Town gets bold!
Internal Evolution & Branding

Tony Featherston, Head of School
Jodie Wilkerson, Director of Communications
Who are we? What is our brand?
(not quite the same answer to both questions)

A brand is the personification of a product, service, or even a whole organization.

Your brand should tell people:
• **who** you are,
• **what** you think,
• and **why** you do what you do.
Asking good questions:

- Fiscal health?
- School aligned?
- Admin team invested?
- Open to change?
- Community invested?
- What problem(s) do you need to solve?
- How much work do you want to do?
Why branding? Why now?

Timing — had been over 10 years since last branding work.

Need for improved messaging and alignment.

Changes in the market.

Strategic communications AND Board priority.
Previous collateral

- Logo
- Primary color scheme
- Secondary colors
- Typeface
- Illustration style

- Magazine
- Leaflet
- Curriculum guide & continuing to lead brochure
- Brochure
Previous website
What had changed in 10+ years?

- Digital vs. print.
- Habits of applying parents.
- Increased competition.
- Less is more (words!).
- People don’t read, and people don’t listen. :)
Strategic work alignment.

100th anniversary 2013

Strategic Vision 2014

New hires/positions 2014

Re-accreditation 2014-15

Branding 2015-16
Where to double-down, and where to evolve?
Process!
(Town is serious about process.)
What did we need from a creative agency?

- Support for our small staff.
- Outside perspective.
- Understanding of educational process.
- Big ideas!
- Engaging, inspiring, authentic, sustainable outcomes.
What was most important to us about aruliden’s model?

Also, why the name?

Steps to Design Thinking

1. DEFINE THE OPPORTUNITY
2. RESEARCH
3. ANALYZE & REDEFINE
4. IDEATE
5. PROTOTYPE
6. REFINE
7. (REPEAT AS NEEDED)
8. CHOOSE
9. IMPLEMENT

THE TEAMS

Team 1: Tony, Bill, Melissa
Team 2: Jodie, Tamara, Katherine
Team 3: Odette, Linda, Grant
Team 4: Heather, David, Wendy
Asking good questions to design our process.

How can we get at the essential truths about Town?
We got crafty (collaging)!
Design Thinking workshops with Faculty, Core Committee, & Board
How can we best ensure community buy-in?

Faculty  
Staff  
Parents  
Alumni/ae  
Board voices in discovery.

Early previews for faculty, staff and Board.
Preview for parents pre-launch.
New messaging...
What discovery did we need?

- **Read:** all print and digital.
- **Look:** tour as prospective parents.
- **Listen:** interviews with core committee; workshops with stakeholders.
- **Research:** education market trends. Conduct deep dive conversations with curated constituency samples.

We have a great story to tell! We needed to tell it more BOLDY.
When did it all come together?

By August 2016, almost exactly a year later...

• Brand identity finalized.
• Redesigned print and digital collateral in place.
• Gym painted!
• Trademark applications submitted.
Town.
Joy with purpose.™
The Town School
Discover your child’s potential.
Learn more at thetownschool.org

Surroundings.
We believe that moral development and awareness are critical components to our students’ success. Self-Others-Surroundings (S.O.S.) is the ethical code infused in everyday life at Town.

Joy with purpose.

The Town School
540 East 76th Street
New York, NY 10021
212 288 4383
info@thetownschool.org
thetownschool.org

S.
Self.

O.
Others.
Treat others the way you want to be treated. Be respectful. Be inclusive. Be helpful. Treat others fairly.

S.
Surroundings.

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S.
Empowering students to create the future they desire.
Quick Reference Numbers and Emails

Front Desk: 212-288-4383

Sports Hotline: 917-432-3090

School Nurse: 917-432-3086

Emails:
- General Town questions/assistance: FrontOffice@townschool.org
- Student late or missing school for illness or other reason: Attendance@townschool.org
- Questions or comments about TownToday: Jodie Wilkerson, Director of Communications

Next Week at Town (copy of most recent email)

Next Week at Town 9/19 - 9/23 (B Week)
Sent On: September 18, 2016

Back to School Info August 2016

For All Parents

From the Health Office

For Nursery - Kindergarten Parents
Dear Susan,


Sincerely,

Jodie Wilkerson
Why is diversity important to The Town School?

The Town School is committed to educational equity and diversity. We believe that a diverse community is essential for the preparation of our students for the global society of the future. A diverse school ensures that students have the right amount of intellectual stimulation, play partners, and support. It prepares students for their world.

Inquiry.

Our Lower School students use the City as classroom. They make inquiries through teacher-guided research and hands-on activities. In the art classroom, all the time treating them as artists. Literacy and learning specialists collaborate with classroom teachers to create meaningful and engaging learning environments.

Beginning in the 5th grade, the program focuses on projects that explore issues of diversity, equity, and social justice. Our high academic goals by incorporating the arts (taught by specialists). With two plays — with significant student input — Divisional talent shows and grade level community action projects. Our city and nation become more diverse with each passing day. It prepares students for their world.

Town's Upper School combines a thoughtful, rigorous curriculum and a supportive faculty in an environment that encourages students to think critically, read with care, write with conviction and apply their knowledge to new challenges.

Town's Upper School students are thoughtful, open-minded, and confident citizens.

Our goal of our N–8 model is for students to understand who they are as learners and emotional well-being of the student. They also set the tone for joint community service projects.

We wish you close and supportive community.

In the Lower School, the chance to welcome a new student to talk about the world outside the classroom, all the time treating them as artists.

Being new in Upper School.

Several parent meetings take place throughout this process, our admissions office, and conversations with high school erasers in their areas of expertise. We support them.

Beginning in 2016 and 2017, the 5th grade has raised $20,000 for the swimteam. The swimmers are monitored carefully and provided with their variability.

Our students go on school visits and interviews, and we share is based on authentic experience and considering the student's interests and preferred learning style, as well as what we are a community that different perspectives and an environment that encourages students to think critically, read with care, write with conviction and apply their knowledge to new challenges.

JOY

Town.
How can we get our community excited?
How are we measuring success?
We still love good questions.

Joy with purpose.™

Our branding sets up the conversations we want to have, and helps us answer the big questions.
What did we learn?

- Be helpful!
- Examine scope of work to ID stress points.
- End goal is to ‘get the inside out.’
- Be boldly authentic.
- Print is not dead.
- Work towards sustainable outcomes.
Continuing work.

Word of mouth marketing.

Better communicating program to parents.

Maintaining brand integrity.
Keeping the team together.
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Town.
Questions?
Joy with purpose.™

Town.