

Westminster High School has been combatting a public image problem for years which has contributed to declining enrollment. Many families who are happy to send their children to our PK-8 schools will then choose to send their 9th graders to high schools in neighboring districts. Because our student demographic is around 83% free and reduced lunch status, there is a belief that the high school may be lacking in academic rigor, access to technology, or post-secondary opportunities. The Why Westy? Book is part of a multifaceted campaign that includes middle school recruitment events, and organized field trips to retain our current students as well as attract new students from neighboring districts. The Why Westy? Books are first distributed at our Annual Back-to-School Breakfast and Backpack Giveaway, held on the grassy lawn of Westminster High School, a beautiful glass building that overlooks the lake. The Why Westy books give these younger kids and their parents a glimpse into the many academic, artistic, and athletic opportunities that await them at WHS. These books are also distributed to 7th and 8th graders at our PK-8 schools and to parents on tours of our Ranum Innovation Campus- a state-of-the-art CTE center accessible only to Westy students. The books are also shared with industry partners to get them interested in sponsoring projects, participating in internships or apprenticeships, or serving on our CTE Advisory Board. The bright pink, yellow, and teal colors, along with the cartoony shadow boxes and bubbly fonts were an intentional design choice to generate interest among young people and differentiate our high school brand. The previous design used a boring corporate template. We wanted to create something that stood out from the competition and would attract teenagers to actually pick it up and read it. We also used all of our own students in the photoshoots. Because our student population is around 70% Latino, we have many Spanish-speaking students and many more students who speak English but have Spanish-speaking parents. In the past, we have printed our books in both English and Spanish, but this separate language approach did not adequately address the needs of bilingual families who would need to take two books with them to fully understand all of the opportunities and make a decision as a family about where the student should attend school. This Why Westy book was redesigned to print with English on one side and Spanish on the other. Depending on how you hold the book, the front cover becomes the back cover and vice versa- so that no one language is

dominant and all books contain the same information in a fun, flip-it-around format. Students, parents, and our industry partners have raved about the design, finding it to be a truly unique representation of an innovative approach to education. Attendance for our Westy's Got Skills event for 7th and 8th graders hosted at the high school had more attendees than ever and we have added several new industry partners.