

**To:** Dr. Charles Johns  
Board of Education

**From:** Ms. Carol L. Smith

**Date:** Monday, September 12, 2022

**Re:** Branding and Marketing Proposal

**Recommendation**

It is recommended that the Board of Education approve the CESO Communications Brand Clarification and Marketing Proposal for \$30,000.

**Background**

As part of our ongoing efforts to enhance communication in District 225 ([Board Policy 9300 - Communications](#)), Dr. Johns and Ms. Smith met with representatives from CESO Communications in July to discuss how a brand clarification process fits into our overall communications strategy. The brand clarification process will help District 225:

- Identify who we are,
- What we believe,
- How we live our beliefs, and
- What we offer our families as an organization.

The process will elicit already-held perceptions about the district so we can focus on those we want to enhance, strengthen, and further clarify. In addition, the process will provide us with language for more focused communication and messaging.

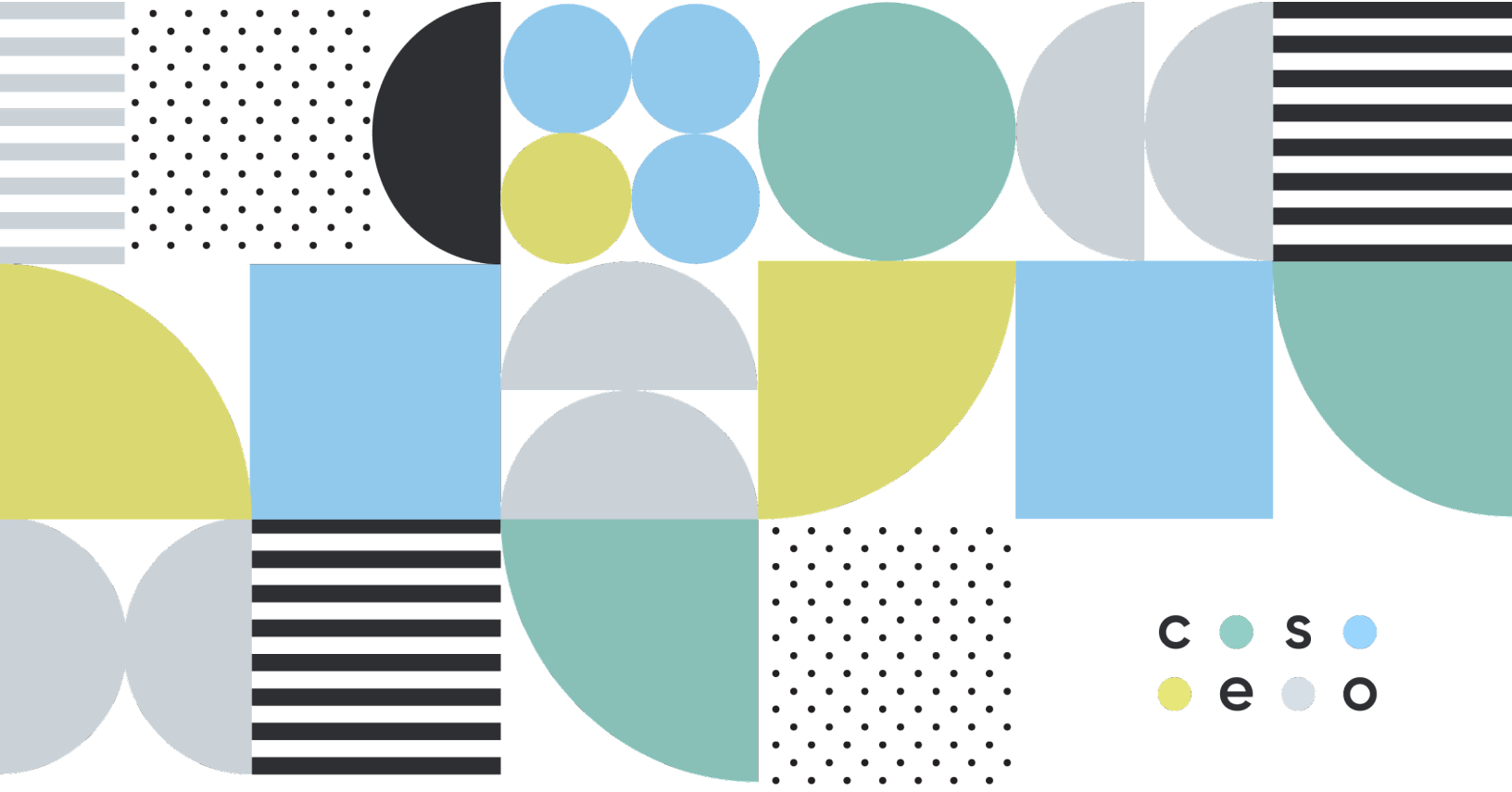
The Executive Director of Communication and representatives from CESO will:

- Conduct student and parent engagement sessions to gather insight to inform the process
- Identify 8-twelve staff members to serve on the brand development team
- Conduct the brand clarification process that will produce a brand architecture for District 225
- Develop a marketing plan and strategy to promote brand messages

The timeline for the process is:

- Complete student and parent engagement sessions by September 30, 2022
- Conduct brand development session #1 by no later than October 30, 2022
- Conduct brand development session #2 by no later than November 30, 2022 or three weeks after session #1
- Finalize brand architecture document by no later than December 15, 2022
- Finalize marketing plan and strategy by no later than January 31, 2023

An outcome of this project will be the creation of a brand architecture document, marketing plan, and strategy for implementation during the second semester of the 2022-2023 school year.



# Brand Clarification & Marketing Proposal - REVISED

Glenbrook High School District 225  
8.12.22



## 01 | The CESO Communications Story •

Our innovative approach to addressing issues management and challenges sets us apart. We are naturally curious as part of who we are and what we do. We have a desire to know more and learn about what our clients are experiencing. We have a boundless interest in learning, and go beyond what we know to ponder, “what else can we know?” We remove distractions, solve problems and enhance relationships through strategic communication, marketing and engagement, allowing school leaders to focus on students and their learning.

CESO Communications is committed to “rethinking possible” in all we do. We are grounded as an organization in the belief that the best ideas come from curious minds with unexpected backgrounds. We are firmly committed to promoting diversity, equity and inclusion.

CESO Communications has school communication professionals from across the country with a combined experience of more than 150 years, all of whom have earned the Accredited Public Relations (APR) designation. We understand the issues faced by schools and districts, and we have experience in solving any issue. We combine our school expertise with a creative team of designers, marketers and strategists who bring agency and consumer experience into the mix to help us address issues facing schools and school districts. And finally, we bring our technology expertise to help our clients probe more deeply and focus their strategies to maximize effectiveness.

## 02 | Scope of Work & Estimated Cost •

CESO Communications is proposing to partner with Glenbrook High School District 225 to complete the following scope of work:

- Conduct two student engagement sessions (one at each high school) and one parent engagement session to gather insight from students and parents to inform the brand clarification process
- Conduct a brand clarification process to produce a brand architecture for the district
- Develop a marketing plan and strategy to promote brand messages

The details for each part of the scope of work are included below.

### Student & Parent Engagement Sessions

CESO Communications will conduct two student engagement sessions and one parent engagement session to gather insight to inform the branding process. The student sessions are open input sessions (typically held during lunch periods) focused on providing an opportunity for all students to easily share their insights and help inform the branding process. The student sessions will be held on two consecutive days, allowing for one high school input session per day. The parent session will be held in the evening on the first day. We will work with the Glenbrook team to develop the format for this session. All sessions

will be facilitated by a member of our CESO Communications team who has successfully conducted these types of student and parent input sessions. We will work with the district to develop the two to three questions that will be used during the sessions. After conducting the sessions, our team will review the comments and prepare a brief report highlighting key themes and ideas that arose.

**COST - \$5,000**

## Brand Clarification Process

CESO Communications will conduct its brand clarification process and produce a final brand architecture document. The scope of work will include the following actions steps:

- Work with the district’s communications to coordinate the details of the process and establish a schedule to complete the process. This will include assisting the district with identifying members of the brand development team, which typically includes eight-12 members.
- Create a brief questionnaire to be completed by each member of the brand development team to gather their thoughts and ideas prior to the first session. If desired, we will also send the questionnaire to as many as 25 additional people to allow them to share their thoughts and ideas to be considered by the brand development team
- Conduct brand development session #1 (three-four hours, in-person depending on public health guidelines) to gain insight from the brand development team to be used to develop the draft brand architecture document
- Conduct brand development session #2 (three-four hours, in-person depending on public health guidelines) to review the draft brand architecture document and identify any changes or adjustments

Following session #2, we will work with the district to make any final adjustments to the brand architecture document.

**COST - \$20,000**

## Marketing Plan & Strategy

While some work on developing the marketing plan and strategy will begin during the brand clarification process, the plan will be finalized once the brand architecture is completed.

The marketing plan and strategy will include message development using the clarified brand. While the specific details of the marketing plan and messaging will be informed by the brand architecture, the following general approaches will likely be included:

- Storytelling campaign to increase positive messages about the district’s schools and programs
- Website landing pages or microsites highlighting brand messages
- Revised school-based communication and marketing materials and messages
- Social media campaigns and advertising
- Email campaigns
- Targeted publications



- School-based marketing campaigns
- Messages for existing district and school communications channels

**COST - \$5,000**

**GRAND TOTAL - \$30,000**

### 03 | Additional Consideration •

Once the marketing plan and messaging are finalized, we will move to the implementation phase. At this point, we will work with the district team to identify work assignments for our team and the district team. We will prepare a separate proposal to cover the implementation assistance as needed. Having the marketing plan as a reference will help our teams determine the next steps.

### 04 | Tentative Timeline •

While we will work with the district to create a timeline to efficiently complete the scope of work outlined above, we are proposing the following tentative timeline to guide the work:

- Work with the district's communications to coordinate the details of the process and establish a schedule to complete the process *by no later than September 15, 2022*
- Complete two student engagement sessions *by no later than September 30*
- Receive completed questionnaires from brand development team *by no later than October 15, 2022, or two weeks before brand development session #1*
- Conduct brand development session #1 *by no later than October 31, 2022*
- Conduct brand development session #2 *by no later than November 30, 2022, or three weeks after session #1*
- Finalize brand architecture document by no later than December 15, 2022, or three weeks after session #2
- Finalize marketing plan and strategy by not later than January 31, 2023, or six weeks after the brand architecture document is finalized

### 05 | Payment Terms and Timelines •

Work will be invoiced on a monthly basis beginning in September 2022 and ending in January 2023.



## o6 | Authorization to Proceed •

Please sign and return a copy of this contract to CESO Communications as authorization to proceed. Once we receive this signed contract we will return a final contract to you for your records and begin with the implementation stages of this agreement.

I have carefully reviewed the above contract and authorize CESO Communications to proceed.

Dr. Charles Johns, Superintendent  
Glenbrook High School District 225  
3801 West Lake Avenue  
Glenview, IL 60026

Bob Noyed, Vice President  
CESO Communications  
615 First Avenue NE, Suite 115  
Minneapolis, MN 55413

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Authorized Signature

Date

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Authorized Signature

Date

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Authorized Printed

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Authorized Printed

### FOR INVOICES

Please include the name, title and email address of the person who should receive the invoice for this contract

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Name and title (printed)

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Email address