

Assignment Sheet
BCCS – Strategic Plan Goal #5

Tasks	Committee Members	Notes
<p>5.1. Discovery: To position BCCS for continued success and greater growth, the committee will develop a report by September 2017 evaluating brand opportunities and challenges.</p>	Nicole Zerillo; Full Committee	<ul style="list-style-type: none"> To be shared with other committees, as requested.
<p>5.1.a. By July 19, identify enrollment/ retention metrics for each school and program, including inquiries/ requested campus visits, referrals, applications, transition among schools, and parent/student satisfaction.</p>	Michelle Bermiani; Diane Condy; Mary Gilleran	<ul style="list-style-type: none"> Gather data for actionable, snapshot report that fellow committee members can use to inform their assessments.
<p>5.1.a.1. By July 19, capture insight for Children’s Education Center at Brookville.</p>	Michelle Bermiani	<ul style="list-style-type: none"> Gather data for actionable, snapshot report that fellow committee members can use to inform their assessments.
<p>5.1.a.2. By July 19, capture insight for Marcus Avenue site.</p>	Michelle Bermiani	<ul style="list-style-type: none"> Gather data for actionable, snapshot report that fellow committee members can use to inform their assessments.
<p>5.1.a.3. By July 19, capture insight for Post Avenue site at Westbury.</p>	Michelle Bermiani	<ul style="list-style-type: none"> Gather data for actionable, snapshot report that fellow committee members can use to inform their assessments.
<p>5.1.a.4. By July 19, capture insight for SUNY Old Westbury at Westbury.</p>	Diane Condy	<ul style="list-style-type: none"> Gather data for actionable, snapshot report that fellow committee members can use to inform their assessments.
<p>5.1.a.5. By July 19, capture insight for Barbara C. Wilson Preschool at Woodbury.</p>	Diane Condy	<ul style="list-style-type: none"> Provide data for actionable, snapshot report that fellow committee members can use to inform their assessments.
<p>5.1.6. By July 19, capture insight for Children’s Residential Program</p>	Mary Gilleran	<ul style="list-style-type: none"> Provide data for actionable, snapshot report that fellow committee members can use to inform their assessments.
<p>5.1.7. By Aug. 18, capture insight for Home and Community</p>	Mary Gilleran	<ul style="list-style-type: none"> Provide data for actionable, snapshot report that fellow

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Based Program		committee members can use to inform their assessments.
5.1.b. By August 3, share statistics and data on changing demographics of student and program participants (e.g., diagnoses, behaviors, aspirations) and evolving support needs	Christine Schulte, liaising with BCCS Goal #4 Committee; Zonya Mitchell; Marie Mamone Pinckney	<ul style="list-style-type: none"> • Provide data for actionable, snapshot report that fellow committee members can use to inform their assessments.
5.1.c. By Aug. 18, complete brand environmental scan, including comparative matrix of competitors.	Mary McNamara; Michelle Bermanni	<ul style="list-style-type: none"> • Provide data for actionable, snapshot report that fellow committee members can use to inform their assessments.
5.1.c.1. By Aug. 18, identify how OCFS regulations impact marketing.	Mary McNamara; Michelle Bermanni	<ul style="list-style-type: none"> • Provide data for actionable, snapshot report that fellow committee members can use to inform their assessments.
5.1.d. By Aug. 18, conduct audit of existing internal and external communications channels and collateral for each school and program.	Diane Condy; Mary Gilleran	<ul style="list-style-type: none"> • This task will assess how each school communicates its mission, programs for specific demographics, parent satisfaction/involvement, faculty/staff expertise and contributions, student successes, locations and signage, events (e.g., open houses, community programs), fundraising and connections with other schools and affiliate organizations. • Also, this task will seek to understand how lists of new enrollments and family contacts are accessed/distributed among necessary stakeholders.
5.1.d.1. By Aug. 29, conduct audit of how each school/ program currently communicates in concert and as part of the larger BCCS brand.	Mary McNamara; Marie Mamone Pinckney	<ul style="list-style-type: none"> • This task will evaluate existing and needed collateral (e.g., info packets/brochures), digital communications, advertising and media placements.
5.d.1.a. By Aug. 29, provide data on existing brand perception and satisfaction assessments, e.g., surveys,	Mary McNamara; Michelle Bermanni; Mary Gilleran	<ul style="list-style-type: none"> • Provide data for actionable, snapshot report that fellow committee members can use to inform their assessments.

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focus groups, etc.		
5.1.e. By Sept. 7, identify existing community alliances, partnerships and governmental contacts	Mary McNamara liaising with AHRC Goal #1 and Goal #5 Committee; Zonya Mitchell	<ul style="list-style-type: none"> • Provide data for actionable, snapshot report that fellow committee members can use to inform their assessments.
5.1.e.1. By Sept. 7, evaluate areas of opportunity to grow relationships with vendors, partner companies and organizations who are or have expressed interest in dedicating time to volunteering.	Mary McNamara; Christine Schulte; Diane Condy	<ul style="list-style-type: none"> • Provide data for actionable, snapshot report that fellow committee members can use to inform their assessments.
5.1.f. By Sept. 7, identify evolving governmental/ policy issues and necessary contacts.	Mary McNamara, liaising with AHRC Goal #1 Committee; Christine Schulte; Zonya Mitchell	<ul style="list-style-type: none"> • Provide data for actionable, snapshot report that fellow committee members can use to inform their assessments.
5.1.f.1. By Sept. 14, Identify cause and organizational ambassadors.	Mary McNamara; Christine Schulte; Diane Condy; Zonya Mitchell	<ul style="list-style-type: none"> • Provide data for actionable, snapshot report that fellow committee members can use to inform their assessments.
5.1.g. By Sept. 20, present report of findings to Board and senior leadership for approval.	Nicole Zerillo; Full Committee	
5.2. Strategy Development: Through April 2018, submit a report of recommendations for sustainable development of brand communications	Nicole Zerillo; Full Committee	<ul style="list-style-type: none"> • Provide data for actionable, snapshot report that fellow committee members can use to inform their assessments.
5.2.a. By end of October, evaluate reported data from Discovery Phase, with particular attention paid to brand perception and satisfaction assessments, e.g., surveys, focus groups, etc.	Nicole Zerillo; Full Committee	

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5.2.a.1. Brainstorm ways to improve communications mechanisms and close the gap on connecting with key audiences (e.g., content areas of interest to survey community)	Nicole Zerillo; Full Committee	<ul style="list-style-type: none"> • Benchmarked beside existing resources, propose opportunities to strengthen existing programs now and over the next three years. • Provide snapshot report of recommendations.
5.2.a.2. Propose agenda, in response to governmental and policy issues impacting organizational stakeholders.	Mary McNamara, liaising with AHRC Goal #1 Committee; Christine Schulte	<ul style="list-style-type: none"> • Benchmarked beside existing resources, propose opportunities to strengthen existing programs now and over the next three years. • Provide snapshot report of recommendations.
5.2.a.2.a. Evaluate external and internal brand perception value drivers and satisfaction assessments (e.g., surveys, focus groups, etc.).	Mary McNamara; Michelle Bermani; Diane Condry	<ul style="list-style-type: none"> • Benchmarked beside existing resources, propose opportunities to strengthen existing programs now and over the next three years. • Provide snapshot report of recommendations.
5.2.a.2.b. Survey Community	Mary McNamara; Michelle Bermani; Diane Condry	<ul style="list-style-type: none"> • Benchmarked beside existing resources, propose opportunities to strengthen existing programs now and over the next three years. • Provide snapshot report of recommendations
5.2.b. By end of December, clarify brand promise, attributes, key messages and drivers for each school and program.	Mary McNamara; Michelle Bermani; Diane Condry	<ul style="list-style-type: none"> • Benchmarked beside existing resources, propose opportunities to strengthen existing programs now and over the next three years. • Provide snapshot report of recommendations.

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5.2.c. By mid-January 2017, refine brand within existent architecture of programs and the strategy of how to communicate as a bigger BCCS brand and AHRC brand to key audiences.	Mary McNamara; Marie Mamone Pinckney; Mary Gilleran	<ul style="list-style-type: none"> • Benchmarked beside existing resources, propose opportunities to strengthen existing programs now and over the next three years. • Provide snapshot report of recommendations.
5.2.c.1. By end of January 2018, adjust visual assets to match direction of brand.	Mary McNamara; Marie Mamone Pinckney; Mary Gilleran	<ul style="list-style-type: none"> • Benchmarked beside existing resources, propose opportunities to strengthen existing programs now and over the next three years. • Provide snapshot report of recommendations.
5.2.d. By beginning of February 2018, test proposed brand assets with key audiences.	Mary McNamara; Zonya Mitchell; Christine Schulte	<ul style="list-style-type: none"> • Benchmarked beside existing resources, propose opportunities to strengthen existing programs now and over the next three years. • Provide snapshot report of recommendations.
5.2.d.1. By end of February 2018, incorporate insight from testing into brand assets.	Mary McNamara; Zonya Mitchell; Christine Schulte	<ul style="list-style-type: none"> • Benchmarked beside existing resources, propose opportunities to strengthen existing programs now and over the next three years. • Provide snapshot report of recommendations.
5.2.d. By end of March 2018, plan activation of advocacy group.	Mary McNamara, liaising with AHRC Goal #1 Committee; Christine Schulte	<ul style="list-style-type: none"> • Benchmarked beside existing resources, propose opportunities to strengthen existing programs now and over the next three years. • Provide snapshot report of recommendations.
5.2.e. Present report of proposed tactical roll-out plan and budget to the Board and senior leadership for approval.	Nicole Zerillo; Full Committee	

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<p>5.3. Implementation: By the end of August 2018, create and roll out updated brand utilizing storytelling components to connect with stakeholders including staff, families, partners and media.</p>	Nicole Zerillo; Full Committee	
<p>5.3.a. Update submitted branding with Board and senior leadership recommendations.</p>		
<p>5.3.b. In June create brand identity guidelines to ensure consistency across brand vehicles and collateral (e.g., website, physical signage, business papers, online directories, advertising)</p>		
<p>5.3.b.1. Continue to update and refine guidelines for staff, parents and alumni to share their contributions to the organization's mission through newsletters, editorial schedule for blog and advocacy opportunities.</p>	Nicole Zerillo; Mary Gilleran; Diane Condy; Michelle Bermani	
<p>5.3.c. In July, develop internal communication plan and access to collateral.</p>	Mary McNamara; Mary Gilleran; Diane Condy; Michelle Bermani	
<p>5.3.c.1. Develop parent/staff brand ambassador program to respond to timely topics.</p>	Mary McNamara; Marie Mamone Pinckney	

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5.3.d. By end of August, begin roll out of brand, in addition to integrated content marketing plan for building brand awareness of specific programs among key audiences.	Mary McNamara	
5.3.d.1. Begin aggressive digital outreach ensuring that BCCS is at the top of Search results.	Mary McNamara	
5.4. Begin implementation of monitoring and measurement of marketing communications initiatives.	Mary McNamara	<ul style="list-style-type: none"> • Compile measurement report. • Use measurement report to inform, refine or expand existing recommendations.