

Who Speaks For Your Brand?

In this SchoolCEO [research study](#) you will explore: How often does a district's brand actually trickle down into its classrooms? Are teachers acting as brand ambassadors? Are bus drivers? And if not, why? These are the questions we should all be asking as the landscape of K-12 education continues to evolve and competition for students and staff intensifies. In a survey of more than 1,600 school employees up and down the chain of command, we wanted to know: Who speaks for your district brand?

Discussion Guide



"While there are about 13,800 public school superintendents in the U.S., there are about 3.2 million public school teachers. For every one superintendent, more than 200 teachers are interacting with students every day. That's not even mentioning the nation's approximately 3 million school support employees, many of whom are student-facing."

- Who is currently most responsible for promoting and protecting your district's brand?
- In your current role, what is your responsibility to the district's brand?



"In almost every case, administrators at both the building and district levels were more familiar with these brand elements than classroom teachers and non-teaching staff."

- What pieces of your brand do you connect with the most?
- Do you find any parts of your brand confusing or out of place?

What are your district's/schools:

Logos:

Colors:

Motto/Tagline:


Mission Statement, Vision Statement, or Values:

Hashtags:




"It appears to be pretty simple: Administrators are more familiar with district brands because they actually receive training on the subject. Teachers and support staff often don't."


- Have you received training on your district's brand? Did you find that training helpful?
- What training do you feel would be most beneficial for teachers and staff? Does that differ from training that district administrators would need?

 *“Your brand isn’t just your mascot or values; it’s the way people in your community think and feel about your schools. In many ways, your reputation is your brand, and almost no one influences that reputation as much as your employees.”*

- How would you describe your school’s reputation?
- Does your reputation match your brand goals?
- “What changes would you make to improve your district’s reputation—and therefore your brand?”

 *“Your district probably already has brand ambassadors. Think about the teachers who show up to every football game, waving handmade signs and cheering for their students. Think about the custodian or school nurse who volunteers to help run the district booth at community events, proudly wearing their district swag. Back in the day, we would have just called that “school spirit”—but now, in the age of school marketing, it’s also brand advocacy.”*

- With this definition of brand advocacy, in what ways do you advocate for your district or school?
- What other brands are you an advocate for?

 *“These days, social media can make or break a brand. Even if you’re posting great content across your platforms on a regular basis, that content won’t do any good if no one is seeing it. But by engaging with and sharing your content, your staff members can amplify your brand’s reach.”*

- Do you engage with your district/school social media accounts, and in what way? Why or why not?

 *“What now?”*

1. *Make sure your district has a strong brand.*
2. *Consistently communicate brand and messaging priorities to your staff.*
3. *Show staff the brand work they’re already doing.*
4. *Make sure your staff feels valued.”*

- Which of these recommendations should your district/school start with?
- What responsibility do you or your department have in meeting these recommendations?