



# Branding Your School Year

Dr. Laura Nelson & Corey Toenjes

# COMMUNITY BUILDERS

*In the age of distraction and discontent,*

*Community building is*

*THE moral and logistical imperative  
of the superindency and the communication  
program.*



# Presentation Objectives

- A. Provide tools to build community around your district's mission
- B. Provide examples of ways branding each school year can revitalize and refocus the district and the community around the mission



# Branding the School Year as Community Building Tool

## 1. Why

- a. Story of how it started
- b. How it supports our mission & creates new excitement around it.
- c. Unites people in the story of our year
- d. Freshens up the branding & creates opportunities

## 2. How

- a. Choosing the word & logo
- b. Roll Out (Opening Session, Commitment Card)
- c. Items that we brand
- d. Sustaining throughout the year



# Community within THIS room

- Introductions
- Commitment Card





# SCHOOL OF THE OSAGE

*Home of the Indians*

# Story of How It Started

- Student Data
- Year of Hope
- “Close the Circle”



# Supports Our Mission

- Ensure that the “Year Of” supports our mission.
- Any new initiative we bring to our staff, we build it around the mission.
- Allows for the opportunity to view the mission from new perspectives.





# Unites People in the Story of Our Year

- The Power of Words
- Build Opening Session around it
- Memory tied to the “Year of” rather than “18-19” “21-22”.
- Zeitgeist



It provides for an annual process to freshen up the branding and to introduce new ideas



# Choosing the Word & Logo

- “Year Of”- Staff, Student Leadership group, Coaches/Sponsors, Data, BOE
- Creates ownership and new ways to roll out the “Year Of”
- Meaning behind the logos.





**#OsageCultivates**

SCHOOL OF THE OSAGE | 21-22

YEAR OF  
**ENDURANCE**

SCHOOL OF THE OSAGE 2022-2023



*Year of*

**COMMITMENT**

*23-24*

# Opening Session

- Perfect opportunity to “Roll Out” the “Year of” to our staff
- Speakers, Skits, Staff Activities, Videos etc.
  - Inspiring, heartfelt, mixed with some humor





Year of  
**COMMITMENT**  
23 - 24

I, **MAKAYLA OTTO**, use my strengths  
**Strategic • Includer • Positivity • Developer • Belief**  
to equip learners for a lifetime of success by...

My Commitment to **1%** Better. Every. Day.

I will \_\_\_\_\_  
HABIT/BEHAVIOR

which will \_\_\_\_\_  
MISSION SPECIFIC RESULT

SIGNED: \_\_\_\_\_

## Staff Commitment Cards

- Filled out post-Opening Session
- Outside every staff member's classroom, office, etc
- Tied to their "Gallup Strengths"

# Book Study

NEW YORK TIMES BESTSELLER

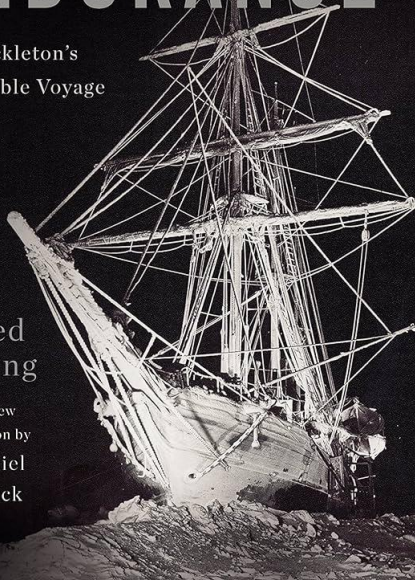
"One of the great adventure stories of our time."  
—*New York Times Book Review*

## ENDURANCE

Shackleton's  
Incredible Voyage

Alfred  
Lansing

With a new  
introduction by  
Nathaniel  
Philbrick



Tiny Changes,  
Remarkable Results

## Atomic Habits

An Easy & Proven Way to  
Build Good Habits & Break Bad Ones

James Clear

OVER  
15 MILLION  
COPIES  
SOLD

'A book for the bedside of every leader in the world'  
Robert Greene, author of *The 48 Laws of Power* and *Mastery*

## THE OBSTACLE IS THE WAY

The  
Ancient  
Art of  
Turning  
Adversity to  
Advantage

RYAN HOLIDAY



- T-Shirt (webstore for more “Year Of” apparel)
- Banners (one for each building)
- Decals
- Thank-You cards
- Bracelets
- Rally Towels
- Stanley Tumbler
- Slide Deck



YEAR OF  
**ENDURANCE**

SCHOOL OF THE OSAGE 2022-2023

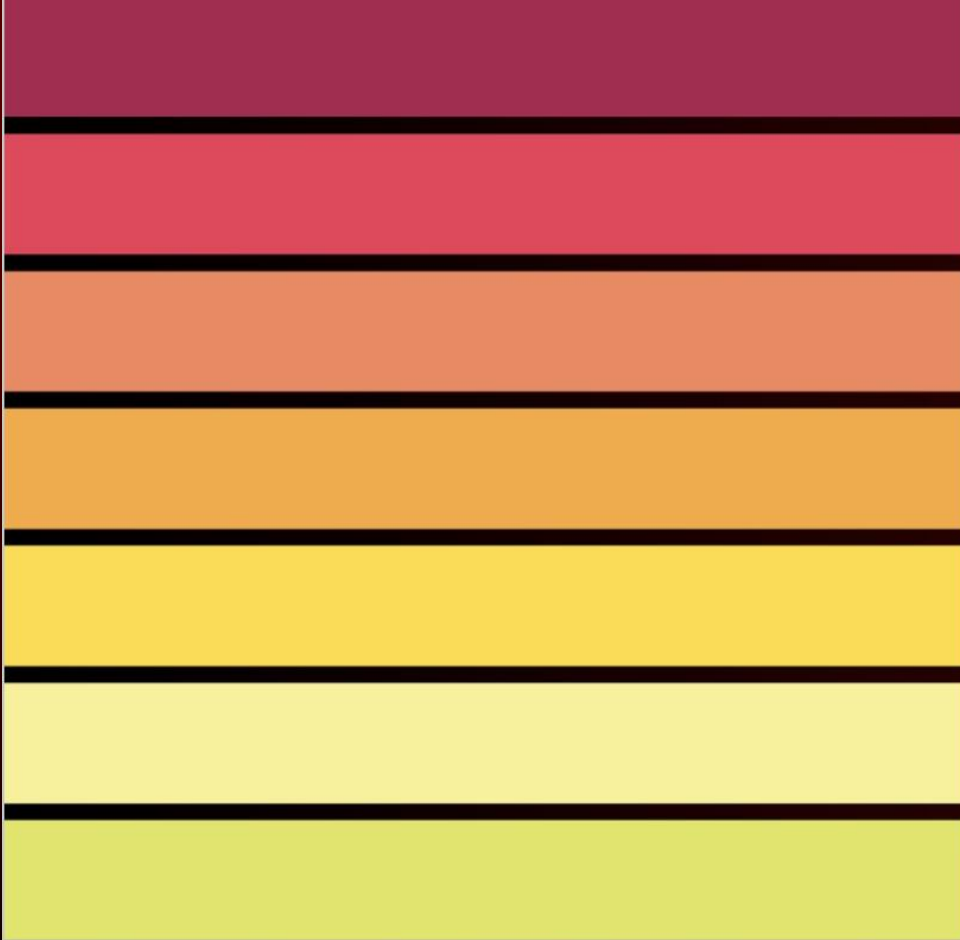


**SCHOOL OF THE OSAGE**

**2022-2023**

**YEAR OF  
ENDURANCE**





# Year *of* Cultivation

SCHOOL OF THE OSAGE | '21-'22

STRENGTH | OPPORTUNITY | TRADITION | INNOVATION



SCHOOL OF THE OSAGE | '21-'22

Year of Cultivation

# Sustaining Throughout the Year

- Use the logo & reference the “Year Of” in all of our newsletters, publications, etc.
- Superintendent references the “Year Of” in her weekly writings.
- Feature in our weekly newsletter.
- Videos
- Social Media



**Kristen O'Haro**



**Math Teacher  
High School**



## **I Will...**

monitor positive interactions with eight students per week and share these interactions with their parents/guardians.

## **Which Will...**

build a partnership with families to allow our students to meet their maximum potential.

- 
- ① Achiever
  - ② Analytical
  - ③ Focus
  - ④ Relator
  - ⑤ Learner

