



Troup County School System

Your Future Starts Today

Marketing/Branding NSPRA Awards Entry:

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Two Public Relations Staff Members
**Director
**Administrative Assistant

PreK -12 District: 12,000 students

Entry Title:

Branding the District

Special Note: Within the following text, items in
blue text are hyperlinks

**Please consider this entry for a Golden
Achievement Award

TROUP COUNTY SCHOOL SYSTEM will provide educational
opportunities that inspire learners to be independent, successful,
and happy.

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Troup County School System



Troup County School System

Situational Analysis

Troup County School System (TCSS; System) is an AdvancED Accredited PreK-12 public education system in Georgia.

TCSS is located in Troup County. It is just south of Atlanta and directly on the Georgia and Alabama state line. With a population of over 69,700 residents, the county boasts a high quality of life that is located just minutes from the famed West Point Lake and only a few hours from the Florida panhandle beaches.

In 1993, the first of three city school systems merged to eventually create Troup County School System. During this merger, the three systems – Hogansville, LaGrange, and West Point – closed schools and combined campuses due to major budgetary setbacks. The students, parents, and Troup County community-at-large were left with feelings of anxiety and resentment because they believed the traditions in smaller neighborhood schools would be lost in a larger, combined school system. To abate this perception, a new logo and tagline were created in 1994 to unite the new System.

Today, with nineteen new or recently renovated schools, TCSS houses approximately 12,000 students in eleven elementary schools, three middle schools, three high schools, one college and career academy, and one alternative learning center.

The mission of TCSS is to educate all students in a challenging and safe learning environment, so they will become productive citizens in a diverse and changing world.

However, over the past eight years, this mission has been tested. The System has witnessed several key setbacks, including:

- Closing four neighborhood schools.
- Waning community trust and partner in education support.
- Decreasing student enrollment of 100-120 students per school year.
- Crippling budget cuts that amounted to over \$22.5M over eight years.
- Fluctuating test scores and literacy rates viewed as subpar compared to surrounding districts.
- Declining employee morale with both veteran and younger skilled professionals exiting the System.

The System's reputation was, quite simply, in a bad place. And, from a visual imagery standpoint, the 25-year-old logo and tagline were still in use. Both the employees and community were eager for something new that made a bold statement of success for the System.

Problem Statement

The problem this program was created to address is: ***Troup County School System performs below standards and offers no quality programs to help students or teachers succeed.***

Synopsis

In light of these elements, TCSS's Leadership sought to introduce a branding campaign to the TCSS community with the sole purpose of creating a sense of pride and belonging to the school district and each school under its umbrella.

Recognizing that each of the 19 locations have a culture that permeates throughout the building, there was a need for a project at the district level to bring cohesiveness to the look and feel of the overall System; something that would connect each employee, student, business partner, and community member together.

Internally, there was a realization that TCSS has evolved; the way students learn has progressed and the classroom atmosphere has advanced to include student-centered learning, added school safety features, one-to-one technology, and critical thinking elements. These essential components, and more, have fundamentally transformed TCSS.



Synopsis Cont.

In order to meet **TCSS District Goal 3 of: Engaging all students, staff, families, businesses, and the community in the educational process**, the Executive Cabinet included Brand the District in the Comprehensive School Improvement Plan (CSIP) as a major initiative to accomplish this goal. In addition, TCSS also incorporated three key priorities into the CSIP in which each department would contribute to:

- Creating a Culture of Success
- Increasing Literacy Level of all Students
- Incorporating a Rigorous and Relevant Learning Environment

Brand the District is the principal Communications project under the priority of Creating a Culture of Success. The creation of a Brand the District statement of work plan aided in the research, approval, planning, implementation, and evaluation of the initiative.

Research

October 2016: Enlisted [International Center for Leadership in Education \(ICLE\)](#) to provide research on the top 25 school districts in the nation's branding efforts.

November 2016: Conducted a SWOT Analysis of internal and external perceptions that included research from public and private school districts within a 100-mile radius of Troup County.

December 2016: Reviewed student, parent and community online surveys conducted by ICLE and the Georgia Department of Education.

January 2017: 1. Partnered with Troup County Chamber of Commerce to add questions to a county-wide [workforce development survey](#). 2. TCSS PR and School Improvement Depts. conducted one-hour focus groups of more than 900 internal and external stakeholders. Sample questions included:

- What do you think/feel when interacting with TCSS?
- What does TCSS currently look like?
- What do we want TCSS to look like?
- What attributes do we want our students to have once they graduate?

April 2017: Compiled responses and [created a word bank of top eight words](#) used in focus groups. Words were then developed to create four vision statements and three taglines for vetting with same stakeholder groups. The top eight words were (in order):

- | | |
|------------------|-------------------|
| 1. Successful | 5. Trustworthy |
| 2. Independent | 6. Service-minded |
| 3. Confident | 7. Prepared |
| 4. Compassionate | 8. Happy |

May 2017: Enlisted the help of TCSS high school students to begin visually concepting marketing materials. Over 30 logos, taglines, and other design elements were submitted. During the summer, PR shared the top two student designs with a graphic artist who added a polished look for final potential logos.

October 2017: Presented vision, logo, and tagline to different focus groups before conducting a four-question online survey that was completed by 769 stakeholders. The four questions were:

- Are you a TCSS employee (or student or community member/parent)?
- Which vision do you feel best represents ALL TCSS students?
- Which logo do you feel best represents TCSS?
- Which tagline do you feel best represents TCSS?



Troup County School System

Research Cont.

January 2018: Compiled findings to begin building collateral materials and preparing for an [April 2018 Brand the District roll-out](#).

Findings included 769 total respondents. Of the respondents:

- 11% community members/parents
- 12% students
- 77% employees

The vision statement that resonated most with respondents (39.3%) was: *TCSS will provide educational opportunities that inspire learners to be independent, successful, and happy.*

The tagline that resonated most with respondents (42.5%) was: *Your Future Starts Today*

The logo that resonated most with respondents (38.5%) was:



Research Snapshot

Research	Primary (P) Secondary (S)	Qualitative (L) Quantitative (T)	Formal (F) Informal (I)	Formative (F) Evaluative (E)
TCSS work with ICLE on National Survey of Top 25 Schools in Nation – Branding & Impact	S	T	F	F
TCSS partners with Troup County Chamber of Commerce – Avalanche Workforce Development Study	P	T	F	E
SWOT Analysis	P	L	I	F
Review of existing company branding material	S	L	I	F
Conduct/review community online surveys	P	T	F	E
Focus group w/450 community members to assess attitude/feeling/connection to TCSS	P	L	I	E
Focus group w/250 employees to assess attitude/feeling/connection to TCSS	P	L	I	E
Focus group w/250 employees to assess attitude/feeling/connection to TCSS	P	L	I	E
Vet findings w/community members, students, employees	P	T	I	E
Test print material messaging and visual	P	T	I	E

Goal

TCSS had significant name recognition and awareness, but the internal and external attitude and connection to the TCSS brand did not create a sense of belonging or personal ambassadorship. In this vein, the Executive Cabinet and the Public Relations Director set this goal for Brand the District:

TCSS will bridge a connection between the organization and its audiences so they will become brand ambassadors and begin to share positive comments and stories through digital media and in their sphere of influence.



Audience Identification

Keeping inline with District Goal 3: Engaging all students, staff, families, businesses, and the community in the educational process, the team realized 'all' is a daunting audience. With this in mind, two categories of publics were created - primary and secondary.

Primary Audience	Secondary Audience
TCSS Employees	Community Business Partners
TCSS Parents	Faith-Based Community Partners
TCSS Students	Realtors

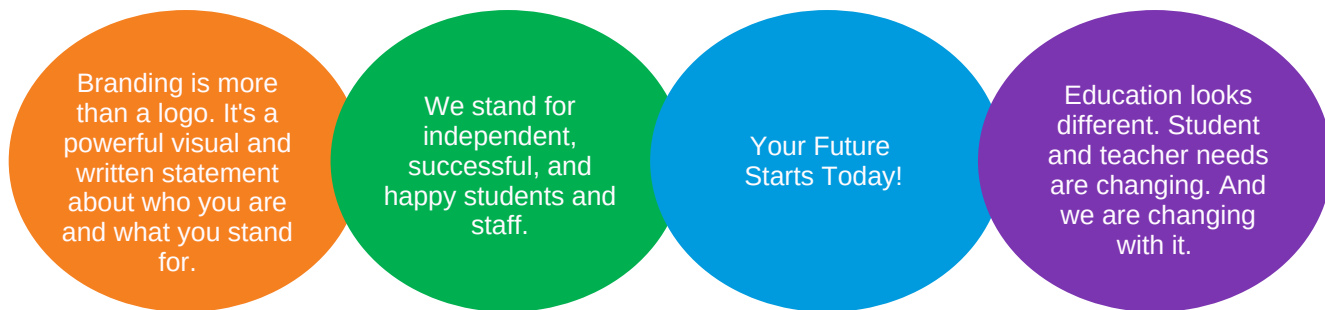
Objectives

To achieve the stated goal, the Executive Cabinet and the Public Relations Director set the following objectives in January 2017:

- TCSS will create consistent branding across 100% of district marketing materials and district building by March 2019. (Stretch goal is January 2019)
- TCSS will increase digital media engagements by 50% by January 2019. (Stretch goal is 60%)
- TCSS will increase the number of positive media placements in regional news publications by 20% by January 2019. (Stretch goal is 30%)
- TCSS will create 15 shareable video vignettes that highlight positive messages about Troup County School System students, employees, partners, and/or programs by March 2019. (Stretch goal is 20)
- 65% of TCSS employees will, by January 2019, state they 'agree' or 'strongly agree' with the Stay Survey Question that asks: I am happy to work for TCSS and would recommend others to work here by March 2019. (Stretch goal is 70%)

Messaging

In an effort to streamline communication to our publics, four key messages were created using data from the focus groups, surveys, and SWOT Analysis. They are:



Budget

Due to budget constraints, the project research, planning, implementation, and evaluation was delivered over a three-year budget period. The Executive Cabinet and PR Director felt this budget approach was necessary for several reasons:

- To meet the stated objectives of the plan and see success upon evaluation.
- To allot adequate time for the two-person PR team to provide successful implementation.
- To keep branding a top system priority for identified audiences even though budget allocations were small.
- To assuage primary and secondary audience perception that thousands of dollars were spent on branding in one budget season.



Budget Snapshot

FY2017

In-kind - Research Consultants
 In-kind - Avalanche Consultants
 \$150 - Mission Card Design
 \$200 - Mission Poster Design
 \$350 - Logo Refresh Design
 \$400 - Style Guide Design
 \$400 - Recruitment Brochure
 \$850 - Graphic Designer

\$2,350 - Total

FY2018

In-kind - Website Revamp
 In-kind - 2pg Article Spread
 \$600 - Billboard by WP Road
 \$700 - Name Tags
 \$1211 - LaGrange Living Ad
 \$1517 - Business Cards
 \$1800 - Billboard by Parkway
 \$1930 - Mission Poster Printing
 \$5975 - Branded Swag

\$14,333 - Total

FY2019

\$375 - Branded TCSS Car Decals
 \$612 - Banner Display
 \$855 - Canvases for Arts & Apps
 \$1647 - Branded Bags
 \$2222 - Re-order of Swag
 \$2300 - Brd. of Ed. Bldg. Branding
 \$5523 - Branded Shirts

\$13,534 - Total

Branding the District 3-year Total = \$30,217

Implementation

Implementation of Brand the District was an entirely collaborative effort - even during the research and pitch phase of the plan. This was important because the organization was seeking to build trust with our primary and secondary audiences to build brand ambassadors. If we locked them out of the program objectives, we would have been defeating the purpose of branding from the onset of approval.

From the initial conversation and data presentation with Executive Cabinet, the PR Team considered our actions, customer service, and planning an integral part of the implementation process.

In preparation for the Brand the District announcement, we held employee meetings to advise the official date of announcement. We posted a dedicated webpage with branding information and links so primary audiences could become familiar with the new look and feel before the release date.

This program contained a large social media push, advertising, and hosting of events in-person and on Facebook, which was our identified social media platform. The timeline for launching Brand the District - April 2018 through February 2019 - was deliberately written to take place over a 10-month period to account for two budget seasons and to host events that brought continuous excitement around the new brand.

Implementation Activity Snapshot

*Host [TCSS Tailgate](#) to [Invite Partners](#) inviting partners and parents

*Host Student Art Event - [Arts & Apps](#) to Brand District Walls

*Create [Branding Webpage](#)

*[5 Reasons](#) Social Media Campaign

*Grassroots [Registration and Day 1](#) school visits - F2F

*[Graduation Rate](#) Campaign

*[Employee](#) Highlights

*Provide swag bags to all principals, board members, school media personnel for giveaways

*Billboard Advertisement

*Media Relations Blitz

*Host Employee Information Meetings

*Employee Celebration Cart

*Board of Education Presentations

*Create 'Your Future Starts Today' [Newsletter](#)



Evaluation

Using the stated objectives, the PR Team used formative and summative evaluations to gauge if program outcomes were met or exceeded. It was through these evaluation that the team made adjustments to realize outcomes or celebrated when we saw successes.

Objective 1: By implementing Branding Guidelines and making budgetary concessions over three years, the team achieved this goal by providing materials such as name tags and business cards while working with each department and school over the summer months to update forms, website pages, and other materials. In addition, the team held a [student-driven Arts & Appetizers event](#) that provided artwork and materials for the district building walls to create an education-centered environment.

***GOAL ACHIEVED: February 2019**

Objective 2: Our initial surveys showed that the majority of our audience was on [Facebook](#), so we concentrated efforts on this social platform. Formative data highlighted high engagement posts and videos that the team emulated throughout the entirety of the program. We also began driving conversation to the district's Facebook page by using two-way communication and responding to questions and feedback. In addition, we hosted training sessions for representatives from our 19 locations who in turn built a social media presence.

***STRETCH GOAL ACHIEVED:**

Jan. 2017 - 5,208 Followers - Baseline

Jan. 2018 - 6,573 Followers - 26.2% increase

Jan. 2019 - 8,480 Followers - 62.9% increase

Objective 3: When the program began, the team began streamlining press releases, training school ambassadors to share student and teacher success stories directly with media, and capturing video interviews at events to share with broadcast news stations outside of our region. We saw a dramatic rise in year-over-year positive media placements.

***STRETCH GOAL ACHIEVED:**

Story Releases 2017: 95

**January 2017 - December 2017: 1063 w/ 82% Positive
Story Releases 2018: 101**

January 2018 - December 2018: 1024 w/ 91% Positive

Objective 4: The PR team purchased camera equipment and worked with the high school AV/Film instructor to provide a four-hour professional learning on video creation and storytelling. The team did not have this skill set, so they used in-house personnel to help train them. In addition, the team purchased simple video editing equipment to aid in the creation of compelling video.

***STRETCH GOAL ACHIEVED:**

Jan. 2017 - 1 video

Apr. 2018 - 5 videos

Mar. 2019 - 22 videos (440% increase in one year)

Objective 5: The PR team partnered with Human Resources to add one question to the employee stay survey. It was the first time the survey was administered. The information was used as a baseline to implement rewards and recognition programs for employees.

***STRETCH GOAL ACHIEVED:**

70% of employees said they were 'happy to work for TCSS and would recommend others to work here.'

Challenges

1. Superintendent Resignation - Three days into the new school year, and after eight years on-the-job, the Superintendent quickly resigned. The PR team built a #TCSSuper communication plan as part of branding. With the swift resignation, the Executive Cabinet and PR team abandoned the plan until a new Superintendent is named.

2. Return on Investment - The PR team was asked to provide ROI throughout the plan. The team took this as an opportunity to educate audiences on Branding the District time frame, budget considerations, and communication practices as well as show areas of struggles and outcomes that were celebrated as successes.

3. Zone Change Timing - Brand the District was scheduled for public release at a time when the system began changing school zones. The team chose to continue branding release with the conversation shifting to how all schools provide quality education.

4. Me First Mentality - As schools began building a social media presence, information was shared on school pages vs. the district. The PR team educated Executive Cabinet about social media shares. The PR team also began to write more in-depth story releases as opposed to social media shares. This helped meet outcomes.

Research Examples

Research analysis included primary and secondary research conducted by the Chamber of Commerce, Georgia Department of Education, TCSS School Improvement Team, and TCSS PR Team. This research helped shape the ongoing efforts for the Brand the District plan.

Group 1	Group 2	Group 3	Group 4
successful	thrive	open minded	success
stability	adventurous	caring	independence
mentors/role models	confident	risk takers	relationships
love	visionary	thinkers	work ethic
confident	content	confident	good decision making skil
eager	capable	worldly minded	good morals/characte
focused	courageous	compassionate	accountability
decision making skills	compassionate	principled	dependable
independent	loving	balanced	service to others/community
happiness	independent		
prepared	social skills		
	focused		
	strong		
	successful		
	committed		
	happy		
	trustworthy/trusting		
	truthful		
	open minded		



Georgia Department of Education - Student Achievement System (SAS) - 2015-2016

Table with columns: School Name, School Type, School Status, School Grade, School Level, School District, School Enrollment, School Funding, School Expenditure, School Performance, School Quality, School Climate, School Leadership, School Improvement, School Accountability, School Governance, School Community, School Partnership, School Innovation, School Transformation, School Innovation, School Transformation, School Innovation, School Transformation.

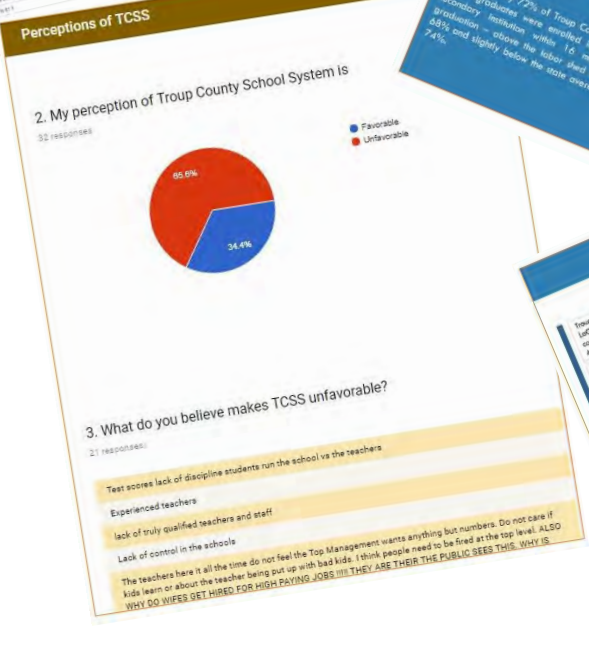
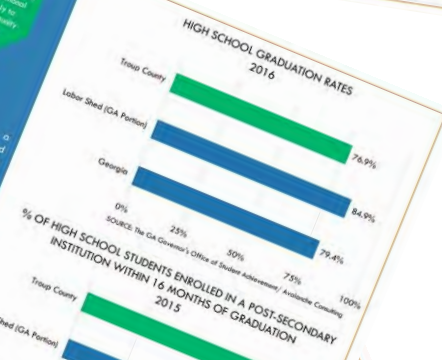
Education

Students who graduate high school and go on to post-secondary education are more likely to be employed and earn higher wages than those who do not.

School outcomes are affected by a combination of economic, demographic, and institutional factors. Overall, they provide a measure of relative success and highlight areas that may need improvement.

In 2016, approximately 77% of Troup County high school students graduated, or only slightly below the state average of 79%. A higher overall labor shed.

In 2015, nearly 72% of Troup County school system graduates were enrolled in a post-secondary institution within 16 months of graduation – above the labor shed rate of 65% and slightly below the state average of 74%.



STRENGTHS

Troup County is home to three universities of higher education: Lenoir-Rhyne College, West Georgia Tech, and Post University. In addition, the county has a strong history of regional universities including Auburn, Georgia Tech, and Georgia State.

The workforce has been a tremendous success and is helping to drive economic growth and job creation in the county.

Troup County has many supportive employers who are willing to invest in their workforce through training programs and apprenticeships.

The Chamber Foundation is a tremendous resource to the community providing financial support to educational programs and initiatives that help ensure that every child has access to top-quality education.

OPPORTUNITIES

Continuing to support TRIFC and consider ways to expand this program will help build a pipeline of high-quality talent into the county. With Troup County's manufacturing base, there is an opportunity to attract high-quality talent to the county.

Manufacturing jobs and the requirement for obtaining these jobs are increasing. Many employers are looking for workers with skills in the higher quality manufacturing sector, the career path for many young people in the county.

THREATS

Low graduation rates will continue to displace many students from the basic requirements of many high-paying local manufacturing jobs. Without regional cooperation between employers, educators, and workforce development, the county will continue to face challenges finding qualified workers for its local population.

If more students of the community continue to see manufacturing jobs as a career option or not a viable option, the county will face a shortage of workers with the skills and career in Troup County.



Troup County School System

Communication Plan Activities

The PR team created a plan of activities and timeline to ensure Brand the District stayed on target. A list of these activities included sending messages, creating a calendar of events related to branding, hosting photo shoots, and even ordering swag materials.

Item	Amount to Order	Description	Cost	Purchased Service/Vendor	Month to Order
Items to be Ordered May 16, 2018					
Pens	1000 (26 locations x 25)	Javelin Stylus Pen - Metallic (White Imprint)	\$605.00		
Hand Sanitizers	300	Pocket Spray Sanitizer #105534 (All Natural - Black Imprint)	\$428		May
Pop Sockets	200	DonSocket Color Logo #120487-Imprint	\$1582		May
Umbrellas	200	Accent Umbrella - 46" White Imprint	\$1557		May
Vinyl Cling Jump Drives	3	Jupiter LSS Flash Drive - 1GB White Imprint	\$1346		May
Table Runner (Podium Cover)	4 hours	Additional Branding Work that was needed	\$510		May
Classroom Posters	100 (26x38)	Large Mission Posters in Buildings	\$300		May
Calendar Cards	2,000 (11 x 17)	Small Mission Posters for C-Paper	\$800		May
Directory	15,000	5x7 Double Sided Premium Paper	\$650		May
	2,000	8.5 x 11 Double Sided Premium Paper	\$1,400		May
In the Works					
				Stephens Printing** Paid for Partly	April

Date	Video Opportunity	Purpose	Status	POC
September Week of Sept 16	Graduation Rate	S - What year do you graduate?	Not started	YKS (CES, DM, GNMS, CMS)
Day of release (2day turn around)	High School Graduation Rate	LRRS - H.S. Principals in their building discussing improvements and how their graduation rate went up. Cuts to classes/teachers celebrating. Posting grad rate number throughout video. Talk to teachers @ what makes this grad rate great... what it means for TCSS students/stat, talk to students about their achievements to TCSS students/stat, talk to students about their achievements to TCSS/year they graduate/what does graduation mean for them.	Not started	YKS (THINC, THS, DM (CHS, LHS))
			Not started	YKS

Date	Video	Visual	Schools Highlighted	Reach	Views/Comments
Jul 26	New Teacher Orientation	Welcome new teachers. Dr. Pugh giving welcome message and voice over	All schools with new staff	4,312	2,800 V
Jul 26	School Safety (WTVM Story)	WTVM highlights school safety meeting	ASC Local law enforcement	2,113	32 R/C
Aug 1	CleanView-Special Viewing	Special viewing ceremony with Dr. Pugh giving welcome, greeting and interacting with guests	ASC, Jungle Bus, Community Drop offs	3,028	1,000 V
Aug 2	Caterpillar School Supply Drop-off (Photos Only)	CAT gives school donations of ASC. Dr. Pugh shaking hands and talking to CAT rep.	ASC, Jungle Bus, Community Drop offs	1,923	20 R/C
Aug 3	High School/Elem Registration	Dr. Pugh talking to parents, staff, students, and interacting with registrants	CHS, THS, LHS, PFES	4,200	2,403 V
Aug 6	Welcome Back TCSS Staff	Staff returning, welcoming each other, Dr. Pugh helping teachers make rooms, interacting with variety of staff members	GNMS, PFES, CES, HHS	3,900	2,120 V
Aug 7	MS Registration	Chin Oles Discussing Registration, Dr. Pugh standing next to both	LCMS	4,200	1,032 V, 96 R/C
Aug 7	MS Registration (Photos Only)	Dr. Pugh interacting with staff, students, starting with cheerleaders, next to PBIS sign, parents, etc.	LCMS	2,400	33 R/C
Aug 8	Mya Straight signing THINC Expeditions	LHS Student signs appointment during THINC Expeditions	LHS, THINC	3,700	1,229 V
Aug 9	B2S (Photos Only)	Students coming back to school, Dr. Pugh at car ride time	CHS, THINC, PFES, CES, BVES	7,800	312 R/C
Aug 9	B2S Video	Visual images of B2S around TCSS	CHS, THINC, PFES, CES, BVES	8,917	3,146 views, 261 R/C
		1st/2nd Summit of education	All schools	6,445	1,880 Views, 122 R/C
		1st/2nd Summit of education	All schools	4,600	1,200 views, 43 R/C

TCSS Branding Campaign Brand Articulation Document

Overview

Over 35 years ago, the first of three school systems merged to eventually create Troup County School System (TCSS) in 1993. During this merger, the three systems - Hoganville, LaGrange - schools closed, campuses combined, and the students, parents, and Troup County of with feelings of anxiety and resentment towards the new school system as a collective. Three decades later, the district still faces overwhelming perception issues such as low teacher morale, high employee turnover, and distrust between the school district internally. There has been a realization that TCSS has evolved; the way students learn has critical thinking elements. These essential components, and more, have fundamentally transpired over time and now TCSS seeks to embark on a strategic branding and marketing campaign to brand the district.

Brand the District Problem Statement

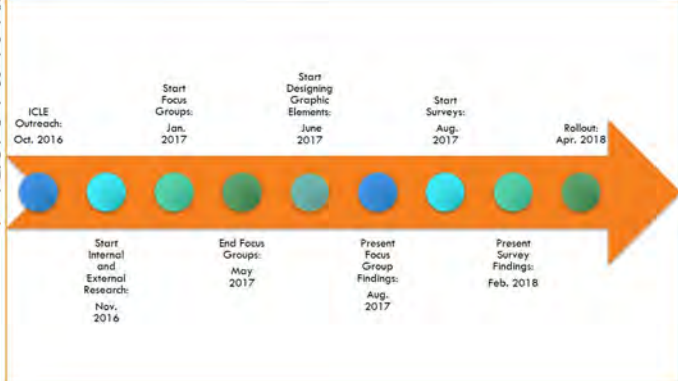
After research, the Executive Cabinet and Public Relations team noted the problem statement attitude and connection to TCSS has diminished.

TCSS has significant name recognition and awareness. Over the years, the internal and external elements to align district marketing and branding materials. This plan seeks to:

- Defining the TCSS brand position
- Establishing a vision statement
- Developing the visual articulation
- Creating a working timeline

Task	Responsible	Status	Notes
Employee Spotlight Profiles	Yolanda Stephen	In progress	Have names from Principals
*Send names for approval	Yolanda Stephen	Complete	Names on branding doc
*Advise Principals	Emily Young	Complete	
*Send questions to teachers	Deb Myers	Complete	
*Take photos of employee	Yolanda Stephen	Complete	
*Take video of employee	Emily Young	Complete	
*Create quote with photo	Emily Young	Complete	
Logo	Yolanda Stephen	Complete	
*Work with logo designer on 3-4 examples	Yolanda Stephen	Complete	
*Schedule Art/Design Teachers for Student Work	Yolanda Stephen	Complete	Cabinet, Task Force, Admin Group, Chamber, PIE
*Share logo with diff audiences	Yolanda Stephen	Complete	FB Feedback Similar to Clayton County
*Post question @ logo on FB	Yolanda Stephen	Complete	4 survey questions ask @ Audience, and what you connect with
*TCSS Branding Survey - See below	Yolanda Stephen	Complete	
ASC Art Gallery	Yolanda Stephen	Complete	
*Talk to Mr. Radcliffe	Deb Myers/ Emily Young	Complete	
*Measure sizes/what we are looking for	Yolanda Stephen/Deb Myers	Complete	
*Talk to art teachers @ need	Yolanda Stephen/Deb Myers	Complete	
*Pricing of Items Needed for Gallery	Yolanda Stephen/Deb Myers	Complete	
Mission Posters	Deb Myers	Complete	
*Estimate number needed	Deb Myers	Complete	
*Estimate printing costs	Deb Myers	Complete	
*Who will hang them in locations?	Yolanda Stephen/Emily Young	Complete	
*Work with designer to design	Yolanda Stephen/Emily Young	Complete	
TCSS Branding Video	Y Stephen	Complete	

Project	Start Date	End Date	Status	Cost	Building
TCSS Branding Campaign	May 16, 2018	May 16, 2018	In Progress	\$15,000	Secondary Education
Hand Sanitizers	May 16, 2018	May 16, 2018	Complete	\$428	Secondary Education
Pop Sockets	May 16, 2018	May 16, 2018	Complete	\$1,582	Secondary Education
Umbrellas	May 16, 2018	May 16, 2018	Complete	\$1,557	Secondary Education
Vinyl Cling Jump Drives	May 16, 2018	May 16, 2018	Complete	\$1,346	Secondary Education
Table Runner (Podium Cover)	May 16, 2018	May 16, 2018	Complete	\$510	Secondary Education
Classroom Posters	May 16, 2018	May 16, 2018	Complete	\$300	Secondary Education
Calendar Cards	May 16, 2018	May 16, 2018	Complete	\$800	Secondary Education
Directory	May 16, 2018	May 16, 2018	Complete	\$650	Secondary Education
	May 16, 2018	May 16, 2018	Complete	\$1,400	Secondary Education

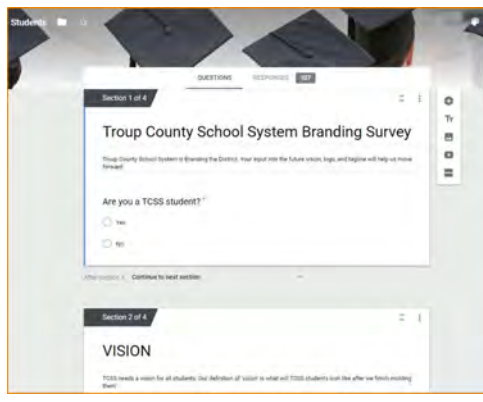




Troup County School System

Implementation Marketing

For implementation, a press release was written, employee meetings and emails built anticipation, articles were written in local newspapers, billboard advertisements were placed around the county, and signs with the new logo and tagline were ordered for each school. School ambassadors took photos, shared on social media, and a video was created to welcome the new brand.





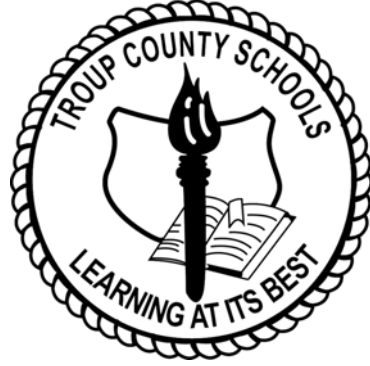
Troup County School System

Old Logo vs. New Logo

The new logo and tagline was conceived by students.

The old logo was almost 25 years old. Feedback session attendees stated the seal with the crest was 'dated' and 'made TCSS appear unapproachable'.

The feedback about the new logo stated it is 'fresh, diverse, full of life' and 'makes TCSS look like they are thinking ahead and moving forward'.

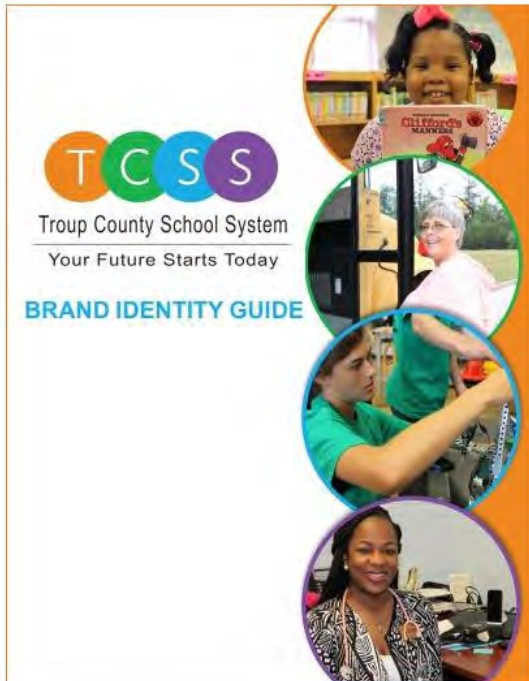
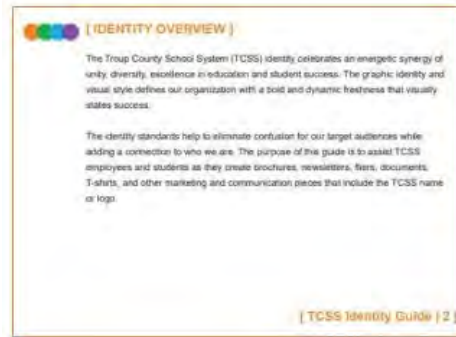


Troup County School System

Your Future Starts Today

Branding Guidelines

The team shared the [Brand Identity Guide](#) link and collateral materials such as letterhead and business cards. There were also items like umbrellas, Tshirts, pop sockets, and flash drives that were placed into logo'd swag bags for school personnel to give away to employees, students, and community members to help spread the conversation about the TCSS brand.





Troup County School System

Old Collateral vs. New Collateral

A new mission poster was one of the first pieces created to place in all buildings and classrooms across the system. The new poster highlights the vision and new photography created for branded items and videos. All items feature TCSS schools and people.

MISSION STATEMENT

The mission of the Troup County School System is to educate all students in a challenging and safe learning environment, so they will become productive citizens in a diverse and changing world.




DISTRICT GOALS

- Ensure all students achieve at their highest level of academic performance.
- Provide a safe, secure, and wholesome learning environment.
- Engage all students, staff, families, businesses, and the community in the educational process.
- Maximize efficiency and productivity in pursuit of the system's mission.

BELIEFS

We believe that:

- Students are the primary focus of all decisions.
- Each student is a valued individual with unique social, emotional, physical, and intellectual needs.
- Students have a shared responsibility for their own learning.
- Clear and high expectations contribute to success.
- All students can learn when provided with a rigorous curriculum and when supported academically, socially, and emotionally.
- All students must be prepared to function effectively in a knowledge-based, technologically rich, and culturally diverse world.
- Effective and engaging instruction provides the knowledge and skills to meet global challenges and opportunities.
- Students who are lifelong learners are prepared to meet future challenges.
- Students, staff, parents, and the community share the responsibility for the support of the TCSS mission.
- Students benefit from strong family, school, and community partnerships.
- Effective communication between home and school is essential.
- The TCSS should be guided by long-range plans designed to meet the vision, mission, and goals of the district.


OUR VISION

TROUP COUNTY SCHOOL SYSTEM will provide educational opportunities that inspire learners to be independent, successful, and happy.

OUR MISSION

The mission of the TROUP COUNTY SCHOOL SYSTEM is to educate all students in a challenging and safe learning environment, so they will become productive citizens in a diverse and changing world.

OUR GOALS

1. Ensure all students achieve at their highest level of academic performance.
2. Provide a safe, secure, and wholesome learning environment.
3. Engage all students, staff, families, businesses, and the community in the educational process.
4. Maximize efficiency and productivity in pursuit of the system's mission.

OUR BELIEFS

- Students are the primary focus of all decisions.
- Each student is a valued individual with unique social, emotional, physical, and intellectual needs.
- Students have a shared responsibility for their own learning.
- Clear and high expectations contribute to success.
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Points of Pride

TROUP COUNTY SCHOOL SYSTEM will provide educational opportunities that inspire learners to be independent, successful, and happy.

District Priorities

- Literacy
- Culture of Success
- Rigorous and Relevant Learning

Annual Troup County Schools System

Total FY19 Budget:	\$114,154,769
Projected Rank: 12 enrollment:	12,271
Cost Per Pupil:	\$9,300

Our Schools

Elementary Schools	11
Middle Schools	3
High Schools	3
College and Career Academy	1
Alternative Learning Center	1

Our Students

TCSS has a richly diverse student population that hail from various nations and speak 18 languages.

White	49.20%
Black	42.90%
Hispanic	5.98%
Multiple Races	3.96%
Asian	2.20%
Amn. Indian/Alaskan Nat.	1.7%
Nat. Hawaiian/Ind. Islander	0.0%

Other Services

Students receiving gifted services	13%
Students with disabilities	11%
Early Start/Infant	124
Students using bus services	80%
Daily meals served	13,000

Superintendents & Executive Leadership

Dr. Ray Nichols	Executive Superintendent
John Raskoff	Asst. Supt. Maintenance and Op.
Dr. Penny Johnson	Asst. Supt. Curriculum & Learning
Denise Chafin	Chief Human Resources Officer
Byron Jones	Chief Financial Officer

Board of Education

Kirk Hancock, Chairman	District 2
Rev. Allen Simpson, Vice Chairman	District 1
Brandon Boone	District 3
Ted Albord	District 4
Cathy Ward	District 5
Joe Franklin	District 6
Ahmed Khan	District 7

- Named an Innovative District for Developing Effective Teacher Leaders
- Graduation rate 84.1% graduated 710 seniors from three high schools.
- Over \$5M in scholarships for graduating seniors.
- Nationally recognized THINC College & Career Academy.
- 2nd in the Nation in Humanoid Robotics.
- 1st All-Female Mechatronics Team - 3rd in the Nation.
- Advanced Placement (AP) Honor Schools and AP Courses.
- Six Elementary Schools Named Georgia Reward Schools.
- Ten TCSS educators accepted into Harvard's Project Zero Classroom.
- Two Georgia Department of Education Teacher of the Year State Finalists in three years.
- Two National Elementary Read 180 Teacher of the Year winners.
- System 44 Teacher of the Year.
- High School Athletic Cooperative Spirit Sportsmanship Awards.
- Atlanta Falcons High School Coach of the Week.
- State AAAA Athletic Director of the Year.
- STEM Program, sponsored by KIA, implemented in elementary and middle schools.
- Middle and high school course choice based on career pathway.
- Carnegie Mellon's Sustainability Award.

www.troup.org



TCSS TROUP COUNTY SCHOOL SYSTEM

Smiling Faces Across Troup

Monday, May 14 @ 5:00 pm | Board of Education Work Session

QUICK LINKS

- Acrop Absence Management
- Career Opportunities
- Operative/Employee Updates
- CSIP - Improvement Plan

DISTRICT NEWS & ANNOUNCEMENTS

04/30/18: TCSS Introduces New Brand - Your Future Begins Today

Some organizations consider branding as ordering business cards, and t-shirts with new logo and font design, but for Troup County School System (TCSS), branding is more than logos. It is a story that creates conversations about a particular brand/culture -- and in the case, it's about the brand of new Troup County School System.

UPCOMING EVENTS

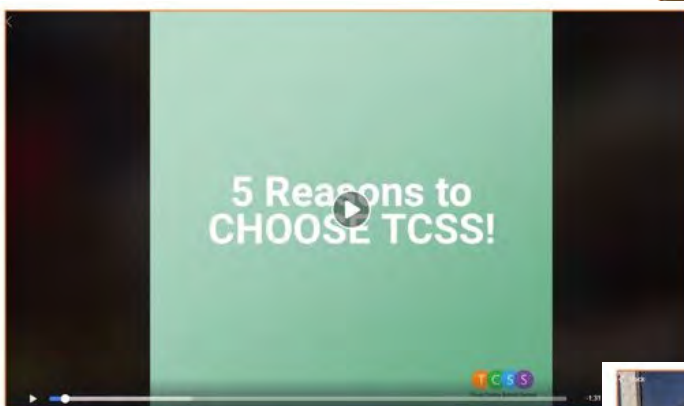
- MAY 22 LAST DAY OF SCHOOL (P.E.E.)
- MAY 23 PROFESSIONAL LEARNING DAY
- MAY 24 GALLERIE HIGH SCHOOL GR. RECEPTION
- MAY 25 TROUP COUNTY OPENHOUSE
- MAY 26 LAGRANGE HIGH SCHOOL GR.



Troup County School System

Video Creation

Including the use of video media for engagement was a top priority for the team. It was a line-item in the communication plan. Videos were created to share information, create conversation, and make engagement with the public fun. All videos were created in-house with no additional budgeting. They included key messages, tagline, and new branding.





Graduation Rate

The Troup County School System graduation rate was the highest ever when the announcement was made in Sept. 2018. It was 6.1% higher than the prior year. In addition, the sub group graduation rate was greater. The team used this opportunity to connect with audiences and also congratulate the successes of the TCSS students and staff.



THE LaGRANGE Daily News

524 SERVING LaGRANGE SINCE 1842 VOL. 176 - NO. 214 - THURSDAY, SEPTEMBER 20, 2018

CLOSER LOOK: 2018 GRADUATION RATES

School	2016	2017	2018
TCSS HIGH SCHOOLS - OVERALL	71.6%	78.5%	84.1%
CALLAWAY HIGH SCHOOL	67.2%	74.9%	84.1%
LAGRANGE HIGH SCHOOL	70.7%	74.7%	81.9%
TROUP HIGH SCHOOL	75.8%	80.9%	87.2%
GEORGIA SCHOOLS - OVERALL	78.9%	79.2%	81.4%

GRAD RATES ON THE RISE
TCSS graduation rate up to 84.1 percent

DANIEL EVANS
OP-ED NEWS

The Troup County School System saw its graduation rates rise across the board, and they are now higher than the state average.

The Georgia Department of Education released the 2018 graduation rates Tuesday, and the numbers showed increases across the state. TCSS' overall graduation rate increased to 84.1 percent, an increase from last year's rate of 78 percent. The statewide average was 81.6 percent, the highest in state history.

Interim Superintendent Dr. Roy Nichols presented the scores at the LaGrange Rotary Club meeting on Wednesday. "Look at where they came from in 2016. They were down in the mid-70s, and now they are higher than the state. We're excited about that."

Nichols said as part of his presentation, "The system wide average is 84 percent. Every high school in the Troup County School System saw its graduation rate increase this year when compared to last year."

Troup High School had the highest graduation rate in the county at 87.2 percent, an increase of 11.4 percentage points since 2016. LaGrange High School's graduation rate is now 81.9 percent, up 11.2 percent since 2016. Callaway High School's graduation rate is now at 84.1 percent, equaling the school system's overall percentage. Callaway has seen the biggest rise of all since 2016.

RATES

Your Future Starts Today
Troup County School System - Graduation Rate Edition

Culture, Communication, Collaboration Helped Move the Graduation Rate Needle

TCSS Graduation Rate Video - 2018

This year, TCSS is proud to celebrate the 2018 graduation rate - 84.1%. In May, 710 students walked across the stage to accept their diplomas. Principals attribute increases in rates to a shift in school culture, collaboration across divisions and schools, and increased communication between the school community, parents, students, and business partners.

[Read more at: tcss.net](#)

Employee Spotlights

Employees are an integral part to the way TCSS does business. After reviewing survey feedback, the PR team began incorporating employee highlights and spotlights in all aspects of communication planning. One employee was featured each month on the system's digital platforms and in traditional media outlets.



Troup County News

Shannon Gipson Loves the TCSS Family Atmosphere

Shannon Gipson joined Long Cane Elementary (LCE) seven years ago. Now, as a first grade teacher, she says she still loves the family atmosphere that drew her to Troup County School System. "I previously worked with a small school system that embraced a family atmosphere. I saw that among the staff at Long Cane Elementary when my family and I moved here in 2008," she said. Coming from a small town in Arkansas, Gipson added, "My own personal children were loved and encouraged. I could see myself as a member of that kind of group which is why I am teaching in Troup County."

She believes positive interactions drive an essential part of her life and she brings the same drive into the classroom. "The best part of teaching is the interaction with children. They need to be loved and someone needs to show them they believe in their ability to succeed - even at this young age," she said through a wide smile.

After a number of years planning fun and interactive lessons for her students, she feels the profession is one that each teacher is puts their heart into. "Each day, we as teachers show up with educating children as our priority. I do what I was raised to do and what we raise our children to do - treat others how we want to be treated, love them where they are, and expect the best of them."

Gipson and her husband Victor are the proud parents of two daughters, Grace and Faith.



THE LaGRANGE
Daily News 55°

▶ **Leslie Battle brings life to her fifth grade students**

By FROM STAFF REPORTS
Email the author
Published 5:14 pm Tuesday, November 13, 2018



Media Update and Coverage Spreadsheet

Tracking monthly media sentiment was a formative evaluation platform the team implemented to track district priorities, placements, and share of voice in traditional media publications.

Date	Publication	Headline	Synopsis	Focus	Tone
9/1/2018	Hogansville Herald	Great Achievement	HGVES kindergarten students learn site words	LRRS	Positive
9/1/2018	Hogansville Herald	Are you filling your bucket with Kindness?	HGVES students are using the book Have you Filled a Buck Today?	LRRS	Positive
9/1/2018	Hogansville Herald	The Crayon Box That Talked	3rd grade students at CES worked on a team building activity	RRS	Positive
9/1/2018	Hogansville Herald	We All Scream	CES hosted ice cream social for CES families	Success	Positive
9/1/2018	LaGrange News	School Lessons	Students create space stations in Discovery Class	RRS	Positive
9/1/2018	LaGrange News	Yearbook Brings Back Memories	Former students reminiscing about her time at THS	Success	Positive
9/1/2018	LaGrange News	LCES hosted Back to School Bash	LCES hosted bash for students & families	Success	Positive
9/1/2018	LaGrange News	School Lessons	HGVES PreK students are learning Numbers and Shapes	Success	Positive
9/1/2018	LaGrange News	School Lessons	Family Liaison Baswell fills students buckets with kindness	Success	Positive
9/1/2018	The Times-News	Broadcast Team	WPES announces broadcast team	Success	Positive
9/3/2018	Troup County News	Fun At School	WRBL Meteorologist speaks to GNMS students	RRS	Positive
9/3/2018	Troup County News	Fun At School	HGVES study space stations in Discovery Class	RRS	Positive
9/3/2018	Troup County News	Fun At School	PreK students are working hard learning numbers & shapes	RRS	Positive

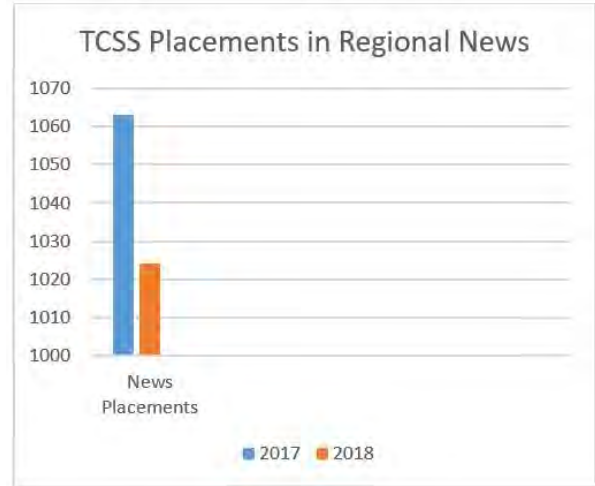
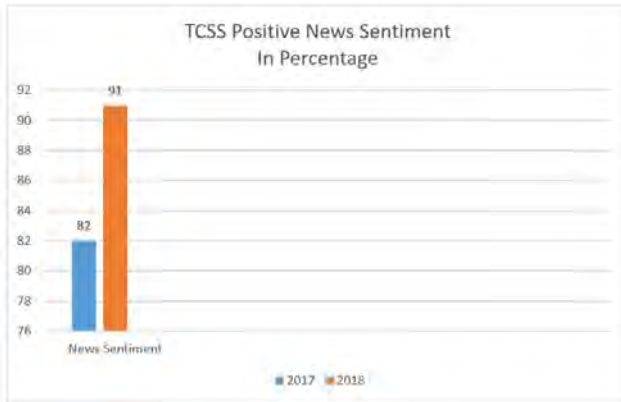
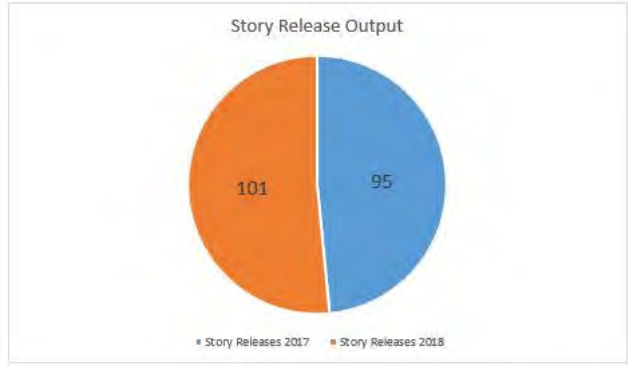
9/29/2018	Google Alert	Markets Insider SAE International	Jet Toy sponsored competition for 6th graders from TCSS	LRRS	Positive		
9/29/2018	Hogansville Herald	Responsibility	5th grade class at HGVES focus on Responsibility by setting goals	LRRS	Positive		
9/29/2018	LaGrange News	Chromebook Initiative	Placing digital technology in the hands of 6,000 students	LRRS	Positive		
9/29/2018	LaGrange News	Discussing next steps	qualifications for new superintendent	Success	Positive		
9/29/2018	LaGrange News	Editorial	Learning Stop the bleed puts safety first	Success	Positive		
Total Stories				142			
				Priority	65 5= 65 LRRS= 12 RRS =	Success	Literacy, Rigor/Relevance, Success Rigor/Relevance, Success
				Tone	141 1 1		
				Tone Percentage	99% 1% 1%		



Troup County School System

Media Update Emails and Evaluation

The team shared monthly updates with school ambassadors, principals, Executive Cabinet, and Board members. This sharing of information caused a friendly competition between schools to share more positive news each month. Stories were also shared across platforms from websites to social media and into traditional media.



November Media Update

Yolanda Stephen, Director of Public Relations, Troup County School System

11/16/2017 11:29 AM

11/16/2017 11:29 AM

11/16/2017 11:29 AM

Nov 2017 Article	Tone	Sentiment
Positive	87 Positive	95%
Neutral	2 Neutral	2%
Negative	1 Negative	1%
Total	90 Articles	

January and February Media Update

Yolanda Stephen, Director of Public Relations, Troup County School System

1/16/2018 11:29 AM

1/16/2018 11:29 AM

1/16/2018 11:29 AM

Jan 2017 Article	Tone	Sentiment
Positive	49 Positive	85.8%
Neutral	6 Neutral	10%
Negative	2 Negative	4.2%
Total	57 Articles	

January Media Update - Increase in Media Placements!

Yolanda Stephen, Director of Public Relations, Troup County School System

1/16/2018 11:29 AM

1/16/2018 11:29 AM

1/16/2018 11:29 AM

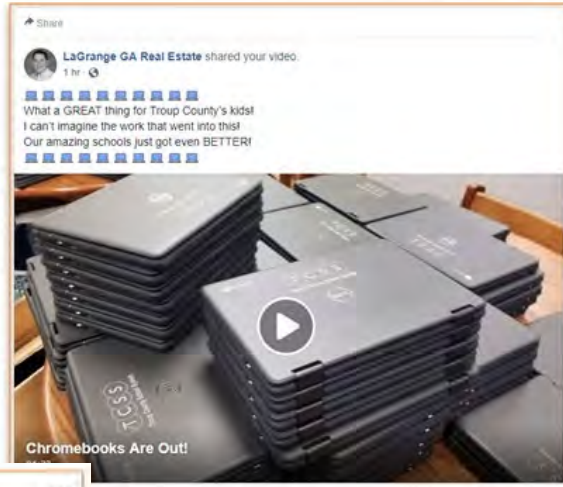
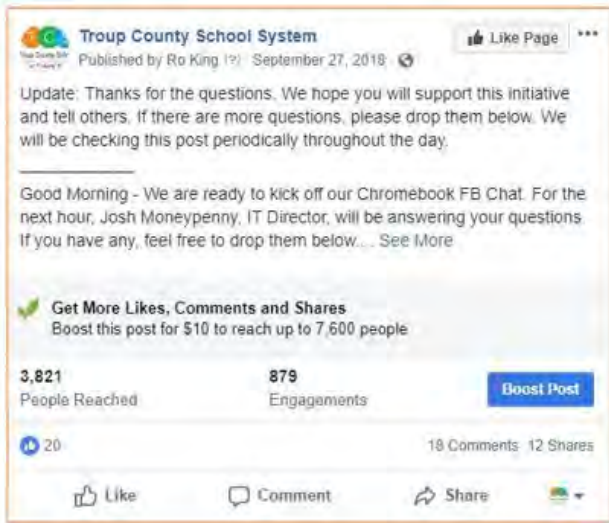
Jan 2018 Article	Tone	Sentiment
Positive	67 Positive	95%
Neutral	1 Neutral	1%
Negative	2 Negative	3%
Total	70 Articles	

Yolanda Stephen
Director of Public Relations
Troup County Board of Education
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Lakeland, GA 30524
Phone: 706.812.7900 Fax: 706.812.7915
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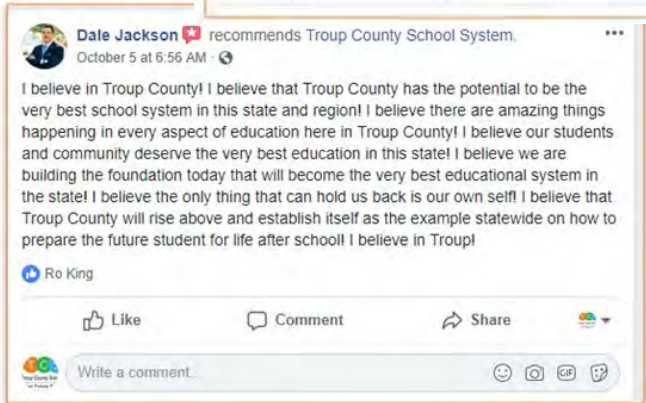


Customer Service

Providing top-notch customer service helps TCSS build trust. We implemented new communication tools like a newsletter and Facebook Chats to create two-way conversation. We began to see an uptick in positive comments.



Okay parents and guardians - for the next hour, the FB page is now being manned by Shanitra Ransom, Coordinator of Student Assignment and Sherika McCutcheon, Student Records Coordinator. Feel free to drop your questions about REGISTRATION below!



Victoria Martin, TCSS Bus Driver
TCSS is proud to honor our bus drivers. Recently, we recognized National School Bus Safety Week. Long Lane Elementary school 5th grader, Caitlyn Morris won 3rd place in the state-wide school bus safety poster contest. Here, Victoria Martin shares why she loves driving for TCSS.

Outcomes and Next Steps

Showing outcomes for the PR team's efforts was imperative to the success of the program. It was funded year-over-year due to the successes that were realized. Some of those efforts included a high employee satisfaction survey rating and an AdvancED Powerful Practice in stakeholder input through the Brand the District process. This program was in support of other district priorities and is continually evolving based on audience feedback and input. Next steps will focus on a Human Resources recruiting and retention program.



Powerful Practice #1
The Troup County school system has developed consistent and deliberate strategies that provide meaningful roles for stakeholders' input into numerous major decisions (e.g., budgeting process, system's mission and vision statement, facility planning and system branding).

Primary Standard: 1.8

Recently, system personnel decided it was time for a new logo. The previous logo had used for many years and did not portray a forward-thinking image. Rather than hire an outside advertising company to develop a new logo, the opportunity was given to the students. Several options were considered, and a focus group provided additional input before the new logo was selected.



Question	Satisfied (Strongly Agree & Agree)	Dissatisfied (Disagree & Strongly Disagree)	Comments
Q6: I am happy to work for TCSS and would recommend someone else to work here as well.	70%	10%	Avg. score 3.82
Q6: I feel valued at work and I feel that my job is important.	71%	17%	Avg. score 3.8
Q7: I believe that I am able to reach my full potential by working for TCSS and am satisfied with the opportunities for promotion.	56%	21%	Avg. score 3.47

