

Our Vision—
Ensuring It at Every Level

EXCELLENCE

F O R A L L

Improving student achievement at every level
Improving employee performance at every level

Inconsistent Communications at Every Level



2

Definition of a Brand

- ▶ **Promise** made to all audiences regarding the **unique** experience they have **whenever and however** they come into contact with the brand
- ▶ The brand become the **mark of trust** between the organization and its audiences
- ▶ A brand is a **relationship** that secures goodwill and future "business" by retaining customer loyalty

3

Supporting the Brand



4

Update on Brand Implementation

- ▶ Identity
- ▶ Customer Service

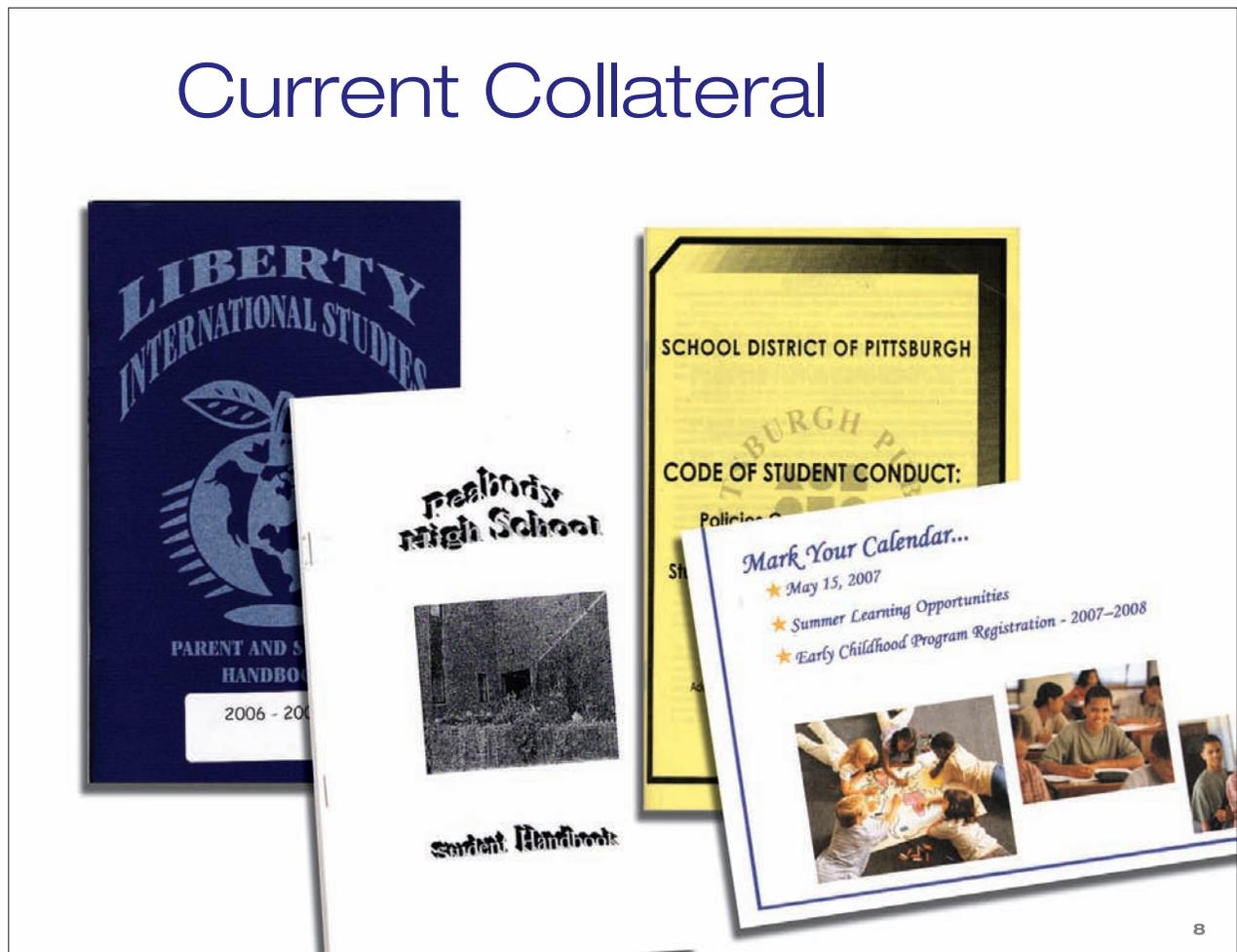
5

Current Identity

Current Stationery



Current Collateral



8

Current Naming

- ▶ School District of Pittsburgh
- ▶ Board of Education
- ▶ Pittsburgh Public Schools
- ▶ Allegheny Traditional Academy
- ▶ Pittsburgh Classical Academy
- ▶ Pittsburgh Montessori School
- ▶ Carmalt Accelerated Learning Academy
- ▶ Mifflin School K-8
- ▶ South Brook Middle School
- ▶ Westinghouse High School
- ▶ Conroy Education Center

9

Goals

- ▶ Solve consistency problem
- ▶ Move to next level of Excellence for All
- ▶ Maintain each schools individual identity
- ▶ Create a cohesive unit to compete effectively
- ▶ Eliminate time and money waste for schools/central office

10

Best Practices

- ▶ UPMC
- ▶ UPMC Shadyside
- ▶ UPMC Magee
- ▶ UPMC St. Margaret
- ▶ Pitt
- ▶ Pitt-Johnstown
- ▶ Pitt-Bradford
- ▶ Pitt-Greensburg
- ▶ Penn State
- ▶ Penn State Greater Allegheny
- ▶ Penn State Harrisburg
- ▶ Penn State Lehigh Valley

11

Best Practices

- ▶ Charlotte-Mecklenburg Schools
- ▶ Harrisburg School District
- ▶ Fox Chapel School District
- ▶ North Hills School District
- ▶ Wilkinsburg School District

12

Brand Name Program



13

More examples



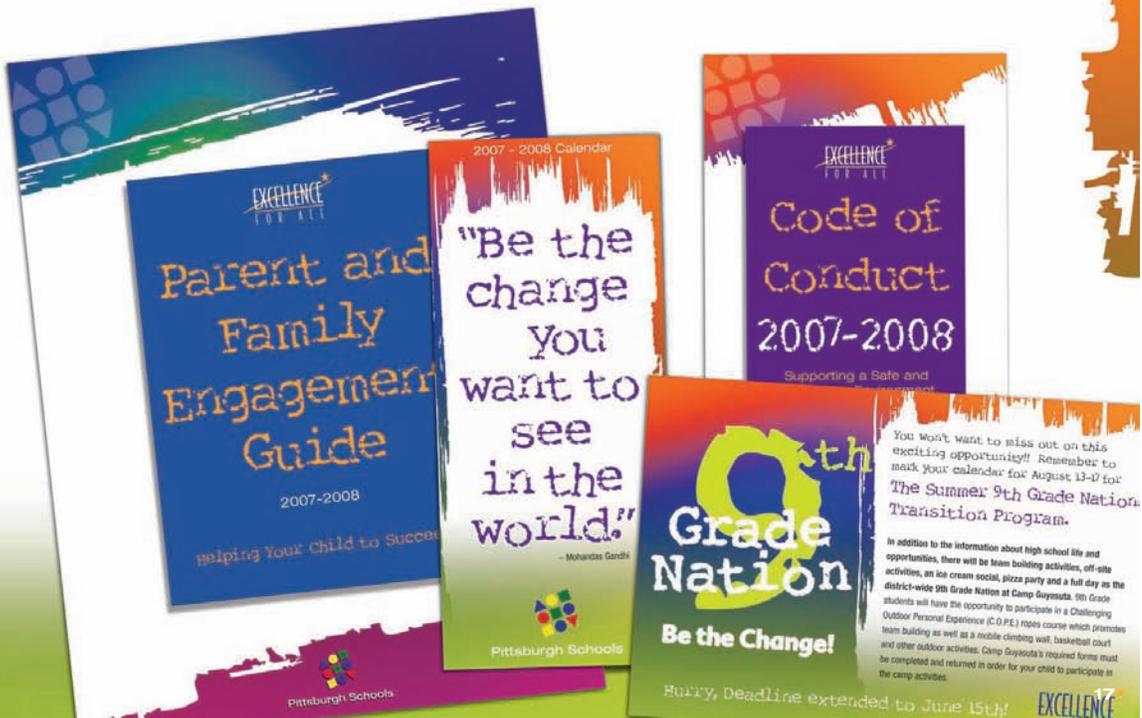
Stationery Package



Stationery Package



Other Brand Collateral



Customer Service

18

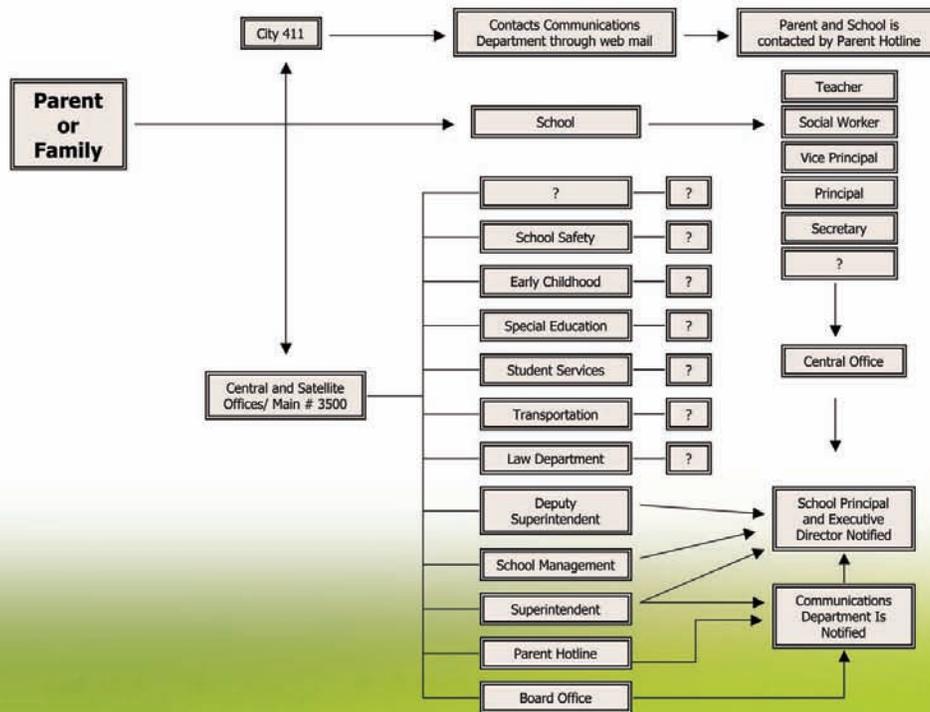
What do our Customers Want?

Communications and Interactions:

- ▶ Accurate
- ▶ Timely
- ▶ Professional
- ▶ Friendly
- ▶ Consistent

19

Where We Are Today



20

Research

- ▶ Parents
- ▶ Employees
- ▶ Other School Districts

21

Implementation Plan

Enhance and Standardize Communications:

- ▶ Align Website
- ▶ Implement Welcome Back to School Program
- ▶ Market Parent Hotline Number
- ▶ Standardize Communications Material

22

Implementation Plan

Improve and Streamline Procedures:

- ▶ Upgrade Parent Hotline
- ▶ Implement Standards and Business Rules
- ▶ Establish Complaint Process

23

Implementation Plan

Upgrade Technology:

- ▶ Channel family Phone calls
- ▶ Utilize Integrated Voice Response System
- ▶ Upgrade Emergency Parent Communications Tool

24

Implementation Plan

Increase Training:

- ▶ Enhance telephone training
- ▶ Increase training of Code of Conduct
- ▶ Incorporate Leadership/Mediation Training
- ▶ Provide Complaint Process Training

25

Budget

26

Feeding the brand



27