

INITIAL Quarterly Update Report
BCCS – Strategic Plan 2017—2020
Month: MARCH Year: 2017

Goal #5: Develop the branding and marketing for BCCS to raise awareness and generate support for our mission.

Tasks	Responsible	Start	Resources Required	Outcomes/Measures	Comments/Improvements
<i>Discovery</i> 5.1 To position BCCS for continued success and greater growth, the committee will develop a report by September 2017 evaluating brand opportunities and challenges	Nicole Zerillo; Full Committee	4/17	Time of the Committee	<ul style="list-style-type: none"> • Convene meeting with committee members and additional committee members, where necessary • Report enrollment/retention data for each school and program, including inquiries, requested campus visits, referrals, applications, transition among schools, parent/student satisfaction surveys, as well as evaluation and screening documents • Provide data on changing demographics of students and individuals (e.g., diagnoses, behaviors, aspirations, diversity) and evolving support needs • Understand OCFS regulations regarding marketing • Complete brand environmental scan, including comparative matrix of competitors • Identify causes and organizational ambassadors • Conduct audit of existing internal and external communications channels and collateral for each school and program • Create comprehensive list of existing vendors and partner organizations that have volunteered, donated or expressed interest through our network 	<ul style="list-style-type: none"> • First committee meeting held on Feb. 14. Those who could not attend integrated their insight into report documents; their feedback, along with this goal document, was shared with the group. • Second committee meeting held on May 31; assignments finalized. • Landing page created for committee member documents.
<i>Development of Brand Strategy</i> 5.2 Through April 2018, submit a report of recommendations for the sustainable development of brand communications	Nicole Zerillo; Full Committee	12/17	Time of the Committee	<ul style="list-style-type: none"> • Assess school and program brands • Review brand alignment of individual schools and programs within BCCS and within AHRC brand family • Evaluate external and internal brand perception, value drivers and satisfaction assessments (e.g. surveys, focus groups, etc.) • Plan activation of advocacy group • Recommend opportunities to deepen relationships with vendors and organizations that volunteer, donate, or express interest through our network 	

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				<ul style="list-style-type: none"> Propose agenda, in response to governmental and policy issues impacting organizational stakeholders Survey community for content areas of interest Present report of proposed tactical roll-out plan and budget to Board and senior leadership for approval 	
<i>Implementation</i> 5.3 By the end of August 2018, create and roll out updated brand utilizing storytelling components to resonate with stakeholders	Nicole Zerillo; Full Committee	4/18	Time of the Committee; Budget	<ul style="list-style-type: none"> Clarify brand promise, attributes and key messaging for each school and program to align with the “BCCS” brand and ladder up to AHRC brand family Adjust visual assets to match direction of brand, if needed Test proposed brand assets with key audiences and incorporate insights into assets Create brand identity guidelines to ensure consistency across brand vehicles and collateral (e.g., website, physical signage, business papers, online directories, advertising) Roll out updated brand assets, alongside integrated content marketing plan to build awareness of specific schools/ programs among key audiences Roll out brand ambassador program to respond to timely topics Begin aggressive digital outreach ensuring that BCCS is at the top of search results 	
5.3.1 On an ongoing basis, present report of recommendations to senior leadership and Board for approval	Nicole Zerillo	4/17	Time of the Committee	<ul style="list-style-type: none"> Finalize recommendations into tactical plan Confirm budget 	

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<i>Measurement</i> 5.4 On a quarterly basis, compile measurement report sharing data on progress of newly developed brand assets	Nicole Zerillo; Full Committee	4/17	Time of the Committee	<ul style="list-style-type: none">• Compile measurement report• Use measurement report to inform, refine or expand existing recommendations	
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