STEPPING IT UP
ELEVATING THE DISTRICT BRAND

CORGAN
ARCHITECTURE | INTERIOR DESIGN | CORGAN.COM

INTRODUCTIONS
MEET THE SPEAKERS

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Grand Prairie ISD
WHAT DOES IT MEAN?

BRANDING = MESSAGING

If we took off all the identity signage and logos, what can we learn about the district?

What message is integrated within your district?
MISSION STATEMENT

Description of what you do from an INTERNAL perspective

BRANDING

EXTERNALLY FOCUSED – crafted to hold you accountable for delivering a consistent experience

WHY FOCUS ON BRAND? 02
WHY FOCUS ON BRAND?

KEY COMPONENTS

- INCREASED COMPETITION FOR STUDENTS
- ATTRACT QUALITY STAFF
- STUDENT RETENTION AND ATTRACTION
- INCREASED STUDENT ENGAGEMENT
- FOSTER INNOVATION
- COMMUNITY BUY-IN

“In an era of expanded educational freedom, families must now be treated as customers with choices and not as captive audiences.”

– MacKinac Center for Public Policy
INCREASED COMPETITION FOR STUDENTS
DEVELOPING AND ELEVATING A BRAND

HOW TO:
DEVELOP AND ELEVATE A BRAND

• Embrace marketing mindset
• Build on district branding and communications
• Identification of your target market and message
  • Parent focus groups
    What are the highest aspirations within the community?
• Empower staff and faculty – creating brand ambassadors
• Improve the user experience

WHAT IS IMPORTANT TO YOUR DISTRICT?
ENVIROMENTAL DESIGN AND BRAND SUCCESS

- Align the message of the architecture with the message of the district and the school.
- Foster pride
- Allow space for innovation to occur.
- Get noticed!
COMMUNITY CONNECTION

GRAND PRAIRIE ISD
In 2007 Grand Prairie ISD faced $15M in budget cuts and declining student enrollment. That’s when the district decided to reinvent itself. It got creative and formed a choice task force made up of parents, students, staff and members of the community.
Once upon a time _______. Everyday, _______. One day _______. Because of that, _______. Because of that, _______. Until finally, _______.

TO SELL IS HUMAN
THE SURPRISING TRUTH ABOUT MOVING OTHERS

CREATIVITY, INC.
OVERCOMING THE UNSEEN FORCES THAT STAND IN THE WAY OF TRUE INSPIRATION
ED CATMULL
President of Pixar Animation and Disney Animation
WITH ART WALLACE
The district will refine and expand activities for building college-bound and workforce ready students with strong characters, ethics and integrity. The Superintendent will continue to work with staff to expand additional schools and programs of choice.
FREE COLLEGE TUITION
Dallas County Promise

SHOWCASE
Schools and Programs of Choice Expo
STEAMposium
CTE Signing Day

20+
Schools of Choice

2016
District of Innovation by TEA

15+
Programs of Choice
Reserve your future at the

**GPISD EXPERIENCE**

Saturday, November 12 | 9:00 a.m. – 2:00 p.m.
Dubiski Career High School
2990 S. Hwy 161 | Grand Prairie, TX 75052

www.GPISD.org/experience
EXCELLENCE

EXCELLENCE

ELEVATED STUDENT PERFORMANCE
HIGH QUALITY TEACHERS
INCREASED ENROLLMENT

AWARDS
2017 H-E-B Excellence in Education Award
2017 Best Communities for Music Education
8th Annual AP District Honor Roll Recipient
23 Schools Received a total of 78 Distinctions
“Grand Prairie ISD is an open enrollment school district that allows parents to choose the school that’s best for their children, and the results show substantial improvement in student achievement.

Grand Prairie ISD’s graduation rates improved dramatically over seven years with 20 percent point gains among Hispanic, African-American and economically disadvantaged students.”
GARNER FINE ARTS ACADEMY
Local News

Grand Prairie reinvents grade school as fine arts academy
LORENZO DE ZAVALA ENVIRONMENTAL SCIENCE ACADEMY
GRAND PRAIRIE HIGH SCHOOL
QUESTIONS?

THANK YOU