

Our branding goes far beyond what is seen online - we have used our branding in and around our entire school through communication and what people see when they see anything about our campus. This has allowed us to communicate effectively and the messages central to our progress on our strategic plan. Our overarching goal is to be straightforward. We have one staff member who does this work on a small stipend compensation, and the simple fact that the quality and quantity is impressive is what she can produce. We are a school of just over 100 students doing in-house branding and communication better than most schools our size. We have used the Tiger image throughout our building, including in our gym remodel, hallways, classrooms, website, social media, letterhead, and every item in our district. For our teachers, we use the branding on all our instructional materials for learning, including computers, cups, staff apparel, etc. Our goal is to have our brand be one of the most recognizable logos in the area. We want to be recognized for academic excellence, athletics, and leadership. This is already starting to happen as our Superintendent was named the Southwest MASA Emerging Superintendent of the Year. The branding of our district serves the bigger mission of retaining and recruiting high quality staff to support the learning of all our students and to prepare them for their future! We want our students to return to our small town after graduation and improve our community through starting businesses, having families, hard work, integrity, perseverance, and the undying belief in a brighter future in Everton, Missouri!