

Marketing Matters

If you want your community to rally around the great work your schools are doing, you must consistently and creatively tell them exactly who you are. If you're not telling your story, someone else will tell it for you. With the rising popularity of school choice and the increasingly challenging recruitment market for both teachers and students, it's time to embrace proactive storytelling to shift how people think and feel about your district.

Discussion Guide



"Marketing is the practice of influencing how people think and feel about a brand."

- Is your current marketing strategy building your brand?
- Do you feel your district/school is proactive or reactive when thinking about marketing?



"Your brand is your district's reputation. The status of your brand is the way people currently think and feel about your schools."

- What are the components of your district/school's brand?
- When your community hears your district/school's name what do you want them to think about?



"Choose a strength to highlight and double down until it becomes part of what defines you—even if it isn't totally unique to your district."

- What can you glean from the Lucky Strike "It's Toasted" campaign and apply to building your district's brand.
- How can you use the example of the Centralia School District's May Fete event to inspire you to market your district?



"The intersection of what parents need and what your district does well is the sweet spot, the core message you'll highlight again and again."

- What do families in your district desperately want from their schools?
- What does your district do really well?
- What is your district's core message?



“As a school leader, it’s your job to communicate a narrative that captures your district’s multifaceted identity.”

- What achievements and moments in your district are missing from your district/school branding?
- Does your current district brand showcase the path of excellence at your district/school?



“Once you’re in the mindset of always selling your value to your community and showcasing the small, beautiful moments happening in your schools, you’ll be on the right track.”

- What are some of the small beautiful moments that are missing from your school/district’s branding?
- How can you your school/district better tell its story by highlighting its strengths?



“When it comes to speaking for your district brand, no one has more power than teachers. After all, they’re the ones who handle most daily communications and serve as a child’s primary connection to school.”

- Does your current communication strategy inform teachers of your brand and marketing plan?
- How often are teachers and staff trained on your district and marketing and brand strategy?



For more information on Marketing Matters:
www.schoolceo.com/a/marketing-matters/