



# ARIZONA SCHOOL BOARDS ASSOCIATION REBRAND CAMPAIGN

**NSPRA Gold Medallion Award Entry**



Special Communication Project/Campaign

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3 Communications Staff

School Boards Association | 207 Member Districts | 1,100+ Board Members



# Synopsis



The Arizona School Boards Association (ASBA) is a private, non-profit organization providing training, leadership and essential services to public school governing boards statewide. Representing over 207 governing boards and nearly 1 million Arizona students, ASBA is governed by a board of directors composed of school board members across the state.

From August 18, 2023, to December 31, 2024, ASBA undertook a strategic rebranding initiative to clarify its identity, elevate public awareness and better align with its mission. However, this effort occurred during a challenging time when hiring a new executive director led to intense negative media coverage and widespread member dissatisfaction. Despite this, at the executive director's direction, the rebrand moved forward, requiring the Communications Director to navigate heightened tensions while leading the initiative.

A key priority was ensuring members, staff and stakeholders felt respected, known, seen and heard through active participation. In ASBA's 76-year history, members had never been involved in shaping its brand. Through surveys, interviews and discussions, ASBA gathered input from its diverse membership to create a brand identity reflecting its values and vision. This led to a complete visual overhaul, including a new logo, tagline and website redesign, enhancing clarity and engagement.

Launched in phases, the rebrand featured a strategic communications rollout through a collaborative effort, incorporating targeted member communications. Despite occurring during one of ASBA's most challenging times, evaluations showed significant positive shifts in stakeholder perception and brand recognition, reinforcing ASBA's role as a trusted resource for school boards statewide.

**ASBA at  
a glance**

**1,100+**

Board members across  
the state of Arizona

**1,500**

Public Schools Served  
in AZ

**207**

School districts  
supported statewide

**70+**

Years of dedicated  
service to Arizona's  
Education System

## Problem Statement

ASBA's brand lacked clarity and visibility, limiting its ability to convey its mission and value. Previous rebranding efforts excluded member input, leaving them without a voice. To address this, ASBA's third rebranding initiative prioritizes ensuring members feel respected, seen and heard while modernizing its identity and strengthening its role as a trusted resource.

## Goal

The goal of ASBA's rebranding initiative is to strengthen its public image with a cohesive brand identity that deepens member connections and engages the broader community. Central to this effort is ensuring members and stakeholders see themselves reflected in ASBA's identity, fostering a sense of belonging and representation.

**R.P.I.E.**

*Read on to learn about our strategic communications process!*

# Summary

## Research

### Summary of Research

To help determine strategies, tactics and publics to achieve the goal, a variety of pertinent data was used. This included anecdotal observations and input shared by school board members, superintendents, Hispanic-Native American Indian Caucus (HNAIC), Black and Rural Alliance members, annual survey results, staff input and a brand analysis of the association.

Type	Conducted By	Formal or Informal	Primary or Secondary	Source & Audience	Rationale
2 Law Conference Member forums (2023)	ASBA Communications Director and staff	Informal	Primary	School board members and superintendents that belong to the Hispanic-Native American Indian Caucus and the	Direct connection with HNAIC, Black and Rural Alliance members to listen, identify and discuss key issues with rebrand.
4 Fall County Meeting Member forums (2023)	ASBA staff	Informal	Primary	School board members, superintendents and ASAP members that attended their county meeting	Direct connection with board members, superintendents and Arizona School Administrative Professional (ASAP) members to listen, identify and discuss key issues with rebrand.
ASBA Annual member survey (2023)	ASBA Communications Director	Formal	Primary	School board members, superintendents and ASAP members and non-members	Annual survey determines member satisfaction within the association.
ASBA staff rebrand survey	ASBA Communications Director	Formal	Primary	ASBA Staff	Incorporating staff input offers an internal perspective, ensuring the brand aligns with and resonates among employees.
Brand evolution analysis (2023)	ASBA Communications Director	Formal	Primary	ASBA's historical files, archival photos, and two foundational publications	Analysis of documented changes in the brand's visual identity of historical materials.



## Planning

### Summary of Planning

Based on the research gathered by ASBA, a plan was designed to reach each key audience and integrate tactics for each strategy into our daily work which aligned in the strategic plan and goals.

### Problem Statement

ASBA's brand lacked clarity and visibility, limiting its ability to convey its mission and value. Previous rebranding efforts excluded member input, leaving them without a voice. To address this, ASBA's third rebranding initiative prioritizes ensuring members feel respected, seen and heard while modernizing its identity and strengthening its role as a trusted resource.

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### Key Publics

- School board members
- HNAIC members, Black Alliance and Rural Alliance members (board members and superintendents that represent these diverse communities)
- Superintendents
- ASAP members (School board administrative professionals)
- Non-member organizations (education-adjacent professionals and key allies of ASBA)

01

**School board members** want ASBA's brand to reflect who they are and the diverse communities they serve across Arizona. They are focused on how the brand upholds governance, champions advocacy and promotes inclusivity, ensuring it aligns with their values and roles.

02

**The HNAIC and Rural Alliance and Black Alliance members**, representing specific regional and cultural communities, have unique insights into how ASBA's brand can better reflect diversity, inclusivity and equity across Arizona.

03

**Superintendents**, often the public face of district leadership, need reassurance that ASBA's identity aligns with educational leadership and accountability.

04

**School board administrative professionals (ASAP members)** interact regularly with ASBA, so their insights are essential to ensuring brand clarity and usability in resources.

05

**Finally, non-members — Education-adjacent professionals and key allies of ASBA —** serve as vital allies of ASBA, offering valuable external perspectives on its influence and reputation.

**Targeting and including each of these groups will ensure that the rebranding reflects a comprehensive and authentic identity, meeting the needs of ASBA's diverse stakeholders.**



## Campaign Objectives

Using the data the following four objectives were identified:

1. By December 31, 2024, ASBA will increase members' overall perception of ASBA from **3.3 to at least 3.8 on a 5-point scale** (outcome)
2. By December 31, 2024, ASBA will improve the clarity of its brand identity, increasing the percentage of members who find it **very clearly communicated** from **28.89% to at least 35%**, as measured by ASBA's annual member survey. (outcome)
3. By December 31, 2024, ASBA will boost member participation with a **40% increase** in the annual survey from 2023 to 2024. (outcome)
4. By December 31, 2024, ASBA will collect baseline data from **at least 10 non-member organizations** across Arizona, as measured by its annual member survey, to support future comparisons and strengthen brand identity and engagement strategies. (output)
5. By November 1, 2023, **100% of HNAIC, Rural and Black Alliance groups** will receive the necessary information to fully understand the purpose and objectives of the rebranding, ensuring they see themselves reflected and recognize their active role in the process. (output)

## Key Messages

**The Why and Importance of Our Rebrand:** This rebranding is about strengthening our commitment, enhancing our representation and ensuring that we are positioned to face the ever-evolving challenges and opportunities in education.

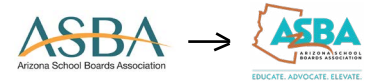
Our rebranding journey is driven by several important factors:

- *Embracing Educational Evolution* (Our commitment to adapt and grow is unwavering).
- *Representing Arizona's Entire Educational Tapestry* (Our rebranding efforts aim to represent the unique characteristics and aspirations of our member districts spread across the state).
- *Fostering Collaborative Impact* (By involving everyone in the rebranding process, we build a brand that authentically represents our shared vision for the future of education in Arizona).

The Comms team evaluated each strategy to determine how it will be specifically used for the campaign.

They mapped frequency and tactics to target each audience:

## Communication Strategies & Tactics



Strategy	Tactic	Frequency	Key Public	Responsible
Collaborative Engagement	Engage members and non-members on the ASBA Branding Committee to ensure diverse perspectives shape the rebrand	One-time	School board members, ASAP members, ASBA staff and Non-members	ASBA Communications Director
Storytelling approach (ASBA's history and the journey of the rebrand)	Talking points for ASBA staff Content in member messages	One-time	ASBA Staff HNAIC members, Rural Alliance members, School board members, Superintendents, ASAP members	ASBA Communications Director
Enhanced digital presence	Creating a central landing webpage for members to track updates and progress related to the rebrand	One-time	HNAIC members, Rural Alliance members, School board members, Superintendents, ASAP members and non-members	ASBA Communications team
ASBA internal platforms for direct messaging	Email messages ASBA Connect e-newsletter ASAP Listserv	Ongoing Bi-weekly One-time	HNAIC members, Rural Alliance members, School board members, Superintendents, ASAP members and non-members	ASBA Communications Director
ASBA external platforms for direct messaging	Text Messages	One-time	School board members, Superintendents, ASAP members	ASBA Communications Director
Social media outreach	Facebook (boosted), Twitter and Instagram	Ongoing	School board members, Superintendents, ASAP members	ASBA Communications team
Non-member participation	Personal emails and phone calls ensured non-member education allies joined the Branding Committee to provide input.	One-time	Non-members	ASBA Communications Director
Special Events	Roll out rebrand during Annual Conference to celebrate and promote the updated identity	One-time	HNAIC members, Rural Alliance members, School board members, Superintendents, ASAP members	ASBA Communications team
Gamification	At the Annual Conference, 200 tables will each receive a mystery puzzle box containing pieces of the new ASBA logo. Attendees at each table must work together to assemble their puzzle as quickly as possible.	One-time	School board members, Superintendents, ASAP members and all other Annual Conference attendees	ASBA Communications team

## Budget

The total budget spent on this campaign was **\$9,721.15** which included costs for marketing, print, external design and communications staff time.

## Budget Breakdown

Budget Item	Description	Reach	Cost
Designer Time	Time spent by a professional designer for branding materials.	Association-wide branding consistency across all materials.	\$3,075.0
Communication Director & Staff Time (60 hours)	Staff time dedicated to managing and implementing the rebrand.	Internal and external stakeholders involved in rebranding.	\$2,596.15
Marketing - Promotional Products	Branded items such as cups and puzzles to promote the rebrand.	Engagement with members, non-members, and event participants.	\$800.0
Marketing - Photo Backdrop	Custom photo backdrop for events	Professional presentation and visibility at key events.	\$300.0
Marketing - Pens, tablecloths, badges	Branded pens, tablecloths, and badges for events and promotions.	Enhances visibility and engagement at events and meetings.	\$1,200.0
Print - Photo discs, signage, stationary, folders, letterhead	Printed materials such as photo discs, signage, stationery, folders, and letterhead for professional use.	Supports professional communication and visual consistency.	\$1,000.0
Print - Publications and business cards	Publications and business cards featuring the new branding.	Widely distributed to members and key stakeholders.	\$750.0
Total Budget	Covers all areas and stakeholders	All key audiences	\$9,721.15

## Implementation

### Summary of Implementation

During the implementation phase, the comms team used the Microsoft Planner tool to map and follow a process for implementing each activity, aligned with the strategy, tactic and audience. Samples included in supporting documentation.

#### PHASE 1

**AUGUST 1–OCTOBER 31, 2023**

Conduct research to inform brand clarification and development of ASBA's brand identity:

- Set clear objectives and measurable goals
- Identify a budget and costs
- Gather insights on current brand identity and review ASBA's visual and historical records
- Collect feedback from publics (member forums/county meetings)
- Summarize findings
- Define brand structure to guide messaging and visual identity aligned with ASBA's mission and values
- Refine key messaging and branding elements

#### PHASE 2

**NOVEMBER 2–14, 2023**

Create a new logo, tagline and visual identity that reflects the updated brand:

- Collaborate with graphic designer in design process to ensure accessibility and appeal across platforms
- Review draft designs and taglines
- Collaborate with ASBA Branding Committee to review rebrand elements and make adjustments using feedback
- Finalize logo, tagline and brand guide

#### PHASE 3

**DECEMBER 6, 2023–DECEMBER 31, 2024**

Create a new logo, tagline and visual identity that reflects the updated brand:

- Roll out the new logo and rebrand elements at the ASBA Annual Conference Dec. 7, 2023
- Phased in our rebrand across all ASBA materials—documents, publications, social media, new website, marketing and more—updating logos, colors, fonts and branding for a cohesive identity
- Launch 2024 annual member survey
- Close and review 2024 annual member survey results
- Results presented to ASBA leadership and board of directors at January Board Retreat



## Summary of Implementation cont...

To culminate the communications plan for the ASBA rebrand rollout, a special unveiling took place at the Annual Conference, where over 600 attendees participated in an engaging activity to assemble puzzle pieces that revealed the new ASBA logo design. The first table to complete the puzzle won a prize, creating a buzz of excitement, and attendees were treated to new ASBA swag to celebrate the rebrand.

Posts on Facebook, Twitter and Instagram highlighted the successful unveiling and its positive impact on members. An email was sent to all members announcing the rebrand, accompanied by an article in the ASBA Annual Journal Magazine. Additionally, a special email was sent to the ASBA Branding Committee, expressing gratitude for their valuable support and contributions to the rebrand process.

## R.P.I.E – Implementation

### 1 Boost Member perception of ASBA's Brand Identity on a 5-point Scale

**Objective:** By December 31, 2024, ASBA will increase members' overall perception of ASBA from 3.3 to at least 3.8 on a 5-point scale (outcome)

**Results:**

ASBA's overall perception saw a significant improvement, increasing from 3.3 to 4.1 on a 5-point scale from 2023 to 2024. This growth exceeded the initial target of 3.8, demonstrating the effectiveness of the rebranding initiative in enhancing members' understanding and recognition of ASBA's role in supporting school boards and advancing education in Arizona.

### 2 Improve Clarity of ASBA's Brand Identity

**Objective:** By December 31, 2024, ASBA will improve the clarity of its brand identity, increasing the percentage of members who find it very clearly communicated from 28.89% to at least 35%, as measured by ASBA's annual member survey. (outcome)

**Results:**

The results from ASBA's annual survey indicate a significant improvement in how members perceive the clarity of ASBA's brand identity following the rebranding initiative. In 2023, only 28.89% of respondents felt that ASBA's brand identity was very clearly communicated. By 2024, this number grew to 42.74%, surpassing expectations.

#### Further Improvements were seen across additional response categories:

- The percentage of respondents who felt ASBA's brand identity was communicated **"somewhat clearly" decreased from 35.56% (2023) to 25.81% (2024)**, demonstrating greater clarity
- Those who felt the brand identity was **"not so clearly" communicated decreased from 16.67% to 4.44%**, while those who believed it was **"not at all clearly" communicated dropped from 8.89% to 1.21%** reflecting a major shift in brand perception

### 3 Boost Member Participation in ASBA Annual Survey

**Objective:** By December 31, 2024, ASBA will boost member participation with a **40% increase** in the annual survey from 2023 to 2024. (outcome)

**Results:**

ASBA aimed for a **40% increase** in annual survey participation to achieve a true sample size, as responses **rarely exceeded over 150 in the past 11 years**. A larger and more representative sample was critical to ensuring the survey **accurately reflected member perspectives, especially during ASBA's rebranding efforts**. By extending the survey period to **three months**, offering both online and in-person participation at the Annual Conference, and engaging all staff for a historic 100% participation rate, ASBA achieved a **record-breaking 110.17% increase in responses—marking the highest engagement level in its history**.

### 4 Collect 10 Non-member Organization Baseline Data

**Objective:** By December 31, 2024, ASBA will collect baseline data from at least **10 non-member organizations** across Arizona, as measured by its annual member survey, to support future comparisons and strengthen brand identity and engagement strategies. (output)

**Results:**

ASBA surpassed this objective, collecting baseline data from **24 non-member organizations** representing various sectors of the educational community. This expanded dataset provides valuable insights into external perceptions of ASBA's brand identity, ensuring future branding and outreach strategies are data-driven and responsive to stakeholder needs. Moving forward, stakeholder input from ASBA allies will be gathered annually as part of the member survey to continuously inform branding and engagement strategies.

### 5 Ensuring Key Groups Understand the Rebranding Purpose

**Objective:** By November 1, 2023, **100% of HNAIC, Rural and Black Alliance member groups** will receive the necessary information to fully understand **the purpose and objectives of the rebranding**, ensuring they see themselves reflected and recognize their active role in the process. (output)

**Results:** ASBA's rebranding communications plan successfully met this objective, ensuring that **100% of HNAIC, Rural and Black Alliance member groups** received the necessary information by the target date. Through **in-person forums, discussions and direct outreach**, members gained a clear understanding of the purpose and objectives of the rebranding.

Qualitative data and personal observations further demonstrated the impact and success of the rebranding initiative. Following the unveiling, **all three member groups requested to adopt the new ASBA logo as their official logo**, a strong indicator of alignment and shared identity. Additionally, qualitative feedback highlighted how the new colors resonated with members, with many expressing that the design authentically represented all groups while telling the story of Arizona.

The enthusiasm for the rebrand extended to leadership, **with all three presidents of HNAIC, Rural and Black Alliance groups requesting new headshots behind the new logo**, reinforcing their connection to the refreshed brand and its representation of their communities. This collaborative process not only strengthened ASBA's commitment to inclusivity but also ensured that members saw themselves reflected in the rebrand and recognized their active role in shaping the process.

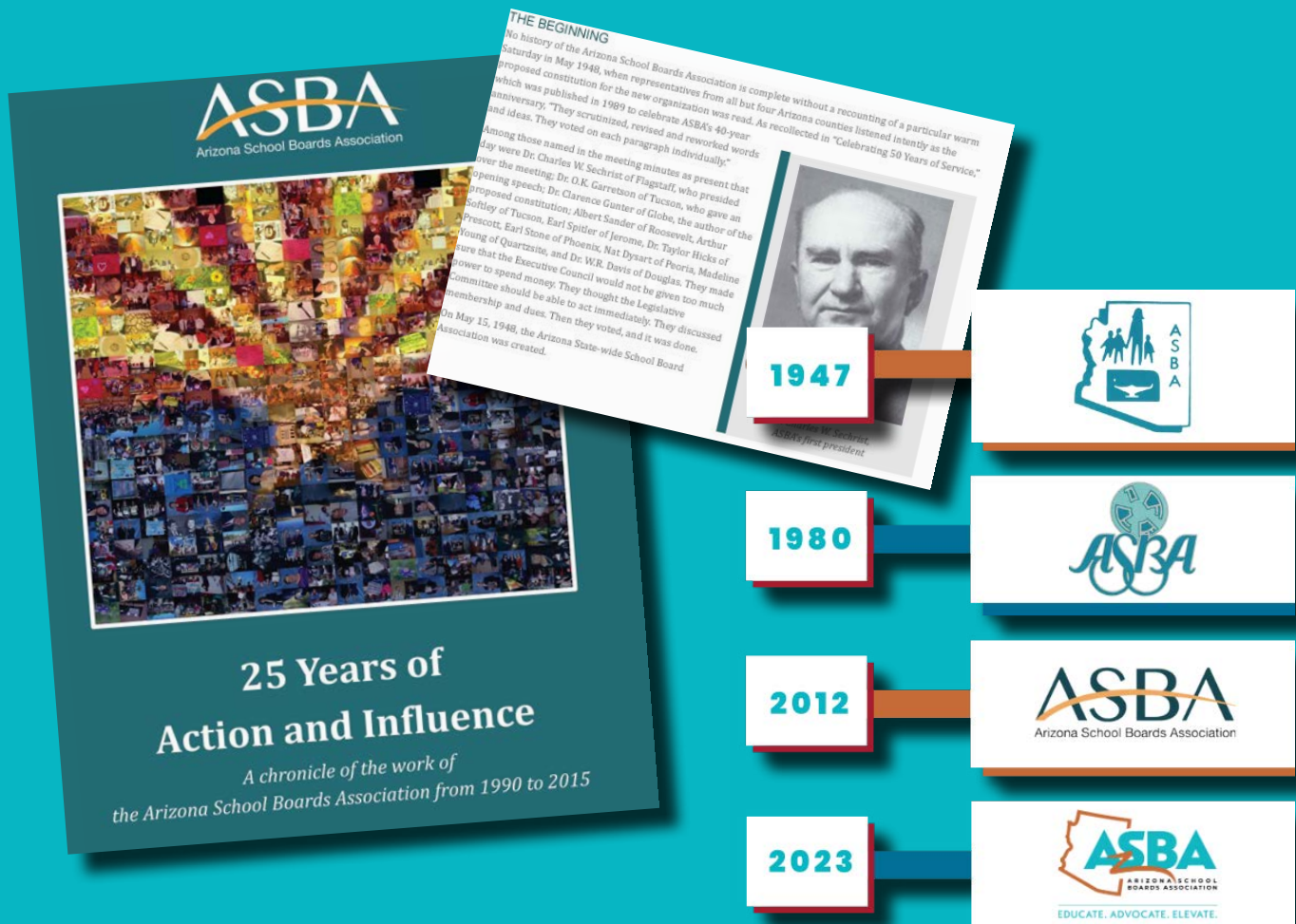


# Additional Support

## RESEARCH

### The History

For more than 75 years, the Arizona School Boards Association has championed public education with unwavering dedication. From its founding on May 15, 1948, to today, ASBA has grown, adapted and evolved—always rooted in its mission to support Arizona’s school boards and students. As we embark on a new chapter, our rebrand reflects not just a fresh look but a renewed commitment to innovation, leadership, and advocacy. Just as the founders carefully shaped ASBA’s beginnings, we continue to chart the course for the future of education in Arizona.

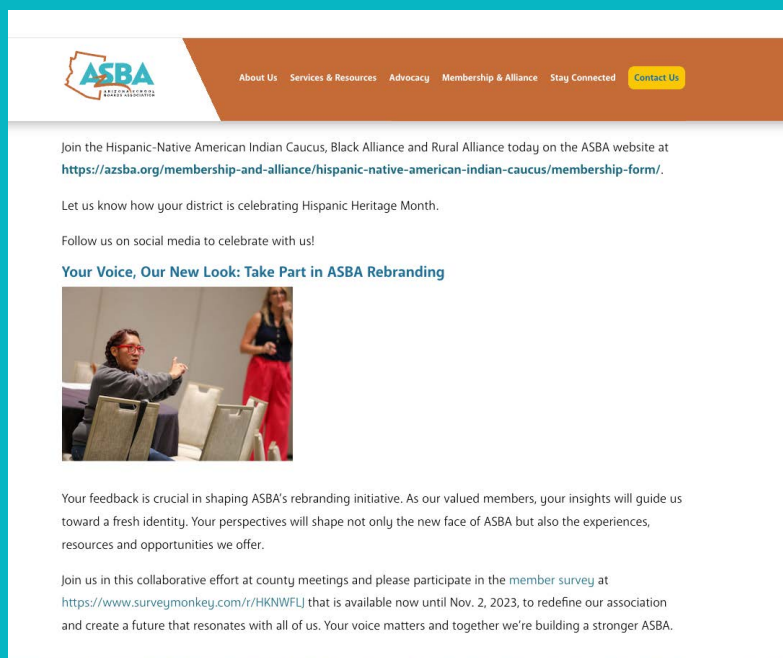




# Additional Support

## RESEARCH Member Outreach

To kick off the conversation about ASBA's collaborative rebrand journey, We engaged members through in-person forums, digital platforms and print communications, inviting them to participate and provide input at the in-person forums.



Join the Hispanic-Native American Indian Caucus, Black Alliance and Rural Alliance today on the ASBA website at <https://azsba.org/membership-and-alliance/hispanic-native-american-indian-caucus/membership-form/>.

Let us know how your district is celebrating Hispanic Heritage Month.

Follow us on social media to celebrate with us!

**Your Voice, Our New Look: Take Part in ASBA Rebranding**

Your feedback is crucial in shaping ASBA's rebranding initiative. As our valued members, your insights will guide us toward a fresh identity. Your perspectives will shape not only the new face of ASBA but also the experiences, resources and opportunities we offer.

Join us in this collaborative effort at county meetings and please participate in the member survey at <https://www.surveymonkey.com/r/HKNWFLJ> that is available now until Nov. 2, 2023, to redefine our association and create a future that resonates with all of us. Your voice matters and together we're building a stronger ASBA.

### Elevating Engagement: ASBA Connects with You Year-Round!

A dynamic change in our county meetings – now happening in both Fall and Spring – allows us to engage with our members throughout the year, fostering deeper connections and building a stronger community. Our commitment to your growth and these revamped county meetings will provide more opportunities to connect together. Get ready to be part of year-round ASBA engagement, empowering

#### Save the date for your respective county meeting:

**County Director elections:**  
Tuesday, Sept. 19, at Duncan USD  
Sept. 28, at Flowing Wells USD  
**Counties:** Saturday, Sept. 30 (Location to be determined)  
Sept. 16, at Tempe UHSD  
Sept. 18, at Casa Grande ESD  
Sept. 25, at Gadsden ESD  
Oct. 2 (Location to be determined)

**Spring 2024 County Meetings:**  
(Dates and locations to be determined)  
Gila County  
Yavapai County  
La Paz County  
Mohave County  
Santa Cruz County

We're thrilled to announce a change in the schedule for the upcoming ASBA County meetings. Get ready for a transformed experience that brings together learning, leadership and celebration like never before.

#### Your Voice, Our Vision: Shaping the Future of ASBA Together

At ASBA, we're embarking on an exciting journey of rebranding, and your feedback is crucial in shaping the transformation. As our valued members, your insights are the compass guiding us toward a fresh and invigorated identity. Your perspectives will shape not only the new face of ASBA but also the experiences, resources and opportunities we offer. Join us during the county meetings in this collaborative effort to redefine our association and create a future that resonates with all of us. Your voice matters and together we're building a stronger ASBA.

Registration for this member-only event is \$40. We can't wait to welcome you to your ASBA County Dinner and Meeting. The enthusiasm and energy of fellow members coupled with the enriching content and festivities are bound to make this an event to remember.

Remember to register now to secure your spot at these exciting gatherings. We're looking forward to seeing you there! All details can be found on the ASBA website <https://azsba.org/event/asba-county-meetings-2023/>.



# Additional Support

## RESEARCH

### Member *Input*

ASBA's rebrand was shaped by the voices of those we serve—our members. Through member forums, surveys and direct engagement, we gathered input from school board members, superintendents and caucus leaders to ensure the new brand reflects our diverse communities. Staff feedback provided internal alignment, making this rebrand a true reflection of ASBA's mission and future.

What five adjectives best describe ASBA?

Collaborative, reflective (growth mindset), responsive, professional, advocacy.

Committed

Dedicated

Adaptable

Resilient

Innovative

Engaging, supportive, effective, consistent, active

Advocate

Resourceful

Collaborative

Supportive

Evolving

Informative

Accessible

Value

Educational, Inclusive, Empowering, Community-driven, Collaborative

Bold

Resilient

Inclusive

Empathetic

Knowledgeable

Branding committee consensus.



Collaborative conversations at ASBA's Annual Law Conference and County Meetings.



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# Additional Support

## RESEARCH

### Member *Input*

#### Cochise County Meeting Agenda

November 2, 2023

5:00 p.m. - 7:30 p.m.

- Welcome and Meeting Overview
- Dinner and Networking
- Celebration of Accomplishments
- County Director Election
- Power Town Hall – Mental Health
- **Shaping the Future of ASBA**
- Policy and Advocacy Update
- Wrap-Up and Door Prize Drawing  
(*must be present to win!*)

#### Tonight's student talent is provided by

- Buena High School JROTC
- Buena High School Show Band
- Buena High School Choir

#### Tonight's meal is presented by

- Ed Banuelos - Southwest Food



County Meeting agenda & focus group questions about the ASBA brand identity.



When you think about the Arizona School Boards Association, what words or phrases come to mind that you feel best describe its identity?

- What are your thoughts on the ASBA's logo?
- How well does the tagline effectively communicate the value that the ASBA brings to school boards in Arizona?
- Does the website provide comprehensive and up-to-date information about the ASBA's services, events, and resources?

## Rebrand



# Additional Support

## PLANNING

### Key Messaging

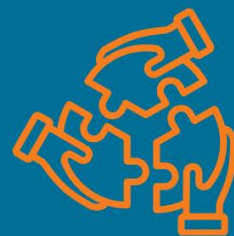
Our rebrand is a renewed commitment to Arizona's public education system, ensuring we evolve, represent and collaborate effectively. It reflects our dedication to adapting with education's ever-changing landscape, embracing the diversity and aspirations of our member districts and fostering a shared vision through collaboration. More than just a change in appearance, this rebrand strengthens our impact and unites us in shaping the future of education in Arizona. Below are the important factors driving this rebrand.

#### Embracing Educational Evolution



#### Representing Arizona's Entire Educational Tapestry

#### Fostering Collaborative Impact





# Additional Support

## PLANNING

### Branding Committee

After gathering member feedback, the brand committee was developed and promptly got to work, carefully analyzing the invaluable insights provided and beginning to shape the new elements of ASBA's rebrand.

Subject: Join the ASBA Branding Committee to Shape Our Future

Dear ASBA Branding Committee Members,

I hope this email finds you well. I wanted to take a moment to share with you an exciting opportunity to contribute to the future of the Arizona School Boards Association (ASBA) through our Branding Committee. Your participation in this committee is crucial, and I'd like to provide you with some insights into the purpose and process we will be embarking upon.

**Purpose:** ASBA is committed to enhancing our identity and strengthening our connection with our members and the community. We aim to conduct a brand clarification process that will result in a comprehensive brand architecture. This architecture will serve as the foundation for our future messaging and communications strategies, as well as the development of a new graphic identity. It is important to emphasize that this brand architecture will closely align with ASBA's strategic mission, vision and values.

**The Process:** The Branding Committee will play a pivotal role in this process by helping us develop a compelling brand strategy. This strategy will encompass:

- **Mission, Vision, and Values:** We will clarify ASBA's mission, vision, and values to ensure they align with our intended impact.
- **Target Audience:** Identifying our target audience(s) and gaining a deep understanding of their needs, interests, and communication preferences.
- **Key Messages:** Crafting key messages that effectively communicate our proposition and differentiators.
- **Positioning Statement:** Creating a succinct positioning statement that defines ASBA's unique position in the nonprofit landscape.

This process will comprise three essential touchpoints:

1. **Pre-work:** Laying the foundation for our brand strategy.
2. **Discovery and Architecture Draft:** Shaping the brand architecture based on our findings.
3. **Review and Revised Architecture:** Ensuring that the brand strategy reflects our mission and vision.

*Email sent to Branding Committee Members*

To initiate this process, we have asked our committee members to complete a questionnaire consisting of six thought-provoking questions. Your responses will be instrumental in guiding our discussions and strategy development. **Please fill it out by:** <https://forms.office.com/r/m6eMRmDZuz?origin=lprLink>

**Next Steps:** Our first committee meeting is scheduled for November 14 at noon.

In this 30-minute zoom meeting we will delve into your questionnaire responses and discuss the initial steps in this exciting journey. Your input and insights will be invaluable as we shape ASBA's future identity and communication.

Thank you for dedicating your time and expertise to this endeavor. We are thrilled to have you on board, and we look forward to working closely with each of you to realize ASBA's branding aspirations.

Please feel free to reach out if you have any questions or require further information. Together, we will make a lasting impact on ASBA's future.

Best regards,

Heidi



# Additional Support

## PLANNING

### Branding Committee

#### ASBA Branding Committee Summary of Results:

##### Adjectives Describing ASBA:

- Collaborative, reflective (growth mindset), responsive, professional, advocacy.
- Committed, dedicated, adaptable, resilient, innovative.
- Engaging, supportive, effective, consistent, active.
- Advocate, resourceful, collaborative, supportive, evolving.
- Informative, accessible.

##### Why ASBA Exists:

- ASBA is seen as filling a crucial need by providing training, guidance, policy support, advocacy, and opportunities for collaboration among school board leaders.
- The need for ASBA arises from the lack of an organization connecting school districts statewide, providing training, policy expertise, and representation in the political sector.

##### Challenges Facing ASBA:

- Challenges include competition from other companies, internal conflicts, partisan politics, misinformation, and the need for inclusiveness and trust-building within the membership.

##### What Distinguishes ASBA:

- ASBA is distinguished by its long-standing tradition of fostering excellence, creating meaningful relationships within the education community, and being member-based and dedicated.

## Tagline Suggestions

Crafting a compelling tagline for the Arizona School Boards Association (ASBA) is a creative and purposeful undertaking. The aim is to encapsulate ASBA's mission, vision and core values in a succinct and meaningful phrase.

These taglines aim to convey the essence of ASBA's dedication to supporting local school boards, promoting community involvement, and achieving excellence in Arizona's school districts. You can choose one or modify one of these taglines to best fit ASBA's branding and communication strategy.

## Color Palette Options

The brand color palette is a crucial element in establishing a brand's identity, as it conveys the brand's personality, values, and consistency, making it instantly recognizable and memorable to its audience.

In considering a new color palette for your brand, it's essential to strike a balance between creativity and consistency. While it may be tempting to incorporate numerous colors, it's crucial to remember that a concise, well-defined palette is more effective in conveying your brand's identity. Too many colors can lead to visual clutter and dilute the recognizability of your brand. By selecting a carefully curated set of primary and secondary colors, you can maintain a cohesive and memorable brand image that remains easily identifiable across various platforms and materials. A focused color palette not only streamlines design decisions but also enhances the impact and recognition of your brand, ensuring a harmonious and professional visual identity that resonates with your target audience.

Your logo color should serve as the cornerstone for the decision-making process for your primary colors which will be most prominently associated with your brand. Secondary colors complement the primary color and create a harmonious visual experience across all your brand materials.

## Logo Development

Deciding on a rebranded logo is a pivotal decision, as it plays a fundamental role in shaping the way the brand is perceived and how it connects with its audience. The following are some key points when choosing a logo:

**First Impressions:** A logo is often the first point of contact between a brand and its target audience. It creates a lasting first impression that can either engage or disengage. A well-designed logo can make an organization appear professional, credible, and trustworthy.

**Brand Identity:** The logo is the cornerstone of a brand's visual identity. It encapsulates the brand's personality, values, and mission. It should effectively communicate what the brand represents, making it easier for people to understand and relate to the organization.

**Recognition and Recall:** A memorable logo is crucial for brand recognition. When people see the logo, they should instantly associate it with your organization. This recognition helps in building brand loyalty and repeat business.

**Timelessness:** A good logo should stand the test of time. Frequent logo changes can confuse customers and dilute brand equity. A well-crafted logo can remain relevant for many years, minimizing the need for constant redesign.

**Evolution and Modernization:** In a changing world, brands need to evolve to stay relevant. A rebranded logo allows an organization to reflect changes in its mission and values, keeping the brand current and fresh.

**Trust:** A strong, well-designed logo fosters trust and credibility. It implies that the brand is invested in its image and dedicated to delivering quality services.

**Brand Consistency:** A consistent logo design across all brand touchpoints—online, in print, and in person—creates a unified

#### Summary of Findings from ASBA Rebrand Feedback Phase One - Research:

The ASBA Rebrand Feedback Phase incorporated online surveys and in-person meetings with various stakeholders to gather valuable insights. The feedback highlights key aspects of ASBA's identity, logo, current tagline and website, along with recommendations for improvements.

Here's a summary of the findings:

**Audience:** HNAIC/Rural Alliance Members

**Tactic:** In-person meetings at Law Conference and HNAIC/Rural Alliance Meetings.

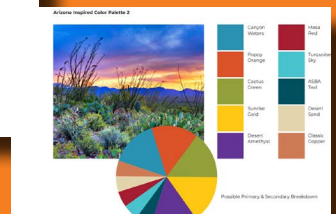
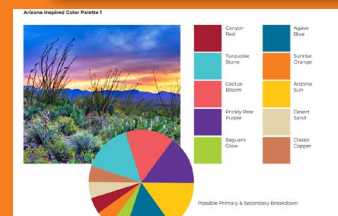
**Identity:** Members associated ASBA with words like Advocacy, Integrity, Empowerment, Communication, Informative, Inclusion, Development, Legal Clarification, Collaboration, and Representation.

**Logo:** Suggestions included changing the colors to retro Diamondback colors and making it more reflective of the state of Arizona.

**Tagline:** Members recommended conveying leadership in the tagline and empowering leaders in service of students.

**Website:** The website needs consistency with the domain name, easier event registration, and improved user-friendliness.

- Empowering Education Together  
Uniting Communities, Building Excellence  
Education in Our Hands, Success in Yours  
Local Governance, Global Impact
- Educate, Advocate, Elevate  
Local Control, Student Success  
Guiding Vision, Nurturing Growth
- Community-Led, Student-Centered  
Champions of Local Leadership  
Your Voice, Our Commitment

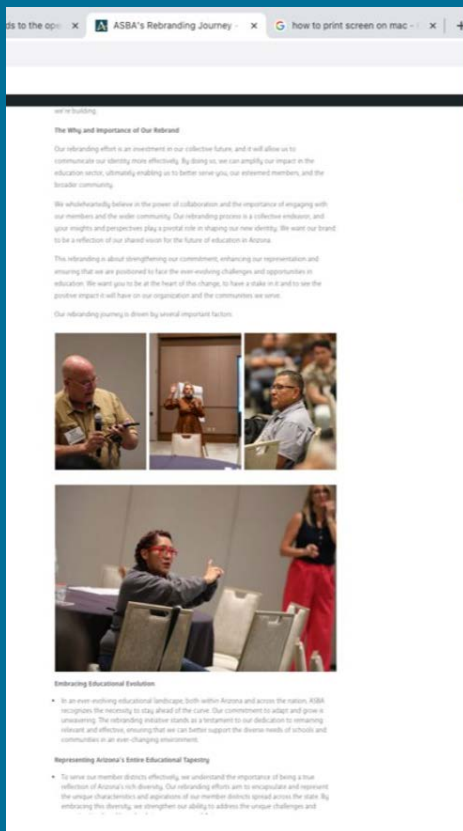


# Additional Support

## IMPLEMENTATION

### Member Updates

Throughout the rebrand process, ASBA kept members informed every step of the way, recognizing their valuable role in shaping the transformation. Updates were shared through Connect E-Newsletters and website messages to ensure continued engagement and transparency.



*Website post updating members on the rebrand journey and it's progress.*



#### ASBA's Rebranding Journey

If you've thought about serving on the ASBA Board of Directors Executive Committee, now is the time to find out more on the ASBA website.

 Arizona School Boards Association / Nov 14, 2023

*Connect E-News article updating members on the rebrand journey and it's progress.*



# Additional Support

## IMPLEMENTATION

### The Big Reveal

ASBA unveiled their new brand identity to it's members at the ASBA Annual Conference in December 2023.

#### NEW LOGO UNVEILING



#### FOLLOW OUR JOURNEY:

[azsba.org/asbas-rebranding-journey/](https://azsba.org/asbas-rebranding-journey/)



#### NEW LOGO UNVEILING



Members worked together to assemble a puzzle, unveiling the new logo—a symbol of their dedication, collaboration and shared vision.

# Additional Support

## IMPLEMENTATION Rebranded Publications

Following the rebrand unveiling, ASBA refreshed its two major publications—the Journal Magazine and the Back to School Newspaper—in their subsequent editions.



ASBA Journal, Spring 2024



ASBA Back to School Newspaper, Fall 2024



# Additional Support

## IMPLEMENTATION

### New Website

Since the unveiling, ASBA has launched a newly rebranded website, designed to enhance the user experience and proudly showcase the identity that members helped shape through their dedication and collaboration. The launch was teased in the rebranded Back to School newspaper and across social media, building excitement for the reveal.

**Arizona School Boards Association**  
Published by Hootsuite  
January 31 at 1:01 PM · 🌐

Our new website launches tomorrow! 🎉 Check out this video for answers to frequently asked questions. Don't forget to clear your cache the first time you visit. We've been hard at work behind the scenes, and we can't wait for you to explore the updates—plus, there's more to come in 2025!

### NEW WEBSITE *Coming Soon*

GOING LIVE FEBRUARY 1ST

#### FREQUENTLY ASKED QUESTIONS

WHAT SHOULD I DO IF I  
NOTICE ANY ISSUES WITH  
THE NEW SITE?



WWW.AZSBA.ORG

### Exciting News! A Fresh Look for the ASBA Website is Coming Soon



We are thrilled to announce that a new and improved ASBA website is on the horizon! As part of our rebranding process, we are giving our website a fresh look to better serve our members and enhance your online experience.

The revamped website will feature a modern design, improved navigation and enhanced functionality, making it easier for you to access the resources and information you need. Whether you're looking for the latest news, upcoming events or valuable tools and support, our new website will offer a more streamlined and user-friendly experience.

Member feedback on ASBA's rebranding initiative highlighted key themes. There was a call for a clearer tagline that communicates the organization's purpose and value. Members emphasized the need for a more user-friendly website, expressing concerns about its outdated nature and lack of current information. The logo's fate sparked diverse opinions and members stressed the importance of the new branding aligning visually with Arizona and education. There were also issues with confusion due to similar acronyms in other associations.

ASBA used this collective feedback to shape our identity, logo, tagline and website to better meet your expectations. This update is not just about aesthetics—it's about creating a more effective platform for engagement and communication. We aim to provide clearer, more accessible content and ensure that all the vital information you rely on is just a click away.

Stay tuned for the launch date and get ready to explore the new features of our updated website. We are excited to share this new chapter with you and look forward to supporting your work with a fresh and dynamic online presence.

Here's to a new look and an even better ASBA experience!

### NEW WEBSITE

COMING SOON

Teasers for ASBA's new website on social media and in the back to school newspaper.

**ASBA**  
ARIZONA SCHOOL BOARDS ASSOCIATION  
EDUCATE. ADVOCATE. ELEVATE.

Empowering local school boards for excellence, ensuring that every Arizona child receives the best education possible.

1,100+	1,500	207	70 Years
Board members across the state of Arizona.	Public Schools served in AZ.	School districts supported statewide.	Years Of dedicated service to Arizona's Education system.

ASBA's newly rebranded and enhanced website.

# Additional Support

## EVALUATION Member Survey

As part of the 2023 ASBA Member Survey, conducted before the rebrand, we asked members two critical questions: their overall perception of ASBA and how clearly they felt ASBA's brand identity reflected the organization's role in supporting school boards and education in Arizona. The results showed an average overall perception rating of 3.3, with many members feeling that the brand only somewhat clearly represented ASBA's role in supporting school boards and education in Arizona.

Rebranding Initiative: Member Feedback

SurveyMonkey

Q3 How would you rate your overall perception of ASBA

Answered: 118 Skipped: 7

3.3★

average rating



	1	2	3	4	5	TOTAL	
★	12.71% 15	10.17% 12	26.27% 31	32.20% 38	18.64% 22	118	

*ASBA's Overall Perception Rating from the 2023 Member Survey.*

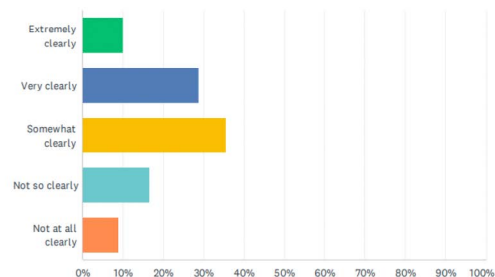
*ASBA's brand identity results from the 2023 Member Survey.*

Rebranding Initiative: Member Feedback

SurveyMonkey

Q16 Does ASBA's brand identity clearly represent the organization's role in supporting school boards and education in Arizona?

Answered: 90 Skipped: 35



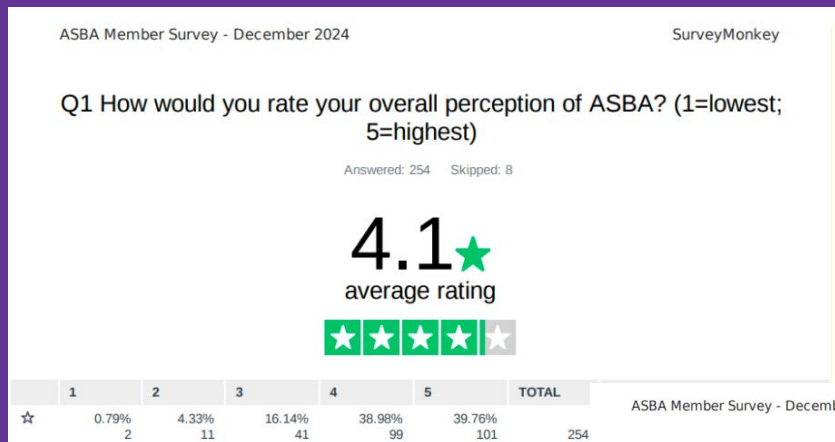
ANSWER CHOICES	RESPONSES
Extremely clearly	10.00% 9
Very clearly	28.89% 26
Somewhat clearly	35.56% 32
Not so clearly	16.67% 15
Not at all clearly	8.89% 8
TOTAL	90

# Additional Support

## EVALUATION

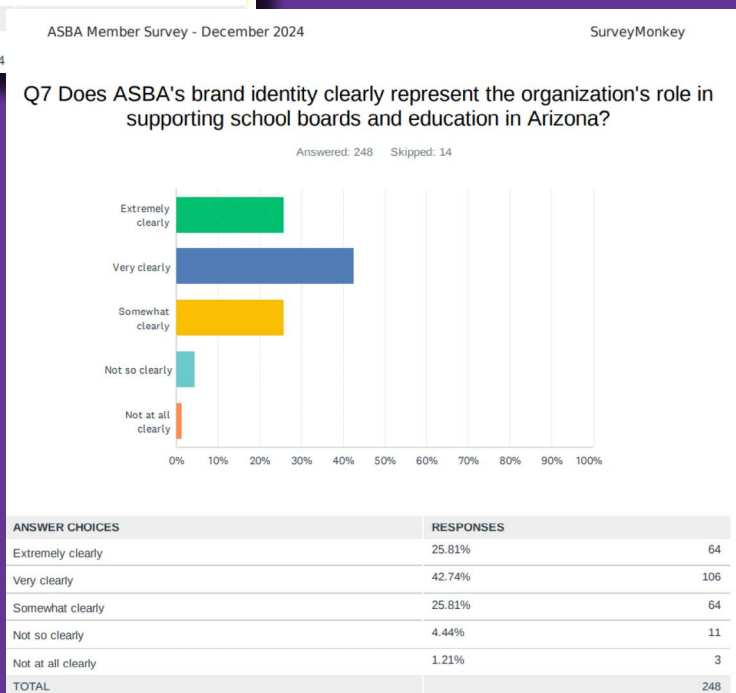
### Member Survey

In comparison, the 2024 survey revealed a significant shift in responses. ASBA's overall perception rating saw a notable increase from 3.3 to 4.1, and member satisfaction with the new brand identity surged. A substantial number of respondents felt that ASBA's identity now very clearly or extremely clearly represents its role in supporting school boards and education in Arizona.



*ASBA's Overall Perception Rating from the 2024 Member Survey.*

*ASBA's brand identity results from the 2024 Member Survey.*





# Additional Support

## EVALUATION Member Survey

*ASBA's Alliances/  
Caucuses requested  
to adopt the new logo  
as their official logo*



**Q7 Does ASBA's brand identity clearly represent the organization's role in supporting school boards and education in Arizona?**

2024:

Extremely clearly 25.81%  
Very clearly 42.74%  
Somewhat clearly 25.81%  
Not so clearly 4.44%  
Not at all clearly 1.21%

2023:

Extremely clearly 10.0%  
Very clearly 28.89%  
Somewhat clearly 35.56%  
Not so clearly 16.67%  
Not at all clearly 8.89%

### Overall Improvement

- The **"extremely clearly"** category saw a **15.81% increase from 2023 to 2024** indicating strong progress in aligning ASBA's brand identity with its mission
- Negative responses (**not so clearly** and **not at all clearly**) dropped significantly with the combined percentage falling from **25.56% in 2023 to just 5.65% in 2024**, showing a major shift in perceptions
- The decline in the **somewhat clearly** category suggests more members are transitioning from moderate agreement to stronger agreement



*Hispanic-Native American  
Indian Caucus Vice President,  
Joe Bia, in front of rebranded  
ASBA backdrop*



*Black Alliance President, Rachel  
Barnett, in front of rebranded  
ASBA backdrop*

*Comprehensive analysis of brand identity results from the  
2023 and 2024 member surveys.*

# Looking Ahead

## The Next Phase Member Campaign

We launched a new member campaign in January 2025 focused on deepening the connection between our members and the ASBA logo, along with its three defining words: Educate. Advocate. Elevate. This initiative is designed to reinforce the purpose and mission of ASBA, inviting members to share how these words resonate with their experiences and aspirations using video testimonials and graphics to be shared via communication channels, printed posters displayed at ASBA events and featured in the "Journal" (member magazine) and the "ASBA Back-to-School" newspaper publication. Through this campaign, we aim to reiterate the core values of our organization using the logo while fostering a stronger sense of connection and engagement within our membership.



"I connect most with **"Educate"** because empowering members with knowledge lays the groundwork for growth informed decision-making and positive change."



**EDUCATE.  
ADVOCATE.  
ELEVATE.**

*The heart of ASBA*

*We asked members to select one word from "Educate, Advocate or Elevate" that they best connect with and share why.*



**Advocate** means to me to be a voice and it may not always be that voice of support but to be that voice in education that helps cultivate our students, so they can be the next generation to advocate in a meaningful and productive way."

**-Katy Taylor, Payson USD**

"The word I connect with most is **"Educate"** because empowering members with knowledge lays the groundwork for growth, informed decision-making, and positive change. This aligns with ASBA's mission to equip members with the tools they need to lead effectively and thrive. As school board members, we must set an example by providing excellent governance and thriving in our roles."

**-Juan Castillo, Somerton ESD**



"As a school board member and a member of the Arizona School Board Association, the word **"advocate"** deeply resonates with me because it reflects our unwavering commitment to championing the needs of our students and ensuring they have access to a quality education. Advocacy drives our efforts to address challenges, support teachers, support staff and administrators, and create opportunities for every student to succeed and thrive in an ever-changing world."

**-Mitra Khazai, Madison ESD**

"The reason I chose **educate** is that it can apply to students, staffs and boards. We should always look to the possibilities of elevating to the next big best thing for everyone."

**-Marcario Roanhorse, Ganado USD**



"Since being elected to the school board and the board of directors I have sought to **educate** myself and those around me by modeling the lifelong learner philosophy by returning to school seeking a Masters degree in Educational Administration and Supervision that I will complete in May 2025. As I elevate myself in knowledge and board experience, I can pass along the information and experiences to community members, staff, students, current, and prospective board members. We can truly be made stronger by elevating ourselves and pulling those we serve along."

**-Chris King, Vali USD**

By amplifying the messages behind Educate, Advocate and Elevate, we aim to inspire a deeper understanding of our collective mission while strengthening the bond that unites us all. This initiative will provide an ongoing celebration of the work we do together, supporting one another and the larger education community.

Through this campaign, we hope to reinforce the shared values that make ASBA a vibrant and impactful organization. One that will continue to empower all of us to move forward in our shared commitment to shaping the future of education.