

To help drive its teacher and staff recruitment efforts, the Southeast Delco School District worked with the Donovan Group to develop a comprehensive human resources brochure. This marketing trifold brochure outlines everything that makes the district special and makes the case for why high-quality educators and school staff should make Southeast Delco their professional home. The brochure centers on the theme of "Innovate. Inspire. Excel." It uses an infographic-style approach to highlight key data points and pieces of information, including salary and benefits, professional development opportunities, and the work environment prospective employees can expect. This brochure serves as a focal point of the district's teacher and staff recruitment marketing campaign.