Entry Name:
2021-2022 Calendar

Organization Name:
Tacoma Public Schools
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Category:
Calendar
Entry summary

Our district calendar provides our families and staff with important dates throughout the school year. Additionally, the calendar is an opportunity to share stories. The messaging and branding this year centered around the “We Believe” campaign. The campaign aims to articulate our values as an organization through individual testimony. To bring each person’s story to life, there is an accompanying video each month.

Research:
To complete an accurate printed calendar and accompanying video series took a significant planning and story research. We wanted to ensure the calendar theme of “We Believe” was cohesive. The idea was that each person featured would share their “why” through a personal essay.

We brainstormed possible people to feature, and the communication team reached out to many individuals to determine which people would be a good fit for the calendar series. We researched over 30 possible names, ultimately narrowing it down to 11 (one month as two people).

Planning:
A detailed project schedule for filming, photography, graphic design, print, and shipping was developed to help guide the process. Additionally, much thought goes into ensuring the calendar is functional and helpful as possible. Small details such as showing non-school days in a different color make planning a little easier for parents. All dates are checked by multiple people to ensure accuracy.

Goals include:
• Find a set of strong individuals to feature.
• Create visual continuity that is fresh yet within our Tacoma Public Schools brand.
• Provide a functional tool for parents, students, and staff.
• Mail calendars to all 20,000 district households the second week of July 2021.

Implementation:
We followed the project schedule closely. All photography was done in-house and each month's photo was shot specifically for the calendar. Graphic design was also completed in-house with a focus on providing a visually beautiful print calendar.

Each calendar feature submitted a personal essay that we pulled quotes from to feature on the print calendar. For the videos we edited the essays into scripts the personal would read for the video. We shot our first video in August with a September 1 premiere. Each month a new video is debut on the first. (See videos: https://www.tacomaschools.org/about/newsroom/believe)

Evaluation:
We met our mailing deadlines and provided a helpful and functional calendar. Our videos series helped support our levy campaign. We strategically placed subjects that would align well with levies. Both levies passed with more than 66% “yes” votes.

Calendar:
https://resources.finalsite.net/images/v1627603471/tacomak12waus/xjhfsgju2fo1uuq1egx/2021-2022-Calendar_edited.pdf