

Promoting Schools For The Next Generation G&D Associates

As the educational landscape evolves, so must a district and school's efforts to strategically promote themselves to the wider community. No longer is it a foregone conclusion that students will attend their neighborhood school, rather a more competitive environment has created a demand for specialized services and personalized learning opportunities. How are you communicating your unique selling point to retain your current population and attract new learners to your district or school?

G&D Associates' one-day workshop on marketing and branding will present the current landscape and illustrate a necessity for focused promotion efforts. Participants will be guided through exercises designed to evaluate and improve current branding followed by an in depth look at marketing that brand through digital and print media in the most effective way.

Suggested Schedule:

Welcome and Introductions (10 minutes)

Why Do Educational Organizations Need to Promote Themselves? (25 minutes)

Branding (120 minutes)

- Introduction to effective branding

- Round table activity

 - Identify your brand

 - Assessment of current state

 - Brainstorm for improvement

Break (10 minutes)

Marketing Part 1 (120 minutes)

- What is marketing and why do we need to do it?

- Initial interest

- Exploring your collateral

- Word of mouth

- Advertising

 - Language

 - Imagery

Lunch (45 minutes)

Marketing Part 2 (120 minutes)

- Websites

 - The dos and the don'ts

 - Examples (good, bad, and ugly)

 - Website review activity

- How does your school present?

 - School tours

 - The physical environment

Wrap Up and Next Steps (10 minutes)

