

Olentangy Schools Board of Education Recap

September 10, 2020

Olentangy Schools Branding Update

Chief Communications Officer Krista Davis shared an update on the district-wide branding project that has been ongoing over the last year and a half. This project began with establishing the district's brand identity, which is one of the 12 district strategic plan goals and an integral part of all four priorities of the strategic plan.

- Learning and Organizational Development: Olentangy has an established brand identity that positively guides all aspects of the learning and organizational experience
- Students and Stakeholders: Olentangy's brand identity establishes who we are and what is important to us as an organization, provides consistent messaging to students and stakeholders, and supports expanding the district's community engagement and relationships.
- Resource Stewardship: A brand licensing program will ensure we maximize investments and revenue, and protect our marks and identity.
- Internal Processes: By presenting who we are and what is important to us, it aligns with our culture of excellence and attracts new talent to our organization.



The first phase of this project was to establish our district brand identity, which launched in April 2019 giving Olentangy Schools our current logo and tagline, Flourish Here.



The next phase has been to develop and launch a refreshed brand identity for each building in our district, preschool through high school. Beginning at the elementary school level, the goal was to create an identity specific to each elementary school to build school pride, and allow students to identify and relate with their current school and not a future, potential school.

In forming the brand identities and mascots, brand project teams discussed culture characteristics, PBIS goals and behavior traits important to each elementary school, and selected animals and insects, using alliterations when possible, to represent these qualities. Olentangy's blue was used as the primary color, with additional colors added for individuality.

Each elementary school received a primary logo with school name, a secondary logo with mascot name, the mascot head and a brand guide. As the 2020-2021 school year has begun, the elementary schools have creatively revealed their new mascots and identities with their students.



The Middle School brand project is underway. Each middle school will retain the current mascot name and colors, but will receive a new visual identity, school logo, mascot and associated icons. Brand Project Teams requested student feedback on what the current mascots mean to them, and those unique images have impacted the first drafts of the new designs. The Brand Project Teams aim to unveil the refreshed mascots and brands this fall.

High schools will begin their branding work later this year, with larger brand committees to include athletics and the student voice.

Last, the district is finalizing a licensing program with a company that specializes in K-12 educational licensing. This will help the district administer royalty collections, process insurance and factory disclosures, assist with marketing and provide specialized legal guidance.

President's Report:

Board of Education President Mindy Patrick celebrated the successful opening of the 2020-2021 school year. She was also moved by the recent representation of the One Olentangy community

bond in the story of Olentangy Orange history teacher Christine Snivley donating a kidney to Olentangy Liberty math teacher Scott Davis, which has been highlighted in local news.

Superintendent's Report

Superintendent Mark Raiff echoed the positive sentiments to the successful start to school, and shared photos from orientation day, the first days of school for hybrid students, and of our Committed Distance Learners beginning the school year from home.

He also provided an update on Elementary School 16, which is in progress and planning to be completed for the 2021-2022 school year. The school is located off Peachblow Road, between 23 and Piatt Road, west of the railroad tracks.



The district's COVID-19 notification process is in progress, and we are notifying schools and classrooms when there is a positive case. Mr. Raiff shared that the [COVID-19 Data Dashboard](#) is available on Olentangy's district website and will be updated each Friday.

The USDA extended waivers that allow all students enrolled in Olentangy Schools to receive 1 free breakfast and 1 free lunch on each school day. This is available to everyone, including students learning at home. Students must select the full meal to receive it for free, otherwise it will be charged a la carte.

As a reminder, there is no school for students on September 21, as Olentangy staff will begin professional development course work surrounding anti-racism education and creating a sense of belonging.

Treasurer's Report

Treasurer Emily Hatfield provided an update regarding the CARES Act Broadband Connectivity Grant, that supports students learning at home with solutions to connectivity issues. Olentangy received \$137,082.57, and will move forward in processing these technology items.

Mrs. Hatfield also shared the projected increases for 2021 health insurance premiums. COVID-19 slowed down staff insurance claims, resulting in lower than expected costs for 2020. She is expecting only a 2.5% increase for medical insurance and a 6% increase for dental insurance for 2021.