

**BRANDS  
THAT  
SPEAK.**

+



# Brand Strategy

by Brands That Speak™



# Overview: **Strategy**

Research Overview

Brand Goals & Objectives

Brand Analysis

Brand Identity & Position

Next Steps



# Research Overview

Offline + Online: Brand, Competition & Industry

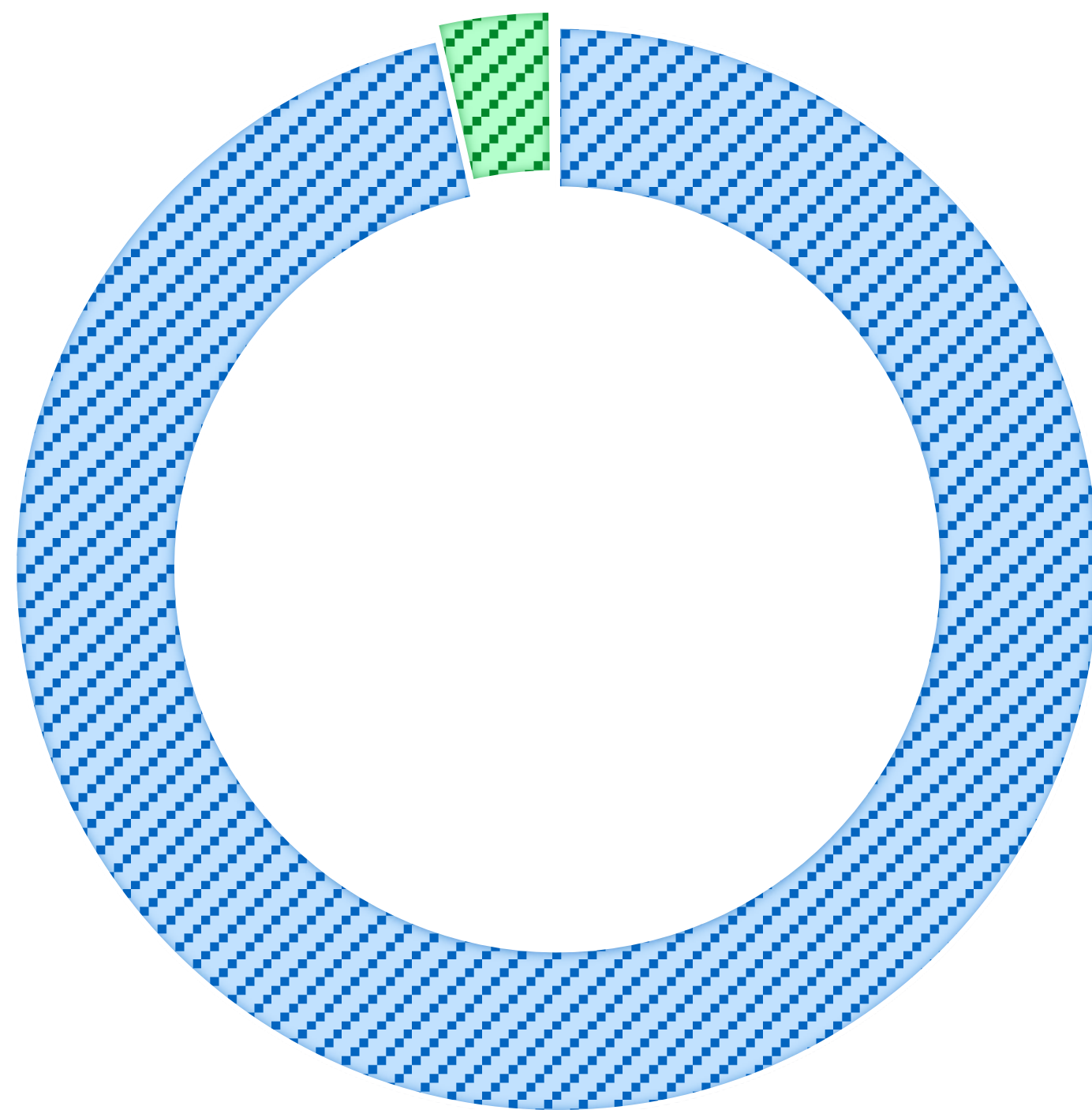


# Online Listening & Research

Brand & Industry

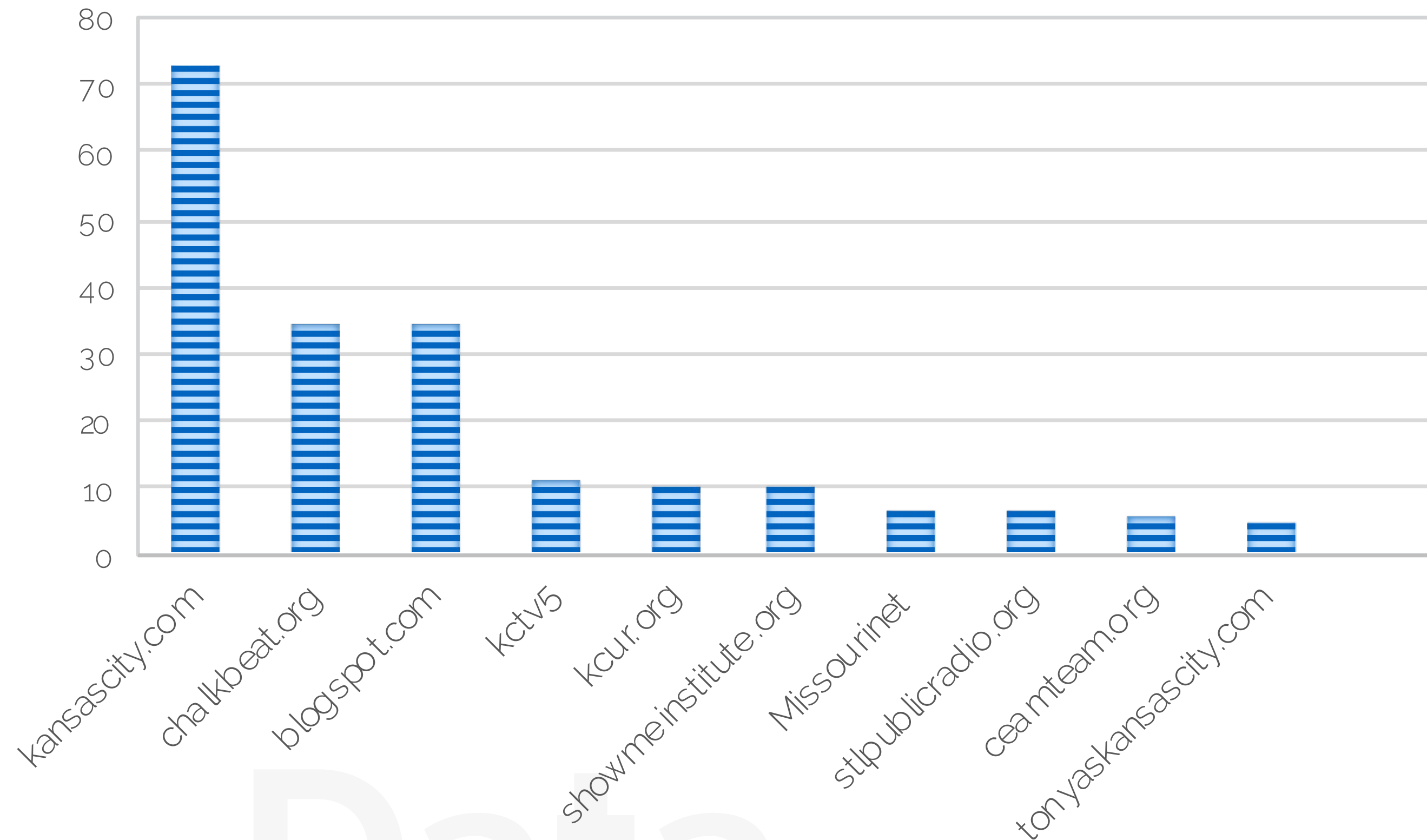
## SOCIAL SHARES

Facebook Twitter Pinterest



## ONLINE CHATTER

Articles



95 SITES



318 ARTICLES



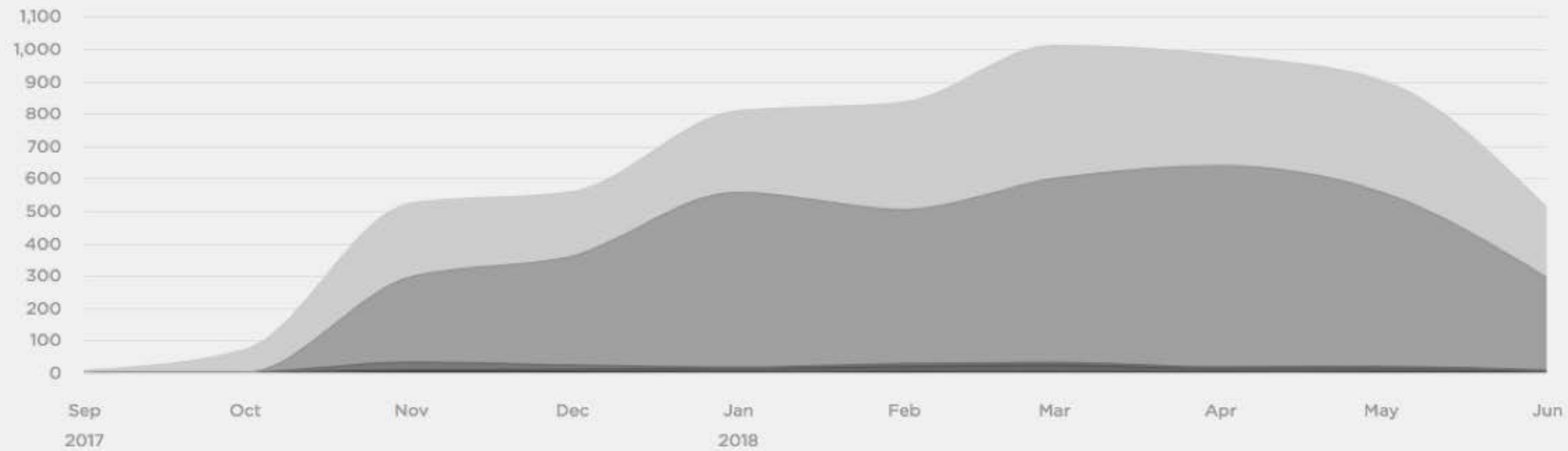
57,941 SHARES

Data

# Online Listening & Research

## Website Overview: Traffic Insights

Visits by month (Fri, Sep 1, 2017–Mon, Jun 18, 2018)

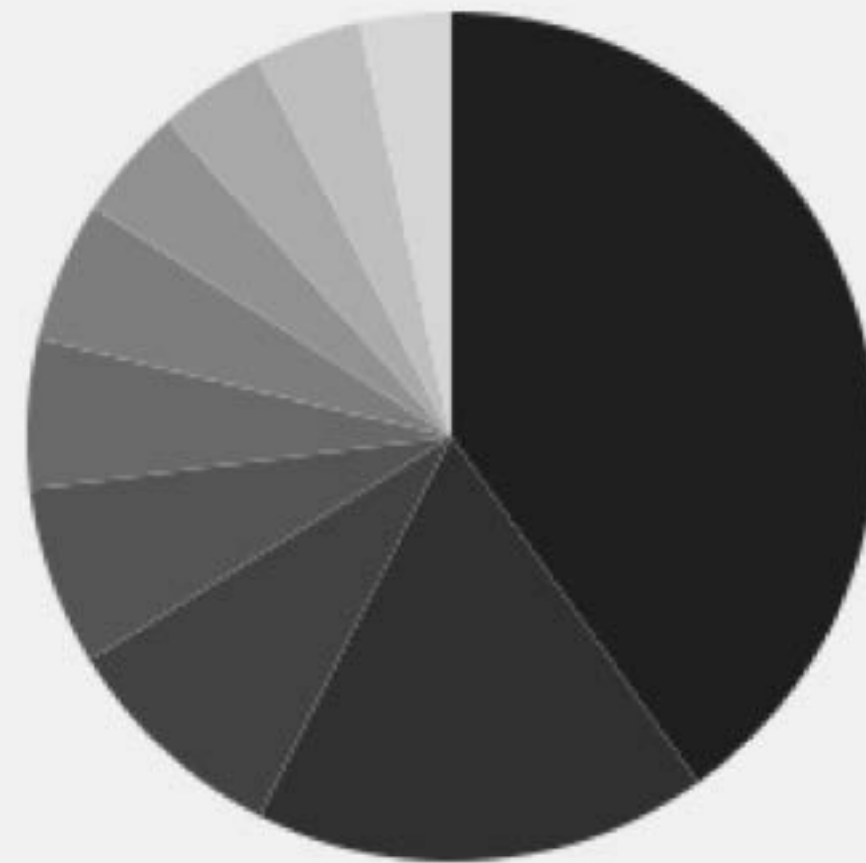


SOURCES	VISITS ▼
▶ ● Search	3,310 (60%)
● Direct	2,026 (37%)
▶ ● Referral	100 (2%)
▶ ● Social	66 (1%)
▶ ● Email	7 (<1%)

Data

# Online Listening & Research

## Website Overview: Popular Content



**2,260**  
Total Pageviews

- 40.14%  
Home
- 17.33%  
Faculty and Staff
- 8.72%  
Calendar
- 6.84%  
Our School
- 5.70%  
News and Events
- 5.36%  
Faculty and Staff
- 4.28%  
Board Members
- 4.11%  
Employment
- 4.05%  
Enroll Now
- 3.48%  
Contact

## Website Actions

700 views/122 emails  
sent to Dr. Lumetta

260 views/50 clicks  
\$11,000 donated online  
(\$8350-KS + \$3710-MO)

>50% Donations in December

40% Mobile

Data

# Online Listening & Research

## Website Overview: User Location

LOCATION	VISITS ▼
▼ 🇺🇸 United States	5,857 (95%)
▼ Missouri	2,524
Kansas City	1,713
Lee's Summit	100
Independence	92
Liberty	72
Blue Springs	48
Springfield	40
Columbia	38
St Louis	37
Belton	36
Jefferson City	19
Warrensburg	17
Grandview	14

LOCATION	VISITS ▼
▼ 🇺🇸 United States	5,857 (95%)
▶ Missouri	2,524
▼ Kansas	1,494
Overland Park	414
Oskaloosa	186
Kansas City	137
Mission	128
Prairie Village	115
Wichita	114
Lawrence	76
Olathe	72
Lenexa	61
Leawood	57
Shawnee	56

Data



# Brand Goals & Objectives

Goal Setting & Key Performance Indicators

Goals



# Goals & Objectives

## Overall Goal

Execute a robust online and offline marketing campaign to drive student enrollment and donor engagement

## Objectives

Build credibility and strength within the local charter school competitive landscape:

- New brand image
- Same sentence partnerships

Generate buzz and awareness throughout the Kansas City metro area:

- Updated message
- Louder voice

Convert more prospects (online and offline) into enrolled students, energetic volunteers, giving donors:

- Optimized digital presence
- Improved communication

**Other Top Ranked Objectives (in order):** Retain existing donor base / Build a more engaging board / Increase parent engagement / Improve stability in leadership / Retain existing students / Get more quality traffic to your website / Increase attendance at events / Upsell or cross-sell to existing donors / Grow email list / Recruit and retain top tier talent



# How will we measure success?

## Key metrics & performance indicators

### “Findability” Metrics

- Volume of search engine referral visits
- Search engine ranking positions for related keywords (SERPs)
- Industry, media and partner backlinks
- Website referrals

### Brand Engagement Metrics

- Resource views/clicks/downloads
- Social referrals
- Online reviews (quantity/sentiment)
- Article views and shares
- Brand mentions
- Comments
- Multi media views
- Website stats (page views, pages/visit, time-on-site)

### Conversion Metrics

- PDF Downloads
- Enrollment form submissions
- Online donations
- Emails inquiries
- Volunteer sign-ups
- Resume submissions

### Volume metrics

- Website traffic (returning vs new visitors)
- Social likes, follows, clicks, views, etc..
- Number of Donors in database
- Student count



# Brand Analysis

SWOT Analysis & Target Audience Research Insights

Research





A brand has a life of its own and  
is never truly yours.  
It belongs to all

The students  
The teachers  
The parents

The community  
The volunteers  
The donors



# Meet Akila: Inner City Mom

## Target Audience Persona



### *Akila's World*

- 37 year old single mother of 2 girls ages 16 and 4.
- Graduated from a private school in Kansas City, believes early child education is vital.
- Has sent daughters to both public and private, was biased based on personal school experience - seeks private but unable to consistently afford
- Was referred to Charter school from public school after graduating pre-K
- Older daughter attending high school at Blue Valley North HS, Younger daughter just left Richardson Elementary zip 64109.
- Diversity of school matter based on student needs.
- Would shop schools for personal finance issues, school scandal, inconsistency
- Very involved in school events, wants to connect more with class parents

### **Research Methods**

- Local Google search
- Friends and Family (WOM)
- School Websites and Tours
- Social Media sites and reviews
- Reviews: Stars and context

### **Evaluate criteria of top choices**

1. Teacher quality
2. Opportunity for parent involvement
3. Academics & special programs
4. Transportation
5. Diversity

### **Regular Media Consumption**

- Social: Facebook/Instagram/Snapchat
- TV: Local News
- Streaming radio: I heart radio/Spotify
- Smart phone news apps

Single Mom

Brands That Speak™ confidential



# Meet Johnny B.: Local Philanthropist

## Target Audience Persona



### *Johnny's World*

- 72 years old, married, father of 2 boys, 27 and 25, +20 million net worth
- Donates to Foundations recommended from the social club he is a member of
- Avoids the minutia associated with donations so trusts where they disperse funds
- Driven to donate due to humble beginnings.
- Donation size relevant to cause, publicity, future business dealings
- Donates for a sense of joy first and tax incentives
- Approach hasn't changed in 10 years
- Major concern is fraud so he brings his lawyer into all donations above \$1,000 to do background checks

### **Research Methods**

- National & Local news
- Social media news sites
- News phone apps
- Newspaper (digital and Print)
- LinkedIn
- YouTube
- Email subscription articles

### **Regular Media Consumption**

Trusted resources:

- Family
- Friends
- Business associates
- Fellow club members
- Attorney



# Meet Megan: Mental Health Executive

## Target Audience Persona



### *Megan's World*

- Enjoys partnerships with educational institutions for mental health recognition
- Wants to deploy resources to help teachers, students, and administrators identify and resolve youth of concern
- Medicaid will now pay for therapy in school - seeking grants
- Seeks an open dialogue with schools for real time support as the issues of concern change over time
- Would like to be a thought leader in the mental health world
- Does see a need to know about more schools and their capabilities to recommend specific schools prepared to manage children under their care.

### **Research Methods**

- Google
- Dept of Mental Health (Online Library)
- State Coalition of Mental health articles
- Relias online library
- LinkedIn Asking referral networks (Truman, Swope)
- MO Children's Trauma Network
- State Coalition of Mental Health Providers

### **Regular Media Consumption**

- Local and National news outlets
- Facebook
- KC Star (moving to digital only)
- Some Twitter
- Social Media News sites



*"Everyday I have a reason to pull my hair out and run, but every day I am here for these kids from Bell to Bell. My presence is their reassurance."*

**7 year itch**  
*Teacher*

*"Going the extra mile is the minimum requirement to fail. Who else can I help? How else can I be of service?"*

**Forever Fundraising**  
*NPO ED*

*"The emotional toll on me is nothing compared to the circumstances of those in need."*

**Stressfully Committed**  
*Social Worker*

*"Every child is different. And so is each school. I do my best to steer my kiddos somewhere their needs will be met and where I know they will thrive."*

**Outcomes Driver**  
*Pre-K Referrer*

*"I've been waiting for a school and a group of students to call my own. I understand building trust will take time. I'm here to invest."*

**Do-gooding Graduate**  
*New Teacher*

*When I came here, I was looking for community. Then I realized I was helping create one."*

**Volker Proud**  
*Neighborhood Assoc. Member*

*"When I reflect on a career in education the children stand out the most. I miss them. I need that feeling again."*

**Miss Johnson**  
*Retired Educator*

*"I don't have much yet, but I know I've got way more than others. How can I help?"*

**Upward Mobile Millennial**  
*Volunteer*



# Gordon Parks SWOT Analysis

## Strengths

### Putting Students Needs First

- Door to door service
- 2 teachers in each classroom
- All hands on deck/collective sense
- Care Team

### Talented teachers, Inspirational staff

- Leadership is among the staff
- Sense of ownership
- Optimism & Positive Culture

### Strong Local Assets

- Historic building, full of character
- Beautiful Neighborhood
- Connection to Gordon Parks the man
- 39<sup>th</sup> Street

### Progressive Education

- Diversified learning experience
- Entrepreneurialism of school
- Responsive Classroom



# Gordon Parks SWOT Analysis

## **Weaknesses**

### **Communication**

- Limited parent engagement
- Minimal parent trust
- Stale and inconsistent communication
- Lack of public narrative (Curry school/Volker?)

### **Outdated or Insufficient Assets**

- Building is old and needs repairs
- Lacking quality & sufficient technology
- Don't look state of the art
- Teacher's Lounge/Breakroom

### **Complex Education Model**

- Expensive
- Population of kids have a lot of needs
- Fluctuating enrollment - impact on funding from the state
- Too reactive
- Being seen as "behavior school"

### **Leadership**

- Small board (at 8/15 is optimal )
- Instability/High Turnover



# Gordon Parks SWOT Analysis

## Opportunities

- Entrepreneurialism of city (and school)
- Thought leadership in Trauma
- Neighborhood - North of 63rd, West Plaza, Midtown thinkers
- Creative Expression/ Photography legacy of Gordon Parks
- looking for things other than just money
- Unlock engagement from parents - Building trust
- Cultivating same sentence partner relationships Starting @ zero
- Technology Stack: Donor Perfect, Lumen, Constant Contact, etc.
- Charter middle schools that start at 5th grade – Growth and popularity in mobilizing higher quantities of smaller donors
- Growing Use of technology
- Gordon Parks/Volker School Alumni
- Aging donors
- ShowMe KC Schools
- School Smart KC
- Other charters losing charter



# Gordon Parks SWOT Analysis

## Threats

- Possibility of losing state funding
- 10 year old, outdated assessment
- University Academy is looking at collaborative
- Aging donors
- Building - it's old, roof and boiler issue this year, gym needs to be updates
- Operation Breakthrough opening of new school
- Other charters losing charter
- New Charter schools



# Brand Identity

Archetype, Publisher Path,  
Value Proposition & Key Messaging

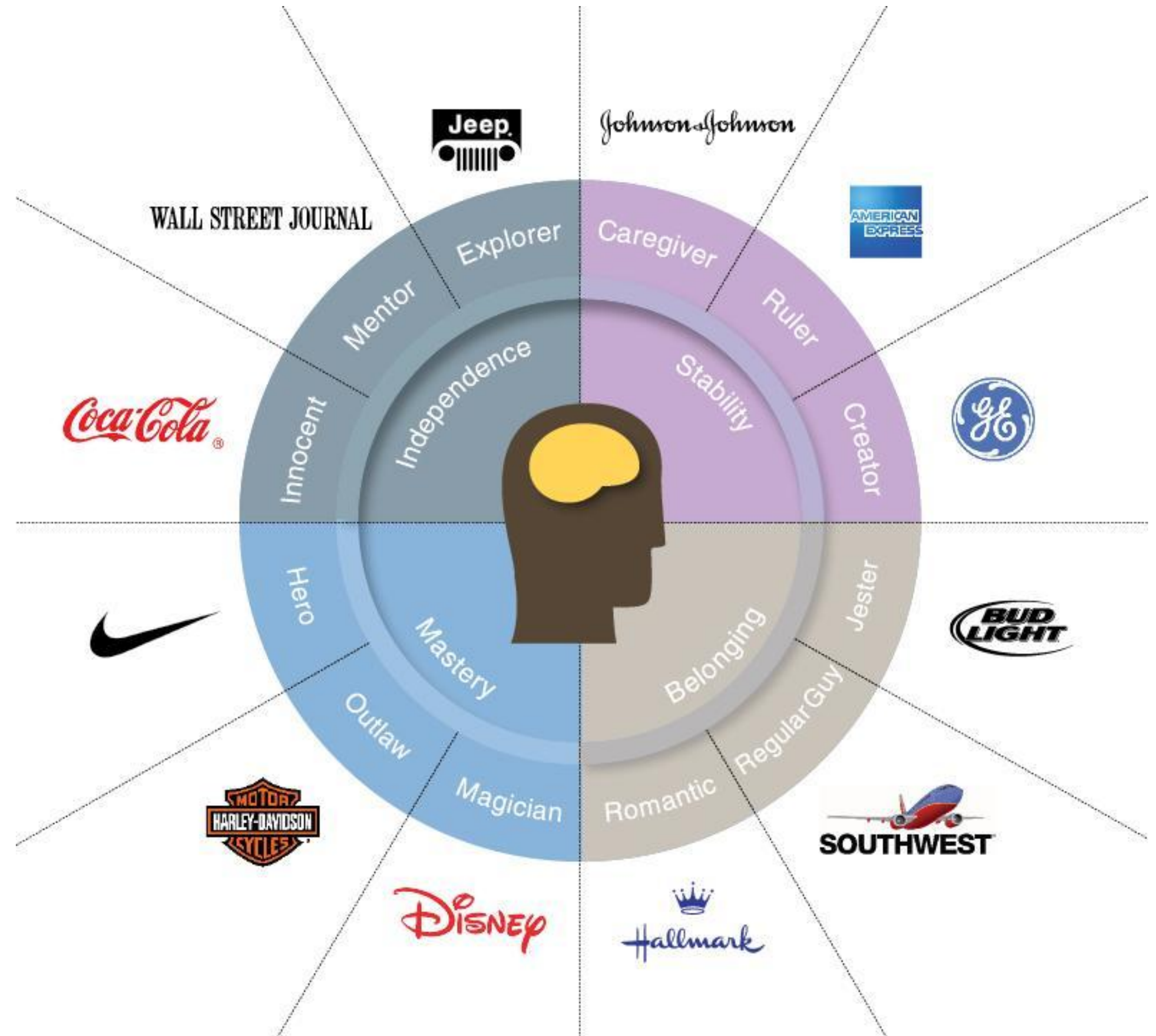
Research



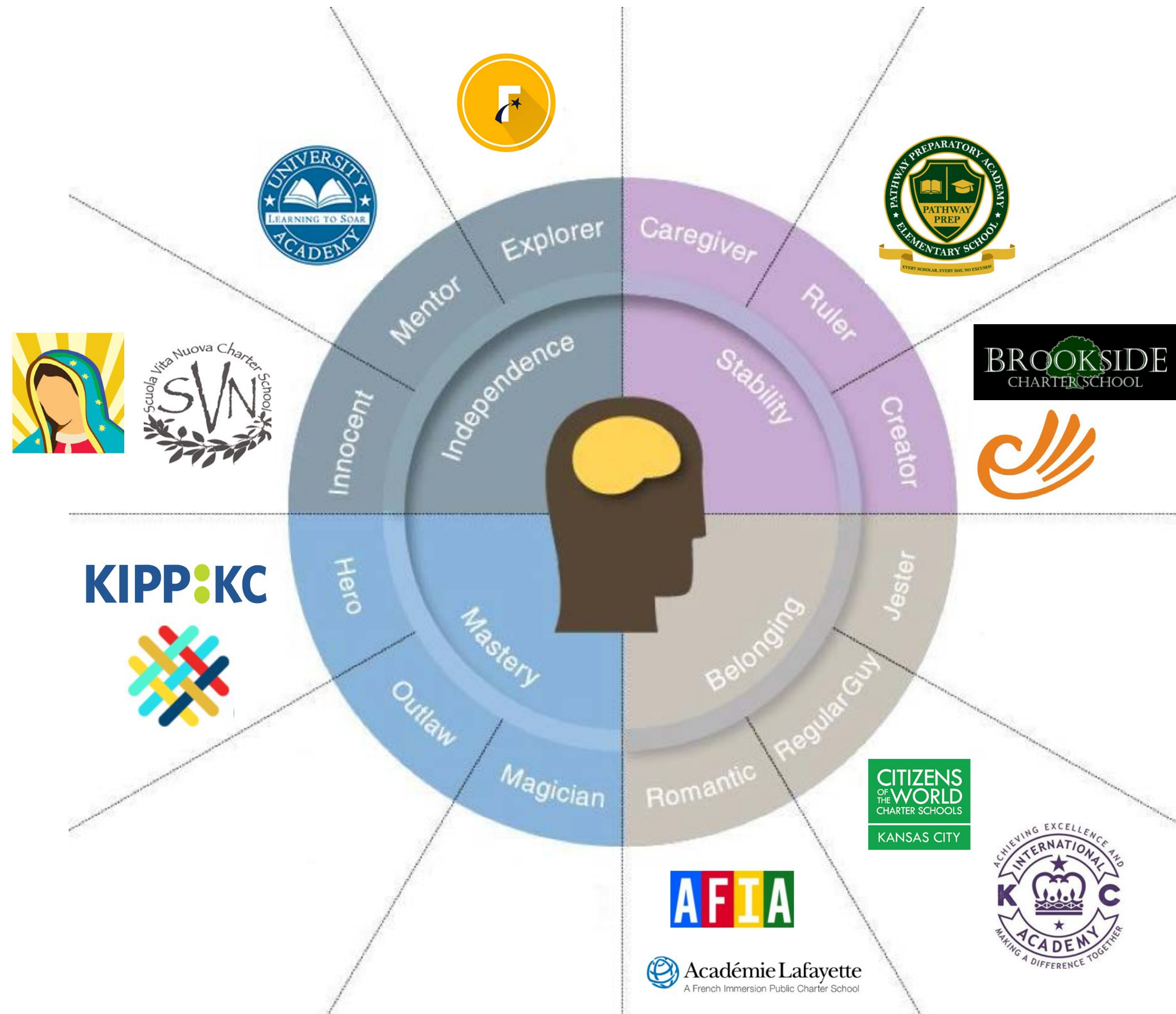
# What Is An Archetype Based Strategy

We will feature your brand's personality, attributes, and beliefs, and give it human form.

The brand becomes a character (*on a journey*) with a clear personality that informs the way it looks, behaves, and speaks.











“Sometimes, all they need is someone  
to give them unconditional love.”  
- The Caregiver

The Caregiver archetype offers their heart openly and  
willingly, and extends whatever energies they can  
*to help the hero succeed on their quest.*

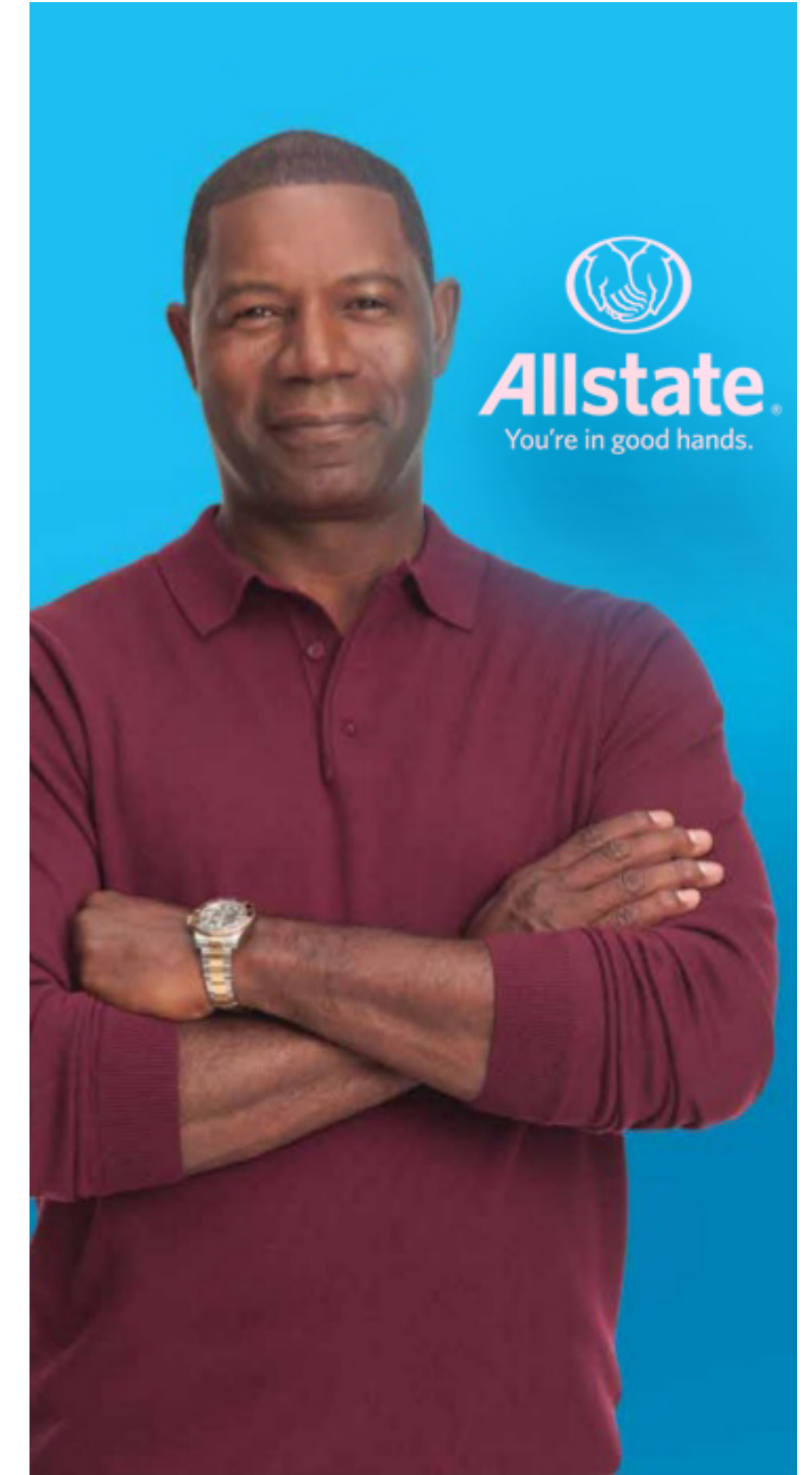


## Caregiver = "Altruism"

The Caregiver is compassionate, generous, efficient, reassuring, self-sacrificing, patient, highly competent and an excellent multi-tasker & listener.

**They thrive in unstructured social settings, especially when cultivating creativity.**

Expression and originality are important to the Caregiver.



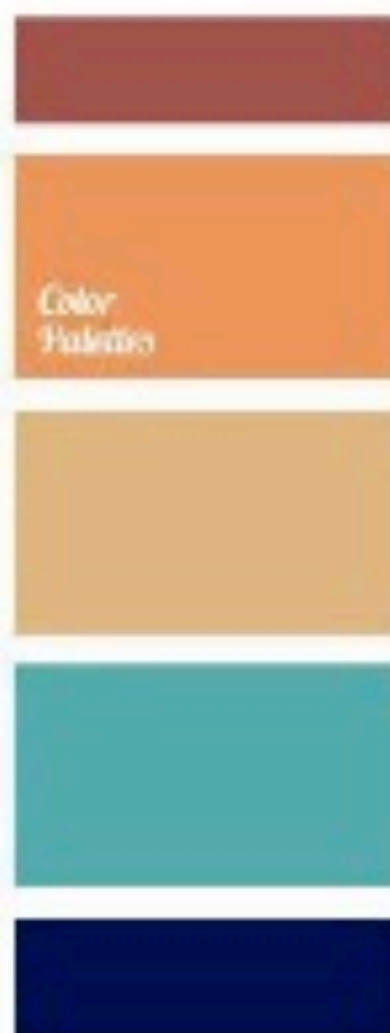




I'LL BE THERE FOR YOU  
when the rain starts to pour



NO ONE has ever  
become poor  
from giving



Color  
Palette



DONDE HAY  
AMOR,  
HAY VIDA

Alisa Guzman  
©2014



# Gordon Parks Archetype

How does the *Caregiver* measure up?

## Qualities

- Empathy
- Communication
- Consistency
- Patience
- Attentiveness
- Dependability
- Sound judgement
- Quick response
- Trust
- Compassion

## *Keep in mind...*

*Though the Caregiver's intentions are often meant with the best of intentions, she can sometimes **enable bad or weak behavior** in those she cares for.*

*Individually, **over-extending her energies** into those that would **take advantage of her** generosity can lead the Caregiver to become bitter, often **demanding acknowledgment** of her "sacrifices", and **guilt-tripping** those that aren't quick to sing her praises.*



Okay...Sooo...  
What's Next for  
**Gordon Parks  
Elementary School**

- GPES has been exploring ways to serve since day one (dyslexia, vision and hearing)
- The GP Way (1:12 ratio/Care Team/Responsive classroom) is a commitment to treating kids who've experienced twice as much trauma as other kids their age
- Your mission is to serve the cities neediest children. We can't change that. It's who you are and why you are all here.
- But we do need to evolve. For the brand. For the visionaries. For the school teachers and leadership. And most importantly for the students of Gordon Parks



# Gordon Parks Elementary **Belief System**

1. Early Education is the path to prosperity
2. Fostering community impact moves us all forward
3. We are committed to Social Justice
4. Progressive education develops the whole child
5. We have a winning model with forward momentum

*Creative and supportive partnerships driven by these shared goals and vision is the key to success*



Gordon Parks Brand Strategy v1.0

# Brand & Communication Strategies

Ideas and Recommendations

stratagiv



# Building Trust Through Transparency

- In order to be a brand that withstands the test of time, you must **over communicate with transparency** to your students, parents, teachers, volunteers and donors
- That means giving the **good with the bad**, but always with the spin of doing what's best to **care and educate** the students of Gordon Parks
- All of **your constituents want to build a rapport with you**, but there are too many obstacles (*who, how, when, etc.*)
- Trust that with all of the information at hand, **those that support your mission will make the right decision** and keep their kids enrolled, fund your cause or stay and help the mission along from the front lines



# Achieving Excellence **With Caring**

**Take Caring to the highest level:**  
Excellence

## **Giving the brand a boost**

- From “elementary school” to “something more”
- Command respect and distinction instantly

Gordon Parks

*Academy / University / Preparatory / Charter School*



# Creativity & the Caregiver: Why art matters



*“What is living in poverty if not constantly being creative?”*

## Expression through a Digital Arts Program

- Digital inclusion conversation
- Less than 5% of digital workforce is African American
- Photography (Digital)/Creative Writing/Video

## Put your stake in the ground:

One other arts integrated charter school (on probation)

## Reframe the conversation:

From “treating trauma” to “healing through the arts”

A new ask for funding

## Resources & Partners Abound

- Hyperlocal and citywide resources/experts
- For profit and not-for-profit collaborations



# Final Steps: **Phase I**

- Adapt Brand Roadmap based on feedback
- Finalize Value Proposition Statement
- Assemble Key Messaging Matrix
- Segment Donor Data
- Audit and Finalize Brand Asset List
- Develop Creative Brief for Phase II





## Thank you!

We've enjoyed this time of discovery and reflection with you and are excited to create something special along side you.

*Thank you for not only your business but continued trust and support to our professional growth & success.*

Sincerely,

*Herman, Tess, Tim & Kemet*