

DEVELOPMENT PROCESS The branding package followed Highline Public Schools' brand guidelines while maintaining a unique look to symbolize diversity and continuous learning. It used a spectrum of colors, bold typography, and clean layouts for clarity and impact. Led by Annemieke Beemster Leverenz under the direction of Communications Director Mandi LeCompte, the materials were developed with a \$4,222.35 budget covering design, sticker printing, and postcard distribution.

USE OF MATERIALS Branded materials were distributed across multiple platforms. A 5x7 postcard was mailed to 3,340 staff members, ensuring awareness beyond digital communication. Email campaigns included three branded messages sent before the event. A rotating banner on the Staff Hub intranet reinforced event messaging, while a Google presentation template maintained brand consistency across event presentations. Other materials included custom stickers to foster engagement and a branded slide deck used throughout the symposium.

EVALUATION Engagement was measured through participation rates, surveys, and email metrics. A total of 1,788 event exit tickets were submitted, reflecting high engagement despite exit tickets being optional. Email open rates ranged from 20.8% to 23.2%. The combination of direct mail and digital outreach proved effective, particularly in reaching staff during the summer when many were off contract. Custom stickers distributed at the event continue to serve as a lasting reminder of the symposium's themes. Stickers can be seen on computers and water bottles across the district, demonstrating how staff have embraced the branding.