

Elyria Catholic
High School

**BRAND
COMMUNICATIONS
FRAMEWORK**



THE ASSIGNMENT

- » Develop a Brand Communications Framework to help Elyria Catholic High School “tell its story” with authentic, compelling and consistent language
- » Differentiate Elyria Catholic from competitor high schools, both other Catholic high schools in the Cleveland region and Elyria and Lorain public high schools, leveraging its unique brand experience
- » Align the Brand Communications Framework with Elyria Catholic’s Strategic Plan, as well as connecting to the school’s values of **Excellence, Compassion, Faith, Tradition** and **Community**

TODAY'S AGENDA

- » Review the draft Brand Communications Framework for Elyria Catholic High School, with both overarching messages and customized messages for parents, students, alums and donor/friends
- » Demonstrate how the Framework informs the Elyria Catholic Brand Story and Elevator Speech communication tools
- » Discuss next steps

OBSERVATIONS

- » The Advisory Council has developed Vision and Mission statements and objectives for Elyria Catholic High School's five-year Strategic Plan, with powerful and resonant language that should inform the Brand Communications Framework.
- » The Strategic Plan describes Elyria Catholic's pillars – **Excellence, Compassion, Faith, Tradition** and **Community** – as Values, elevating them as timeless, deeply held beliefs shared by all school constituents.
- » Elyria Catholic has significant opportunity to distinguish the high school with real and meaningful differences from specific competitor high schools.
- » Elyria Catholic's leadership, faculty, staff, parents, students and alums all coalesce around what is good and true and important about the high school; they need to put language around that brand experience, helping them tell this story in a compelling and consistent way.

BRAND COMMUNICATIONS FRAMEWORK



THE BRAND COMMUNICATIONS FRAMEWORK

WHAT IT IS

- » Marketing and communications tool that organizes Elyria Catholic High School's brand assets and connects them to each other for a consistent understanding and ability to articulate your brand experience

WHAT IT DOES

- » Gives internal audiences a clear view into your brand and provides compelling messages that, along with strong proof points, help them support and advance the Elyria Catholic brand
- » Facilitates consistent external messaging across all audience segments
- » Provides guidance and boundaries for customizing messages to specific audience segments

BRAND CORE

Your stake in the cultural landscape

BRAND PILLARS

Statement of how you are different, better, more relevant

KEY MESSAGING

Key messages that bring your brand to life and provide overall support for your Brand

- » Describe what your Brand stands for and what value it provides
- » Prove the Brand core and support differentiation
- » Provide a platform to organize all information about your Brand

BRAND CORE

The best high school experience for every student

*The only coed Catholic high school on Cleveland's west side with
the small, nurturing learning environment and personalized approach to teaching
that results in educational excellence*

BRAND PILLARS

**Academic
Opportunity**

**Inspired
Students**

**Engaged
Community**

**Catholic
Tradition**

KEY MESSAGING

Elyria Catholic prepares our students for their futures, igniting a passion for learning and creating a culture that fulfills their individual intellectual potential through disciplined study, dedicated teaching and a nurturing environment.

Elyria Catholic celebrates the unique gifts of each student, embracing our responsibility to help all of them become their very best selves, pursue their own path and realize success through academic, athletic and extracurricular achievement, as well as social and spiritual development.

Elyria Catholic is a family – of students, parents, faculty, staff, leaders, alums and community supporters – who shares deep pride in our school's successes and a profound commitment to support our students both inside and outside the classroom.

Elyria Catholic calls our students to live their Faith, just as we are called to inspire them to give back and act with kindness, compassion, courage and confidence in service to God, family and community.

BRAND CORE

The best high school experience for every student

*The only coed Catholic high school on Cleveland's west side with
the small, nurturing learning environment and personalized approach to teaching
that results in educational excellence*

BRAND PILLARS

**Academic
Opportunity**

**Inspired
Students**

**Engaged
Community**

**Catholic
Tradition**

KEY MESSAGING

**You entrust Elyria Catholic to
prepare your child for the future.**

We create a culture of disciplined study, dedicated teaching and a small, nurturing environment to give our students a rich variety of learning opportunities that fulfill their intellectual potential.

**You celebrate your son or daughter's
unique gifts, and so do we at Elyria
Catholic.**

We help all our students become their very best selves, by encouraging them to find and pursue their own paths to academic, athletic, and extracurricular achievement, as well as social and spiritual development.

**You are part of the Elyria Catholic
family.**

We are a community who shares deep pride in our students and a profound commitment to support them both in and outside of the classroom.

**You value faith as a foundation
for your family.**

We call our students at Elyria Catholic to live their faith by inspiring them to give back and act with kindness, compassion, courage and confidence in service to God, family and community.

BRAND CORE

The best high school experience for every student

*The only coed Catholic high school on Cleveland's west side with
the small, nurturing learning environment and personalized approach to teaching
that results in educational excellence*

BRAND PILLARS

**Academic
Opportunity**

**Inspired
Students**

**Engaged
Community**

**Catholic
Tradition**

KEY MESSAGING

You focus on getting ready for the challenges of a changing world.

Elyria Catholic prepares you for your future through a rich variety of learning opportunities – backed by disciplined study, dedicated teaching and small, nurturing environment – to fulfill your intellectual potential.

Your gifts to the world are uniquely yours.

Elyria Catholic will help you become your very best self, by encouraging you to find and pursue your own path to success through academic, athletic and extracurricular achievement, as well as social and spiritual development.

You are part of the Elyria Catholic family.

We are a community who shares a profound commitment to support you inside and outside the classroom and feels deep pride in your successes.

You value your faith as the foundation for your life.

Elyria Catholic challenges you to live your faith every day, to give back with kindness, compassion, courage and confidence in service to God, family and community.

BRAND CORE

The best high school experience for every student

*The only coed Catholic high school on Cleveland's west side with
the small, nurturing learning environment and personalized approach to teaching
that results in educational excellence*

BRAND PILLARS

**Academic
Opportunity**

**Inspired
Students**

**Engaged
Community**

**Catholic
Tradition**

KEY MESSAGING

You looked to us to prepare you for your future. Elyria Catholic remains committed to give all our students the rich variety of learning opportunities that empower them to reach their full potential. So today, we look to you to help us maintain our culture of disciplined study, dedicated teaching and a small, nurturing environment.

Your unique gifts enrich the world today, just as they did your school. Elyria Catholic inspires all our students, encouraging them to become their very best selves, to find their own unique path to achievement. We rely on your support to help them discover their individual academic, athletic, extracurricular, social and spiritual gifts.

You will always be part of the Elyria Catholic family, a community who feels deep pride in the success of all our students, past and present. We count on you to help us sustain our vision, mission and values and continue to support our students into the future.

You value your faith as a foundation for your life. Elyria Catholic calls you to live that faith by giving back to your high school, helping us to inspire future generations to act with kindness, compassion, courage and confidence in service to God, family and community.

BRAND CORE

The best high school experience for every student

*The only coed Catholic high school on Cleveland's west side with
the small, nurturing learning environment and personalized approach to teaching
that results in educational excellence*

BRAND PILLARS

**Academic
Opportunity**

**Inspired
Students**

**Engaged
Community**

**Catholic
Tradition**

KEY MESSAGING

Elyria Catholic is a community asset, preparing our students for their futures. Our culture of disciplined study, dedicated teaching, nurturing environment and rich, diverse learning opportunities help them fulfill their intellectual potential to make strong, positive contributions to the world.

Elyria Catholic celebrates the unique gifts of all our students, helping them become their very best selves and encouraging all to find and pursue their own path to achievement. We rely on your support to allow them to discover their individual academic, extracurricular, athletic, social and spiritual gifts.

Elyria Catholic is a family who feels deep pride in the achievements of all students, past and present. As part of our community, you can help us sustain our vision, mission and values through your contributions and support of future generations of students.

Elyria Catholic calls our students to live their faith, just as we call upon you to help us inspire them to give back, acting with kindness, compassion, courage and confidence in service to God, family and community.

COMMUNICATIONS TOOLS



BRAND STORY

WHAT IT IS

- » Short narrative that weaves the Brand Communications Framework into an accessible format that speaks to the hearts and minds of Elyria Catholic's various audience segments

WHAT IT DOES

- » Provides content that can be used for a variety of internal and external communication vehicles, e.g., website, newsletter, overview brochure, profile, etc.

BRAND STORY

- » Elyria Catholic High School students graduate into an increasingly complex, competitive and challenging world. So we must prepare them for their futures, celebrating the unique gifts of each student and helping all become their very best selves. We believe that inspired students will find and pursue their own path to academic, athletic and extracurricular achievement, as well as social and spiritual development. That means offering rich, diverse academic opportunities for disciplined study by dedicated teachers in a small, nurturing learning environment, to fulfill individual intellectual potential. Surrounding our students with the Elyria Catholic family, an engaged community of teachers, parents, alums, friends and donors who takes pride in their successes and feels a profound commitment to support them both inside and outside the classroom. Calling them to live their faith in the Catholic tradition of giving back, of acting with kindness, compassion and courage in service to God, family and community.

ELEVATOR SPEECH

WHAT IT IS

- » Tool that frames the Elyria Catholic High School's brand story for all target audiences to share in brief conversations

WHAT IT DOES

- » Provides key concepts and natural language from which people can draw to talk about the Elyria Catholic brand in their own words

ELEVATOR SPEECH: COMPONENTS

We create the key concepts and language for Elevator Speeches by answering three questions that move from the factual to the aspirational:

- » What do we do?
- » How do we do it?
- » Why do we do it?

ELEVATOR SPEECH: ELYRIA CATHOLIC KEY CONCEPTS

WHAT DO WE DO?

- » Elyria Catholic High School nurtures a **culture of academic opportunity** to help each student fulfill their **individual intellectual potential**. We surround them with an **engaged community** – the Elyria Catholic family of students, parents, alums, community donors and friends – who shares **deep pride** in our students and a profound commitment to **support them inside and outside of the classroom**.

ELEVATOR SPEECH: ELYRIA CATHOLIC KEY CONCEPTS

HOW DO WE DO IT?

- » Elyria Catholic High School creates **inspired students** who learn through **disciplined study, dedicated teaching** and a **small nurturing** environment, encouraging them to **find and pursue their own paths** to academic, extracurricular and athletic **achievement**, as well as social and spiritual **development**. We celebrate the **unique gifts** of each student and challenge them all to become their **very best selves**.

ELEVATOR SPEECH: ELYRIA CATHOLIC KEY CONCEPTS

WHY DO WE DO IT?

- » Elyria Catholic High School prepares our students for **their futures**, igniting a **passion for lifelong learning** and inspiring them in the **Catholic tradition** to **give back** and act with **kindness, compassion** and **courage** in **service to God, family and community**.

ELEVATOR SPEECH: SAMPLES

ALUM

Elyria Catholic prepared me for the future, not just academically for college but for life. My teachers were there for me when I struggled, with a small, nurturing learning environment. They inspired me to be my best self, to find and pursue my own path to achievement. That's why I want to give back.

PARENT

Our son was a C student when we sent him to Elyria Catholic. The teachers really care and focus on his unique gifts, helping him live up to his full potential in both academics and sports. The school's Catholic tradition was important to us too, inspiring our son to live his faith every day inside and outside of the classroom.

ELEVATOR SPEECH: SAMPLES

COMMUNITY DONOR

Elyria Catholic High School is an asset to our community, with rich, diverse academic and extracurricular opportunities and a real commitment to inspire students to live their faith and make a strong, positive contribution to the world. I'm part of the Elyria Catholic family of people who care about our students and take pride in their achievements.

NEXT STEPS



WHAT COMES NEXT

- » Hear final comments and input to the Brand Communications Framework, Brand Story and Elevator Speeches from the Elyria Catholic team
- » Refine accordingly and present revised Brand document for Elyria Catholic team review and sign-off
- » Prepare Board presentation and leave-behind documents for January 19