





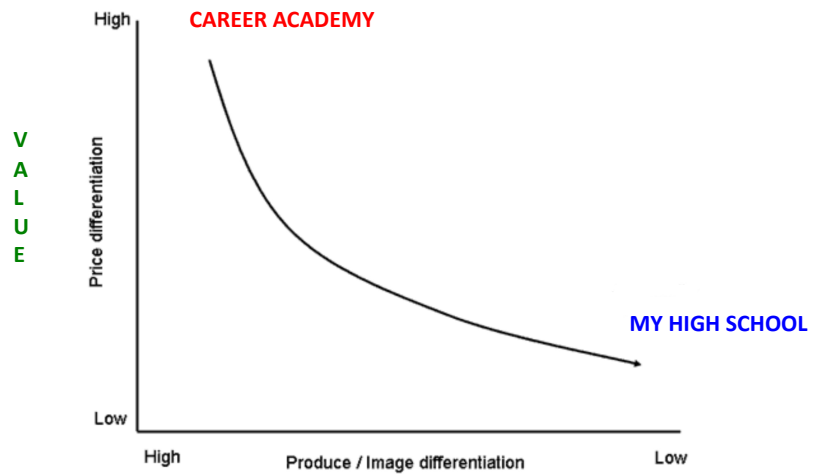
**Building a Strong
Career Academy Brand**

BUSINESS STRATEGIC MODELS

<p>Mission</p>  <p>Vision</p> <p>Value</p> <p>Internal Focus</p>	<p>BRAND PROMISE</p>  <p>BENEFITS</p> <p>MISSION</p> <p>Customer Focused</p>
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Why is Brand Promise
and the strategy behind
it such a big deal?

Why do we need to
know about it?



The Super Fantastic Team

Jay Steele, Assistant Superintendent of Schools
Starr Herrman, Director of Smaller Learning Communities
Marc Hill, Chief Ed Officer, NACC
Nicolle Mashburn, Communications, MNPS
Terri Patton, Parent
Jennifer Gatlin, Teacher, MNPS
Natalie Lurry, Principal, MNPS
Aimee Wyatt, Principal, MNPS
Connie Williams, Pencil
Sydney Rogers, Alignment Nashville

AND.....TLG



Career Academy
Brand Promise

To Consider

- Brand Promise must reflect **functional** and **emotional** benefit
- Your promise should be **aspirational**
- You should reasonably be able to **deliver** on your promise

Career Academy Key Attributes

Functional

- Lots of Choice
- Learning the Why
- Exposure to Real World
- “In” – Synched – Networked
- Flexible
- Modern
- Technology
- Quality
- College-Prep
- Successful

Emotional

- Home Away From Home
- Respect
- Safe
- Nurturing Environment
- Fun & Interesting
- Exposure to Real World Experiences
- Stand On My Own
- Web of Support
- Relationships

What is our Personality?

Cool Place
Pride
Happening
Collegiate Base
High Quality
Dynamic
Communal
Playfulness
Engagement



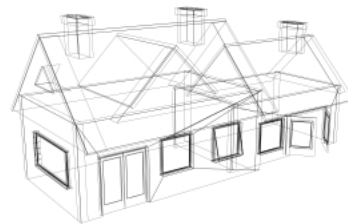
At my academy I choose to learn in an innovative community where I belong, I'm engaged and I am prepared for college, career and the real world.

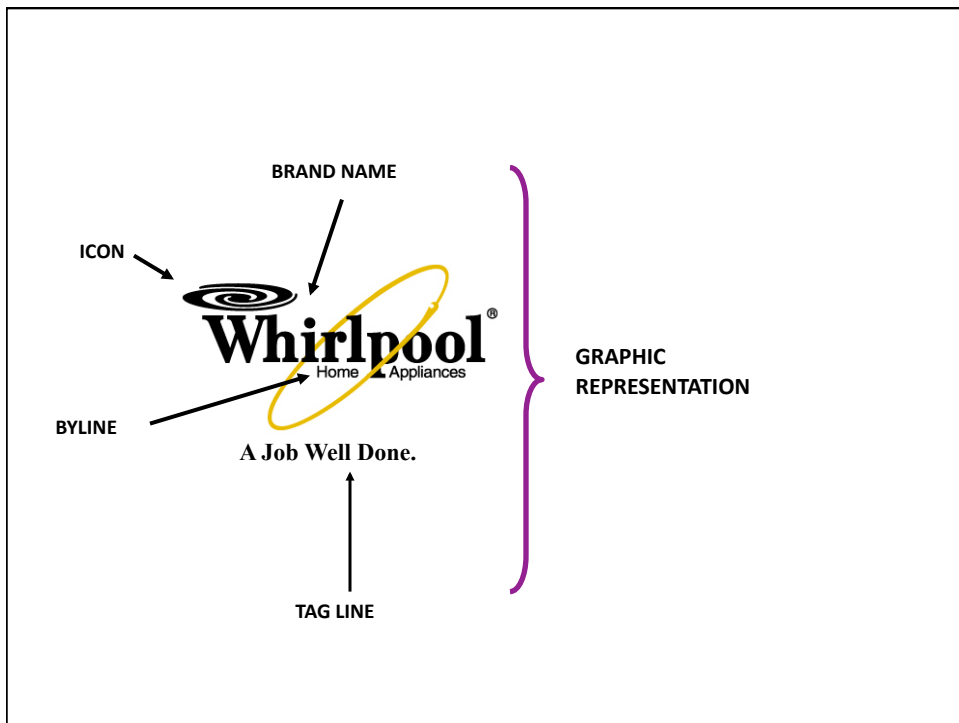
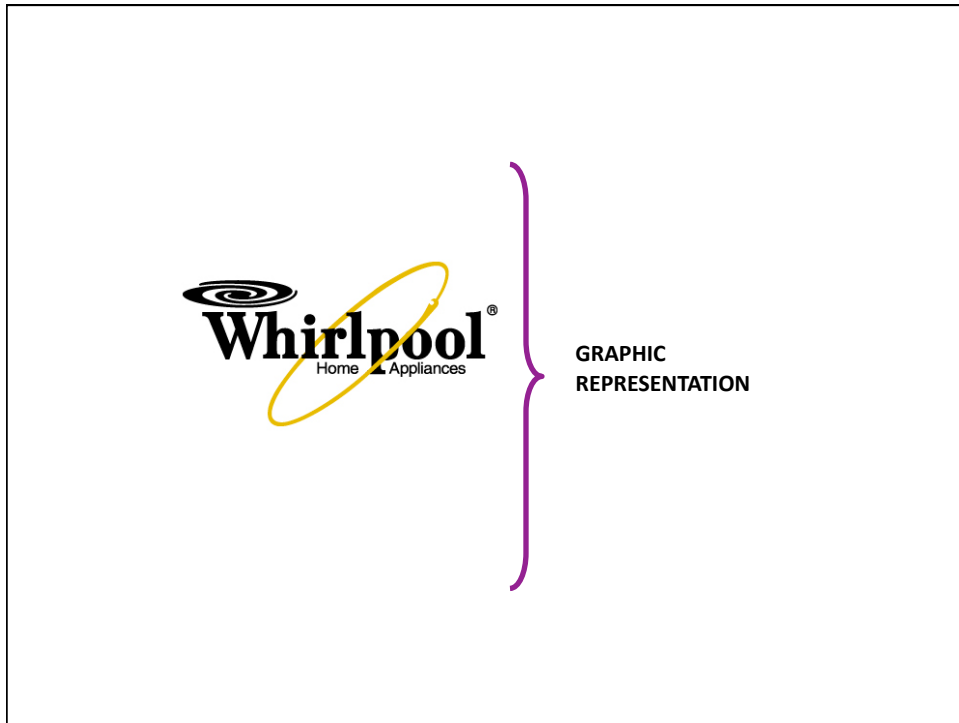
Brand Promise Element	At my academy I choose to learn in an innovative community	where I belong, I'm engaged, and I am prepared	for college, career and the real world.
Career Academy Attribute	<ul style="list-style-type: none"> • Lots of choice • Flexible • Learning the why • "In"-synched-networked • Modern • Technology • Quality 	<ul style="list-style-type: none"> • Home away from home • Respect • Safe • Nurturing environment • Fun & Interesting 	<ul style="list-style-type: none"> • Real world experience • Stand on my own • Successful • College Prep • Exposure to real world experiences



The Brand Architecture

- Purpose
 - Create architectural building blocks for the brand communications
- Process
 - Develop:
 - The Brand Name
 - Graphic Representation
 - Byline
 - Tagline
 - Brand story and messages
- Results
 - Ensures that all brand messages are consistent with “what the brand stands for” and the desired perceptions

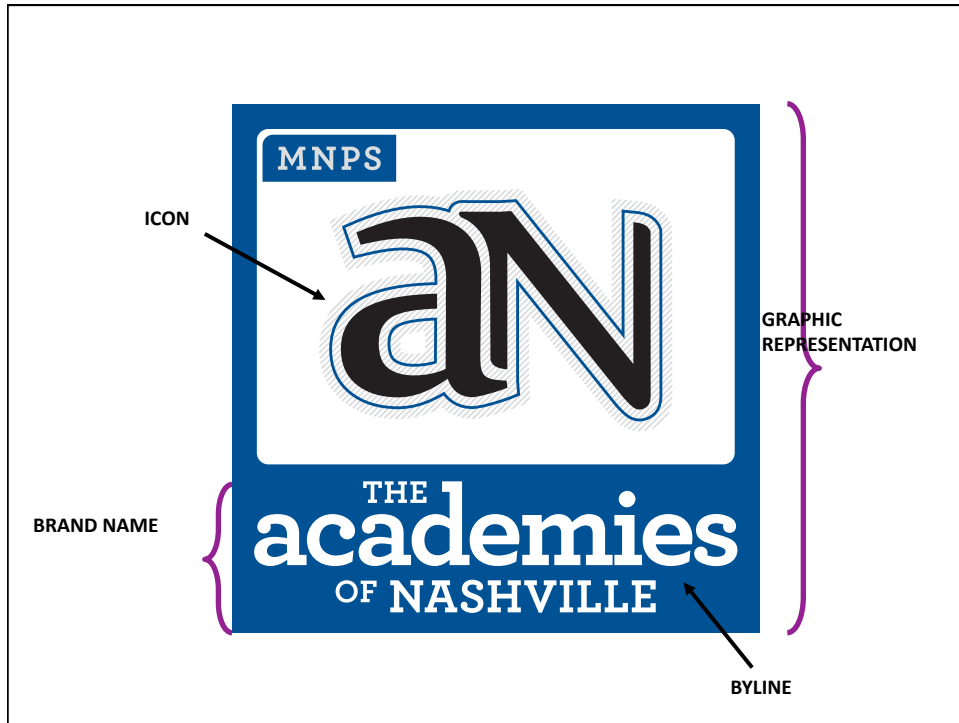


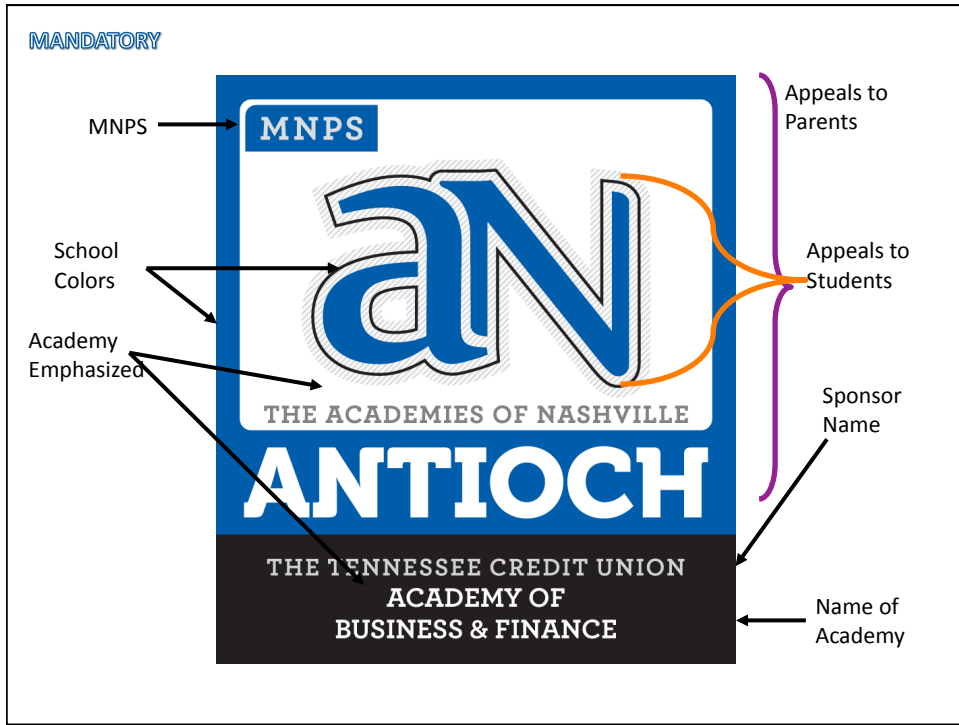


Considerations for Career Academy

- Develop:
 - The Brand Name
 - Graphic Representation
 - Byline
 - Tagline
- Mandatory:
 - Include “MNPS”
 - Emphasize “Academy”
 - Name of Academy
 - School Colors
 - Sponsor Name
 - Work with MNPS marks
 - Appeal to Parents & Students

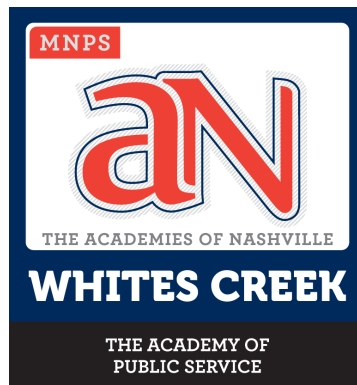






Tag Line

- The “tagline” position in brand architecture is the expressive line used to dramatize the brands emotional & functional benefits. It should convey how you will feel about the brand.
- Great tag lines are simple, elegant, clever, positive, original, and believable.
- They are also competitive, strategically focused, and benefit oriented—conveying the essence of the promise.



MY FUTURE. MY WAY.

