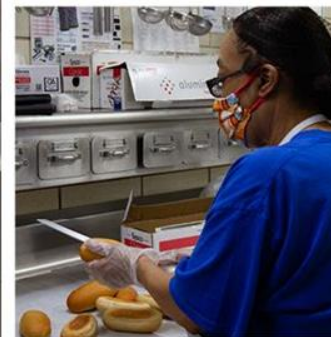
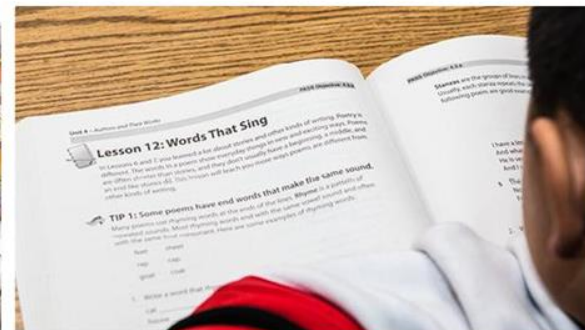




2020–2021



Expanding Your Brand

January 2021

HCLE Standards



Created by Icon Fair
from Noun Project

2.1.1 Develop a communications plan, including goals, strategies, and tactics to ensure effective design and implementation.



Created by sahua d
from Noun Project

2.1.2 Craft messages, consistent with the brand, that inform and resonate with stakeholders.



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from Noun Project

2.1.4 Identify and leverage the right communications channels to reach each stakeholder group

Traditional Recruiting



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Media Announcements



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Career Fairs



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Public Literature

Recent Trends

Social Media & Virtual Fairs



The Future!

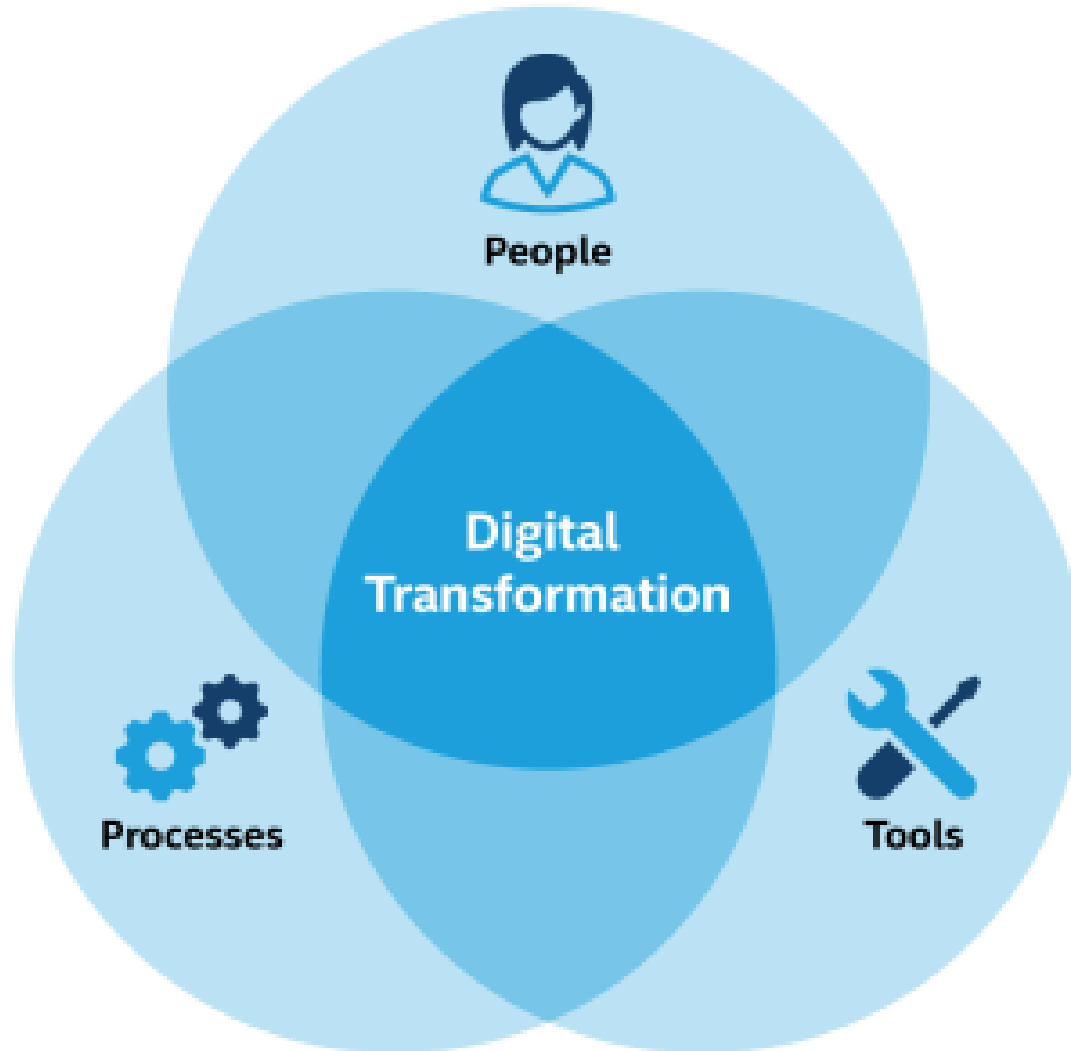


Translating Current to Next Level Digital

- **Current collateral**
 - **Brochures**
 - **Slide decks**
 - **Web pages**
 - **Email templates**



Components of Digital Transformation



Keys to Branding...A Strategic Plan

- Consistency of look
- Repetitive messaging
- Continual engagement
- Refreshed content
- Tell a story
- Know your audience



HCLE Standards



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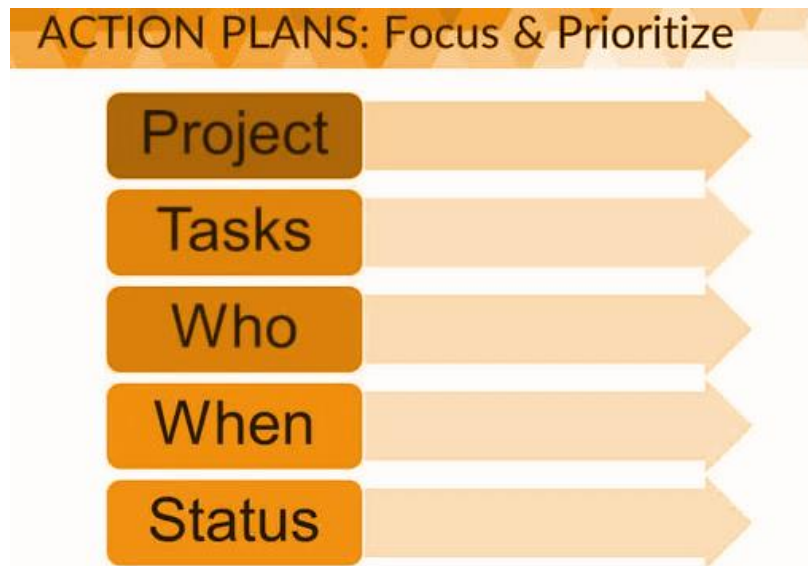


Created by asemagus-art
from Noun Project

2.1.4 Identify and leverage the right communications channels to reach each stakeholder group

Action Steps

- What can you do in the next two weeks to elevate your brand?
- Create long term strategic plan including steps to get there.



Open Discussion & Questions



Feedback, Twitter Chat, Contact Info



#ExpandOurBrand

What have you learned recruiting during the pandemic?

Who is your target audience and where do they live?

What message do you hope your future employees hear about your district?

How you can your message inspire the next generation of educators with your message?

Quentin Liggins liggiqu@tulsaschools.org

Kendal Gann

gannke@tulsaschools.org



TEAM	1ST	2ND	4TH	5TH
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THANK YOU

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