

San Dieguito

Union High School District

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San Dieguito HS Academy
Sunset HS
Torrey Pines HS

SAN DIEGUITO UNION HIGH SCHOOL DISTRICT
BOARD OF TRUSTEES
SPECIAL WORKSHOP

COMMUNICATIONS UPDATE

AGENDA

THURSDAY, SEPTEMBER 20, 2007 DISTRICT OFFICE BOARD ROOM 101
4:00 PM 710 ENCINITAS BLVD., ENCINITAS, CA. 92024

A Special Workshop of the Governing Board of the San Dieguito Union High School District has been scheduled for Thursday, September 20, 2007.

INFORMATION ITEMS

1. Call to Order

2. Communications Update Rebecca Heyl, Heyl Communications

3. Adjournment

In compliance with the Americans with Disabilities Act, if you need special assistance, disability-related modifications, or accommodations, including auxiliary aids or services, in order to participate in the public meetings of the District's Governing Board, please FAX the office of the District Superintendent at (760) 943-3501. Notification 72 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accommodation and accessibility to this meeting. Upon request, the District shall also make available this agenda and all other public records associated with the meeting in appropriate alternative formats for persons with a disability.

San Dieguito Union High School District

Strategic Marketing Communications Plan
September 2007 - September 2008

Rebecca Heyl Communications

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Background

San Dieguito Union High School District

- Serves 7th through 12th grade students
- Communities of Encinitas, Solana Beach, Del Mar, Cardiff, Rancho Santa Fe and surrounding areas
- Covers 85 square miles
- Four high schools, four middle schools, a continuation high school, alternative school and adult education
- Currently more than 12,300 students attending district schools

Awards

- Newsweek's 2007 Top High Schools
 - San Dieguito, La Costa Canyon, Torrey Pines
 - CCA not listed because no graduating class yet
- CA Distinguished Schools
 - Carmel Valley, Diegueno, Earl Warren, La Costa Canyon, Oak Crest, San Dieguito Academy, Torrey Pines
- National Blue Ribbon Schools
 - Diegueno, Earl Warren, La Costa Canyon, Torrey Pines
- New American High School
 - Torrey Pines
- Awards of excellence have been given to individual schools in a variety of areas including sports, music, drama, yearbook, art, journalism and more.

Test Scores and Uniqueness

- All of the district's traditional schools score over 800 in the Academic Performance Index (API)
- A unique feature of this district is the concept of high school choice, where high school students are given an opportunity to select which of the district's four comprehensive high schools they would like to attend

Introduction

- Input for this Strategic Marketing Communications Plan
 - Participation of staff, board members, parents, teachers, students and community members at a four-hour Marketing Workshop held on May 7, 2007.
 - The session included a Force Field Analysis exploration of driving forces, restraining forces and branding issues that face San Dieguito Union High School District.

Marketing Communications Plan Outcomes

- Help area residents to identify the district as a 'whole district/one district' rather than specific neighborhoods and specific schools
- Help residents understand that students receive a private school education at public school cost
- Create talking points/messages for the district and its leadership
- Get messages out in an organized and consistent way
- Create/refine a communications calendar
- Better segment audiences beyond students, parents, etc.
- Create ways to connect/communicate with elementary schools and with parents of elementary school students directly

Marketing Communications Plan Outcomes (Cont'd.)

- Celebrate high school choice
- Create greater overall awareness
- Review our logo
- Create a boilerplate to use at the end of news releases
- Reach out to real estate market
- Define community & target audiences (70% w/o kids; 30% w/kids)
- Reach out to the business community
- Create staff buy-in and promotion of plan

Driving Forces

- Something for every student
 - Accelerated academics, foreign languages, sports or Career Technology courses
 - Offerings that can meet the interests of any student
- The innovative concept of high school choice
 - Prepares both parents and students for choosing a college or university
 - Extends the district's ability to fulfill each student's interests
- Academic excellence and rigor
 - New focus on Career Tech courses (21st century opportunities)

Driving Forces at a Glance

- Something for every student
- Academic achievement
- High school choice
- Career Tech education is available & accessible
- Award-winning schools
- Leadership (Board, Superintendent, etc.)
- Community and parent involvement

Restraining Forces

- Top restraining forces revolve around branding
 - Schools are better known than the district by our own community and others
- A unique selling proposition or brand platform has never been developed before and is needed now more than ever ...
 - To tie the district to the individual schools
 - To let area residents know exactly what's offered by the public school experience

Restraining Forces at a Glance

- Relevant audiences don't think in terms of district, but individual schools are known
- Need to become known as one of the best high school districts in the country
- Parents have incorrect information about class size, teachers, etc.
- Perception of private school education being better

Rebecca Heyl Communication Recommendations

- Develop a district branding campaign
 - Enlist the participation of individual schools
- Create and adopt a brand strategy for the district
 - Become a 'branded house' instead of a 'house of brands'
- Develop, adopt and consistently communicate the district's brand position
 - Develop and adopt a brand position
 - Develop brand evidence/facts to back it up
- Draft and adopt key messages to supplement the district's branding
 - Develop distinct messages

Rebecca Heyl Communication Recommendations (Cont'd.)

- Develop a logo and slogan relating to the brand position
 - Create a district logo with a 'family look' that reflects the brand position
 - Create a district slogan
- Introduce brand position, slogan and messages to target audiences
 - Provide a laminated business card with the brand position and key messages for internal audiences
 - Role-play with the brand position and key messages to get everyone comfortable talking about them
 - Select a gatekeeper to enforce usage

Rebecca Heyl Communication Recommendations (Cont'd.)

- When communicating the new brand message, start with 'internal' audiences first
 - Parents and Students
 - Schools (All staff)
 - Feeder Districts
 - Business, Community and Local Government
- Communicate the brand through existing and newly developed collateral materials
 - Communicate brand and messages on website, newsletters, speeches, etc.
- Communicate the new brand, messages (logo and slogan) to internal audiences at least six times during the course of the year

Overall Goal

- To increase positive awareness, visibility and favorability of the San Dieguito Union High School District by its target audiences.

Internal Target Audiences

- School Board/District Staff
- SDUHSD Parents
- SDUHSD Students
- SDUHSD Schools/Staffs
- SDUHSD 'Feeder Districts'

External Target Audiences

- Business Community
- Real Estate
- Local Government

Positioning Statement

- **Separate** and clearly distinguish you from private schools and other districts
- **Be real** and based on actual attributes
- **Be desirable** to your audiences
- **Be unique and difficult for the competition to duplicate**, without drawing reference to you

The award-winning San Dieguito Union High School District is one of the nation's finest high school districts because it offers a wealth of academic and extracurricular opportunities in which its students can engage and excel.

Positioning Statement

- Promises
 - Award-winning
 - One of nation's finest
 - Offers a wealth of academic opportunities
 - Offers a wealth of extracurricular opportunities
 - Students can engage and excel in district
- Core elements
 - Top-notch
 - Academic achievement
 - Student involvement in extracurricular activities
 - Success in college and beyond

Positioning Statement

- Reasons to believe:
 - Newsweek's Top High Schools, Blue Ribbon Schools, Distinguished Schools
 - API statistics/AP data, SAT/ACT Scores, CAHSEE pass rates
 - Comprehensive opportunities (athletics, extracurricular activities, etc.)
 - Career Tech education
 - High School choice
 - Statistics on # or % of students going to college, receiving scholarships, etc.

Positioning Statement

- Messages
 - The San Dieguito Union High School District has *something for every student* with hundreds of athletic and extracurricular activities for middle and high school students
 - The district has a *track record of academic achievement*
 - SDUHSD students have *exceptional acceptance rates* at colleges and universities throughout the nation

Objectives and Tactics

Key Result Areas #1 - #6

1. Brand Strategy & Development

- Determine 'Branded House' language, i.e. 'Torrey Pines High School, a proud member of the San Dieguito Union High School District'
- Refine and formally adopt new brand position
- Audit schools for academic and extracurricular opportunities (statistics) to put in brand evidence and messages (Could this be found in WASC accreditation?)
- Develop additional brand evidence (specific awards, district ranking**, etc.)
- Refine messages
- Develop talking points for brand positioning
- Create news release boilerplate
- Create logo and slogan

2. Brand Training & Incorporation For Internal Audiences

- Identify gatekeeper/guardian of brand
- Create laminated cards for specific internal audiences
- Role play with specific internal audiences

3. Brand Delivery & Communication

- Communicate the Brand to Mass Audiences including Parents & Students
 - Website
 - Newsletters and News Releases
 - Revamped Signage on Buildings
- SDUHSD Schools/Staffs
 - Websites
 - Partner with schools to help with promotion the brand
- SDUHSD 'Feeder Districts' including Parents
 - Websites
 - Principal/Teacher meetings/Open forums
 - Parent letters and tours
 - PTA presentations
- Real Estate, Business Community & Chambers of Commerce
 - Letter
 - Data sheet about district to give to prospective buyers
 - Websites
- Local Government
 - Meetings, tours

4. Publicity and Advertising

- Refine communications calendar
- Promote activities, etc. that promote the brand, such as:
 - Career Tech
 - Gate & Special Ed
 - Kids that start businesses
 - Academic, athletic, extracurricular accolades
- Board Officer News Releases

5. Community Relations

- Create 3-4 minute video about the district
- Seek volunteer to develop and present statistics about district and real estate values
- Create a speakers' bureau (including talking points)
 - Develop process for developing speaking engagements

6. Evaluation

- Review plan at six months
- Redevelop plan at one year

Q & A

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