



A Workbook for Marketing Your Pittsburgh Public School.



Students first
Always, in all ways.

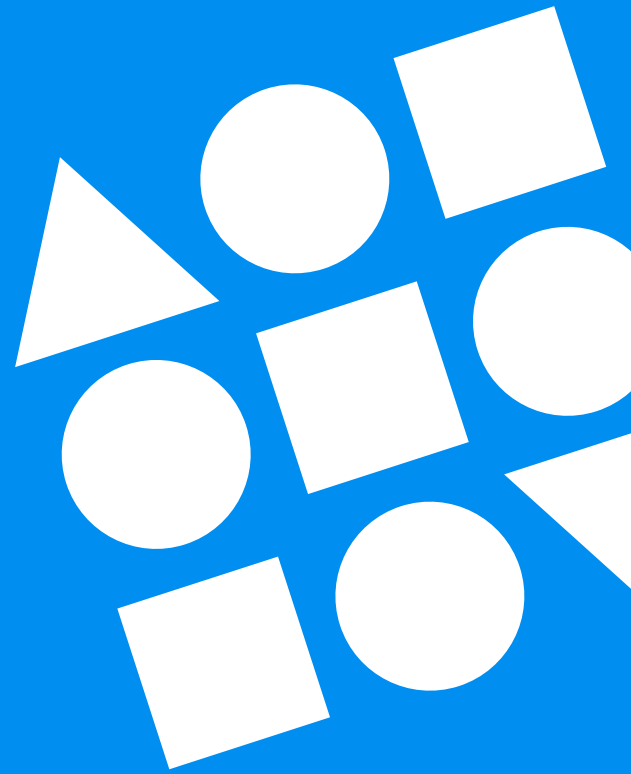


Why Market Your School?

You may feel that your school markets itself. But in fact, every school is defined by the perceptions, as well as the realities of its reputation.

In addition, every school in our District is challenged by charter, cyber and private schools. If you want to maintain your current student population and attract new students, you must be proactive by letting everyone know why you are proud of your school and how it differs from others.

You have a lot of great things going on in your building. You and your faculty and staff can create positive and accurate messaging about your school by connecting it to the PPS Brand.



Understanding the PPS Brand.

For several years, PPS has been promoting its brand, “Students first. Always, in all ways.” This message conveys the fact that Pittsburgh Public Schools is a student-centered organization, with a wide array of services, options and offerings that are tailored to the individual needs of each student. Whether the District is creating a new strategic plan, considering the future of its facilities, creating partnerships with local organizations or considering new curricula, every decision is determined by its mission to put students first.

On the following pages, you'll find suggestions and guidelines on how to connect your school with the PPS brand and incorporate your school's message into your school communications.



How Does Your School Put Students First?

Brainstorm Your Ideas Here.

Use the message map shown here to list specific examples that you could use to promote your school. For example, do you have unique programs that directly benefit students, such as IB or CTE programs? Do you partner with local universities or organizations that prepare students for college or career? Do you offer after-school academic support or mentoring programs for students?

When you've finished, send your responses to Ebony Pugh—epugh1@pghschools.org. We will use your feedback to create a simple marketing piece that you can use to showcase the unique attributes of your school to a variety of audiences, including your staff, existing and potential parents, and the general community.

These responses were completed by



NAME

TITLE

NAME OF SCHOOL

What are
your academic
points of pride?



How do you
help students
prepare for
their future?



What kind
of supports
do you offer?



How is your
community
involved?



Name 2-3
students who
you think
exemplify
your school.





To Stand Out, Get the Message Out!

1. Share the message that your school puts “Students first.”

■ Make your brand visible. Start by making good use of the marketing poster that we will create for you. Hang it inside and outside your building. Feature it when you participate in community events, ask permission to hang it in local churches, at the library, grocery store, community center or farmer’s market. In addition, create T-shirts and hats that relate to your brand. Give them away or sell them as part of your school spirit wear.

■ Talk about your brand at staff meetings and morning meetings with students. Consider a contest for students to create a poem or a rap about your school – give prizes such as T-shirts or a special place on a “Wall of Fame” that showcases ways that your school puts students first.

■ Incorporate the message into your school tours, flyers, and other parent communications.

2. Encourage parent engagement.

■ Send out regular parent communications, such as newsletters and email that clearly display your school brand. Invite parents to participate in different school events and make sure they know they are always welcome. In your regular newsletter, create a space that shows one way your school puts Students First.

■ Have a robust presence on social media – this is where many parents go for information. Use social media to announce events and to post positive news and interesting photos. If your school does not have a presence on social media, ask your staff if someone would be interested in creating one!

3. Share your message in your community.

■ Participate in community events – set up a booth where you can talk to existing or prospective families about all the good things going on in your school. Bring along a few students to showcase their talents, whether it’s the arts, the sciences, their volunteer efforts, or you-name-it.

■ Bring your energy and enthusiasm for your school and watch how that energy spreads!

Do's and Don'ts of School Marketing.

■ DO be consistent.

Use the same language to describe your school.
Encourage your staff and faculty to do the same.

■ DO be proactive.

Use every opportunity to showcase the good news
that's happening in your building.

■ DO be positive.

Look on the bright side, talk about positive changes
and ways to overcome challenges.

■ DO be professional.

Check for grammar and spelling errors and use high-quality photos.

■ DON'T rely on anyone else to tell your story.

Be the head cheerleader for your school.

■ DON'T over-exaggerate successes.

Tell it like it is, and people will associate honesty with your brand.

■ DON'T give up.

Building a brand takes patience, but the reward is great.



What is Your School's Marketing strategy?

List a few ways you will communicate how you put students first.

Next Steps

List important audiences you want to reach, such as parents and families, civic leaders, community influencers, etc.

Next Steps