

Purpose Anoka-Hennepin Schools recently updated branding guidelines across the district. To ensure consistent application and increase security, schools are now utilizing district-branded raptor security signage at all entrances. This aligns with the district's strategic priority of maintaining safe and welcoming school environments by directing visitors to appropriate entrance procedures. The Communication and Public Relations team created this signage for the importance of:

- All school sites feature consistent instructions and branded signage at entrances.
- Utilize signage to clearly communicate and enforce consistent procedures for the safety of students and staff.
- A QR code provided allows visitors to translate instructions into any language of choice to ensure all families can read and understand entry procedures.

Where/when it is being used Raptor security systems were installed in the entrance vestibules at the main entrance of each Anoka-Hennepin school to increase safety and security at all sites. The raptor security system signage is displayed in the main entrance at 39 sites and located in the front vestibule of each school throughout the Anoka-Hennepin School District. This signage is being utilized during school hours and instructs visitors on how to be let inside the building.

Target audiences

- Visitors: Signage is used to inform visitors of the check-in process with the front office to allow access to the building.
- Staff with employee badges/key fobs: Employee badges give staff access to buildings. If a staff member doesn't have their employee badge on them, they are instructed to follow the entry procedures on the signage.

How it is supporting effective communication By having professionally designed and consistent signage as the initial point of contact, visitors immediately connect with the brand of the school and the district and conveys that the district and school takes safety seriously. This consistent communication throughout the 39 sites in the district, builds familiarity for visitors and staff to experience identical communication guidelines and procedures throughout the district. The security signage supports all families by providing access to translations through a QR code.

Outcomes achieved The signage has enhanced brand visibility throughout the district, while demonstrating the importance of safe and welcome schools. This signage has been utilized across 39 sites to promote consistency in safety procedures and create secure, welcoming buildings for students, staff and visitors. Visitors have used the QR code 39 times for translations.