

# Rebranding your school? Here's how to get staff on board.

## Internal communications is key to getting staff on board with rebranding your school district.

Rebranding your school district means more than just updating your image. It might require anything from overhauling your district's logo, colors, and tagline to taking a hard look at your core values. Put simply, rebranding means taking control of your district's ever-evolving identity. And—as is the case with any conversation about your district's identity—it's important to think carefully about how to bring your staff on board.

### Discussion Guide



*"In most companies, internal marketing is done poorly, if at all. Very few executives consider what it means to sell the brand inside. But that's exactly what it will take to move your district forward together."*

- What can your district learn from the examples of TrueNorth, Glen Falls, and Portage Public Schools?
- What's your strategy for communicating how your district's brand powers the work happening in your schools?



*"Being clear about your goals and intentions for rebranding your school district is paramount when it comes to communicating with your staff. If you don't give them a reason to care about the new brand, they probably won't."*

- What are the pillars that define what it means to be a member of your district?
- Do the members of your district community understand the why behind your district brand?



*"Communication and buy-in are two sides of the same coin. The better you communicate, the more buy-in you'll have. The more buy-in you have, the more receptive your internal stakeholders will be to communication."*

- How are you incorporating stakeholders' voices in your rebrand?
- What does it look like to build ownership of your district rebrand among your stakeholders?



*"It's true that your employees will get most of their information about your rebrand through word-of-mouth. But what if they want to learn more? This is where having top-notch, accessible materials comes into play."*

- How will you share the district rebrand with your internal and external stakeholders?
- What can you learn from Portage Public School's branding resources?



*"If your staff doesn't understand why the rebrand is happening, or if they feel like they haven't had an opportunity to make their voices heard, they're much more likely to resist the change."*

- How will you empower your district staff to share their thoughts on your district rebrand?
- How will you maintain a transparent process that respects the district's needs and the staff's opinions?



*"It's important to remember that rebranding your school district is not where the story ends, and it's not even where a new story begins. It's the connective tissue between where your district has been and where it hopes to go."*

- In what ways will you build enthusiasm around your district rebrand?
- How will you incorporate district stakeholders into the reveal of your district rebrand?



**For more information on Rebranding your school:**

**<https://www.schoolceo.com/a/rebranding-your-school-heres-how-to-get-staff-on-board/>**