



Got Brand?

*What You Need to Know About Creating
a Distinctive Identity for Your District*

Mary M. Quinn
Executive Director, Nassau BOCES
October 16, 2009

Today's plan

Purpose – To promote common understanding of branding as an asset that should be managed

Outcome – To empower you to define your district's brand

Common agreement

Delete the "L" word

Acknowledge that branding is everyone's responsibility



Let's start with you

"Brand" loyal?

Favorite product/service? Why?

Challenge – How to align those feelings with your district's products and services?

What is it?

Branding is the sum of all of your constituents' perceptions

Why branding?

Acknowledged or not, every organization has a brand – an identity, a name and a reputation

Most recognize the importance of brands, few can claim a great one



Why branding?

Brands are valuable assets (Coke)

Create recognition and loyalty
strong enough to overcome
competition and price differentiation
(Nike)

Why brand public education?

Public education is not a commodity

ABC School = XYZ School

Why now?

Never been harder to “sell” public schools

Funding for education is under siege:

Budgets stagnate or show minimal growth every year;
educators are expected to do more with less

Increased number of mandated programs leave fewer dollars
available for new programs or services

Tremendous pressure for financial transparency

Ditto accountability at all levels – classrooms and board
rooms

Dealing with a public that is increasingly critical and often
disengaged



World's best brand

Worth \$67 billion

Coke
Trade mark ©



Coke
 CLASSIC

diet Coke



Best of nonprofit brands

Habitat for Humanity

Underwent a brand valuation study

Found its brand = \$1.8 billion,
 which is equivalent to Starbucks

Best brand in education

Harvard University

"As Harvard prepares to confer degrees on yet another batch of graduates, academic experts scratch their heads at how this institution maintains its reputational dominance in an era of academic parity.

But a marketer would understand the Harvard aura in a nanosecond: It's the ultimate brand, at least in the academic world."



USA Today
 June 6, 2005



Branding snafus

Even well-established organizations struggle with brand management

Chevrolet Nova

Crystal Pepsi

Classic/New Coke

Tropicana orange juice

Brand rationale

Gives a reason to believe

A non-profit brand must support its mission with "truth and proof"

Builds loyalty

Strong brands can change behavior – making it less likely that constituents will turn to others

Three P's of branding

Promise – Single, most compelling point that defines your district

Personality – Attributes that capture your district's spirit and help to differentiate it

Performance – Deliverables your district is held accountable for and measured against



#1 Brand promise

4-wheel drive Subaru wagon
Cold can of Coca Cola
Optimum Online connection
"Puppy promise"

Your brand promise?

According to NSBA, your promise is:

"First and foremost" to the education of students

To advocate for the community when decisions are made about students' educations

To set the standard for student achievement

To be the education watchdog, ensuring that taxpayers get the most for their tax dollars

#2 Brand personality

Brands come alive at every point of interaction

Brands survive based on the degree of support from their "ambassadors"

Extinct brands? Lost market share because people didn't love them enough to fight for them



Your brand personality?

What's your view of the world?

Approach to education?

Approach to hiring, firing, decision making?

Approach to "customer service?"

How do you develop your relationships?

Employees, board, students, parents,
community members, legislators, media,
others

#3 Brand performance

Daily performance
+
Perceived added value
=
Support for your district

Your brand performance?

Accountability for all actions and
activities

Employees and board

Instructional programs and services

Instructional outcomes

Communications and marketing

Buildings and grounds

Perceptions are reality



Brands are value driven

Which values are so inherent in your district that – if they disappeared – your district would cease to exist as it is today?

Brand aspiration

Describes your organization to your most important audiences on your best day

Building your district's brand

Define your target audiences

- Determine who you serve
- Find out who cares
- Engage them

Define your role

- What are we here to do...really?
- Mission and vision statements are critical



Building your district's brand

Define what makes your district unique

- How are you different?
- How do you add value?

Define your "benefits"

- What do constituents get from you?
- Why should they care?
- Why does it matter?

Building your district's brand

Claim your district's personality

- Define how you want to be seen
- Leverage your relationships

Create support for your brand

- Why believe in you?
- Why believe what you say?
- Identify credible "brand assets"

Uniquely positioned to lead

Leverage goodwill and support for education

More than 50% of respondents gave their local public schools A's and B's, the highest scores in the 41-year history of the poll*

*Phi Delta Kappa/Gallup poll of Public Attitudes Toward Public Schools, 2009



Uniquely positioned to lead

Closer to your constituents than most companies will ever be to theirs

Corporations spend billions of dollars each year on brands that have a fraction of the attributes that your district offers every day

Brand positioning platform

Positioning Statement				Personality	Support
Target	Role	Differentiation	Benefit		
Who cares? Who do we serve?	What do we do?	What makes us unique? Better? Different?	Why should they care? Why does it matter?	How do we behave? How do we leverage our assets – staff? Board? Community supporters?	Why should people believe what we say? Why should they believe in us?

Got Brand?

Mary M. Quinn
 Executive Director
 Communications & Agency Planning
 Nassau BOCES
 71 Clinton Road
 Garden City, NY 11530
 516-396-2208
 mquinn@mail.nasbooces.org
