiatives and existing structures and will support the district by**

- Identifying common themes and needs across the district
- Analyzing opportunities to “braid” initiatives
- Providing a comprehensive recommendations report related to each school and the district that synthesizes site visits, data analysis, and focus group information
- Presenting recommendations to district leadership teams and/or the board of education via webinar and/or onsite engagement





**COMMUNICATION,  
BRANDING,  
AND PROMOTION  
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# OVERVIEW

Image has a significant impact on how people feel about and interact with organizations of all types. Online reputation, word-of-mouth, signage, physical environments, advertisements, and customer experiences all work together to influence perceptions and decisions. Creating the desired image and crafting a compelling story (branding) coupled with the effective telling of your story (marketing) are important elements to success in meeting your promotional goals. Now, more than any time before, this applies to public education and not just the business world.

Many schools are redesigning teaching and learning in innovative ways to meet the needs of today's learners. With an ever-expanding menu of options for students through school choice, charters, private schools, home schooling, online programs, and alternative campuses, it is no longer a given that students will attend their neighborhood school. In this competitive environment, it is essential that districts and schools gain support and buy-in from staff, parents, district, and local industry. This support not only generates excitement and access to much-needed resources, but also significantly affects recruitment and retention of students as well as the highest quality of educators.

G&D Associates understands the unique challenges faced in education and can lead every step of the way, whatever your needs. Our consultants collaboratively develop internal and external communication tools that have been proven to significantly improve even the highest performing school's image. Our services include

- **BRAND DEVELOPMENT AND BRAND REFRESH:** creating the look, feel, and messaging needed to make an impact. - This includes logos, colors, messaging, images, fonts, voice (formal, quirky, modern), etc.
- **GRAPHIC DESIGN:** using your branding to design promotional materials such as newsletters, flyers, district or program guides, banners, signs, brochures, window clings, spirit wear, etc.
- **ENVIRONMENT AND PEOPLE:** ensuring that customer service along with the design, look, and feel of physical environments sends positive messages about your organization while aligning with your core values and beliefs.
- **MESSAGING AND ONLINE PRESENCE:** reviewing and advising to improve your online presence and messaging to support your vision.

# BRAND DEVELOPMENT AND BRAND REFRESH

## BRANDING

Branding is the cornerstone of all successful promotion. Logo, images, messaging, style (voice), and design features such as layout, colors, and fonts make up the key elements of your brand. When properly designed, branding emphasizes your organization's focus areas, strengths, and values. G&D Associates only works with educational organizations, so we understand that the messaging and needs are vastly different from those of corporate entities. We work closely with clients to guide them through every step of the rebranding process.

## KEY ELEMENTS

There are a number of key elements to developing a brand which include: font, color scheme, logo, background images/wash, layout, and copy. Once we design and agree on your new brand, we will provide you with print ready materials including

- Logo
- Brochure (Copywriting is included.)
- Key Branding Images
- Commonly Used Templates Such As: Business Card, Letterhead, Postcard, Portfolio, Pull up Banner, Etc.
- We provide you with a detailed style guide with branding guidelines

## BRAND REFRESH

Not quite ready to take on a full rebranding project? We can refresh your existing materials with updated copy, images, and/or layout while retaining elements that need to stay the same. We can also design new materials such as posters, postcards, pull up banners, and flag banners based on your existing brand.



# GRAPHIC DESIGN

Need something designed? We can create it! Our team of designers and copywriters will apply their expertise to your branding to create the impact you are looking for. Commonly requested materials include:

## PROMOTIONAL NEWSLETTERS

Effectively communicating the right messages in your newsletter can be the difference between an engaged community and apathetic bystanders. G&D Associates will review your current newsletter and coach your team through the nuances of targeted messaging that generates excitement and participation throughout your organization.

## DISTRICT GUIDES

Whether to inform parents about district programs and school choice options, influence the wider community to support a bond initiative, communicate major policy changes, or improve the overall image of your organization, G&D Associates will use its expertise to design your district guide or directory for maximum impact.

## INITIATIVE SPECIFIC COLLATERAL

We can design a set of materials which will support your initiative. We have a wide range of experience in this work designing for: school brochure and flyers, a bond and mill levy initiative, CTE pathways, Magnet and Choice Options, Experiential Learning Experiences, Gifted and Talented, and more.

## BUILDING SIGNAGE AND BEAUTIFICATION

The look and feel of educational facilities should build excitement and pride while providing a “window” into learning for the community. G&D Associates helps organizations by designing building signs, murals, counter wraps, posters window clings, wall pictures, etc.

## SPANISH TRANSLATION

G&D Associates can translate your materials from English to Spanish. Our translation team consists of education professionals with decades of experience in working with English Language Learners and their families in educational settings. The team is made up of both native Spanish speakers and native English speakers. We understand how to communicate effectively with Spanish-speaking families through clear, friendly language and the translation of complex educational terms.

## Bespoke Design

*Looking for something not listed? Just ask!*

# ENVIRONMENTS AND PEOPLE

What messages are you sending without even knowing it? Our consultants will assess and advise leaders to ensure that customer service along with the design, look, and feel of physical environments sends positive messages about your organization while aligning with your core values and beliefs.

## PROMOTING SCHOOLS 1-DAY WORKSHOP

### WHAT TO EXPECT

G&D Associates' one-day workshop, Promoting Schools will present the current landscape and illustrate the necessity for focused promotion to increase recruitment and retention and/or to meet other goals. Participants will be guided through a variety of hands-on activities coupled with interactive presentations designed to enable attendees to evaluate and dramatically improve their branding. Following brand development, participants will be introduced to the three phases that parents go through when they choose a school and how to maximize impact at each one.

This workshop will expose your team to the intricacies of effective marketing and branding while highlighting examples of best practices in the field. Participants will explore everything from how their organization presents visually to marketing collateral such as websites and brochures in order to develop next steps toward improvement. This session is appropriate for district communications personnel and/or district and school leadership teams, as well as an entire school staff."

### KEY ELEMENTS

- Why do Educational Organizations Need to Promote Themselves? **Branding**
- What Is Branding and Why Is It Effective?
- Identify Your Brand - Team Challenge
- Developing Your USP and Then Your Brand Marketing
- What Is Marketing and Why Is It Effective?
- How Do Parents Choose a School?
- Initial Interest - Interactive Presentation
- Exploring Your Collateral - Workshop
- Website Visit - Interactive Presentation
- School Visit - Interactive Presentation



# CURB TO CLASSROOM<sup>®</sup> PHYSICAL ENVIRONMENTAL ASSESSMENT

Often overlooked, a school's most powerful marketing tool is the physical educational environment itself. Districts and schools may run elaborate marketing campaigns on paper, but ultimately they need to get students enrolled. If families visit but leave with a poor impression of your building, it will be almost impossible to get them back. Physical environment also impacts existing students, parents, and staff.

G&D Associates' Curb to Classroom Opportunities Assessment provides specific feedback on how to make substantial improvements to the way you present to the public. This service also builds the capacity of your leadership team to use a critical eye when looking at the physical presentation of your district office or school. An improved impression of the school and district leads to increased student recruitment and retention, more focused community partnerships, and greater family involvement. Close attention to the presentation of the building has a significant impact on school pride and employee satisfaction and the vast majority of improvements can be done with little or no expense.

## Key Elements

*Explanation of process by G&D Associates*

- Constructive feedback regarding impressions currently being given
- Guidance for note taking to detail observations and recommendations
- Formal debriefing that includes next steps for improvement

## FRONT OFFICE REDESIGN

The front office of a district or school building often sets the tone for a visitor's experience. The intentional design of these spaces is critical to creating a welcoming and calm atmosphere that will get prospective parents and students excited to attend, diffuse frustrated stakeholders, and foster workplace pride and satisfaction. G&D Associates will work with your front office team to reimagine the space to be more responsive to visitors needs while presenting a high-quality look and feel.

## BUILDING ENHANCEMENT THROUGH IMAGERY

There is no doubt that the quality of an educational organization's physical environment can significantly affect student achievement, the staff's sense of wellbeing, and visitors' perceptions. Revising the color schemes and imagery throughout the building is often an attainable way to foster a sense of community, create a friendly atmosphere, and provide a "wow" factor without undertaking a major construction project. G&D Associates will assess your environment and make detailed recommendations for improvements.

# SECRET SHOPPER

Have you ever wondered how well your district or school interacts with customers? Do requests for contact get answered in a timely manner? Do front office staff members treat visitors as VIPs? Is your team able to explain and promote your district/school effectively? If you don't know the answers to these questions, you could be losing numerous potential students every year.

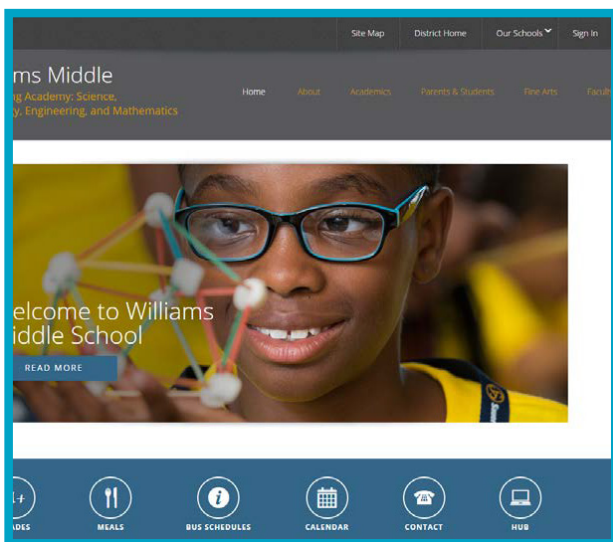
G&D Associates will conduct a series of calls and/or visits to your district and schools, evaluate the customer service, and provide feedback on the outcomes along with specific development advice. Remember, ten missed recruitment opportunities equal (on average) an annual funding loss of \$75,000!

## ONLINE PRESENCE AND MESSAGING

### WEBSITE AND SOCIAL MEDIA REVIEW AND ADJUSTMENT GUIDE

Websites and social media are often the first point of contact between the community and district/schools. It is critical that your online presence makes a lasting impression and motivates potential students and parents to visit your building. G&D Associates can help you improve your website for more effective marketing of your district and school.

Our Website and Social Media Review and Adjustment Guide is a tailored step-by-step guide to improving your online presence. Reviews are typically twelve pages in length describing what to keep, what to move, and what to change.



### Key Elements

*Assessment and Advice on:*

- Website branding: messages, logo, font, images, color scheme, and page layout
- Homepage: layout, content, images, design, and navigation options
- Detailed navigation: menus, sub menus, links and icons
- Content across the entire site
- Social media review and guidance to more effectively communicate your vision, values, and exciting work happening in schools.