

Our "Points of Pride" brochure serves as a communication tool providing numerical information about our school system to our audience and gives evidence of our school system's successes. It displays data points from each department such as student transportation numbers, graduation rates, percentage of staff credentials, and enrollment data. This brochure builds trust, credibility, and strengthens our relationship with current and future families, staff, and community members. By showcasing results for our audience, it adds to our school district's brand image; parents are drawn to schools that have strong academic outcomes and this brochure assures them that we are committed to providing their child with a quality education. We've designed this brochure to be neat, clean, and have a cohesive color palette that aligns with our brand package to ensure that the information is engaging but also easy to read. "Points of Pride" is also a recruitment tool for both students and staff. The brochure attracts families from both inside and outside the community, encouraging them to consider our school system. For staff, it serves as a confidence booster by giving them a chance to see their contributions to our district. Additionally the brochure increases our school system's brand identity by reiterating our message that we are "A Place For Every Kid" and showing our vision, mission, values, and objectives. The testimonials from individuals within our school system provide a genuine account of how things operate which prompts promotion and credibility for us. In summary, our "Points of Pride" brochure is a communication tool that enhances our relationship with our audience both inside and outside the community. It highlights our commitment to excellence and providing a quality education. Additionally, the brochure increases our credibility, attracts newcomers to the community, and provides reassurance to our educational partners.