

The Centennial School District is made up of five diverse cities, so there's not just one city affiliated with the district. We are often asked the question, "Where is Centennial?". This piece was created to help answer that question. The material is used at job fairs and in staff recruiting packets. Not only does it show the five cities that make up our school district, it also shows the assets of the community and a map showing some of our landmarks that would be of interest as potential staff consider working and possibly living in our district. In addition to the graphics, our branding messaging is incorporated in the piece as well as some quick stats. Instead of the job fair HR team explaining where we are located, the map document truly draws candidates to stop at their booth, and it helps ground candidates so they can "see" themselves in our district. The HR team tells me it's a win-win.