In Gilbert Public Schools we have a great deal to celebrate. Gilbert Gold is a strategically designed marketing and communications digital campaign, introduced at the beginning of the 2021/22 school year with the goal of moving the communication focus back to one of celebration. As with most school districts, the pandemic greatly impacted the tone of all district communications, with a focus on neutral, and factual communication. Gilbert GOLD is an opportunity to share the many stories of our community and is focused on sharing and celebrating everything that makes Gilbert Public Schools such a special place to be. Gilbert GOLD stories are included in the bi-monthly district newsletter (Connect, Create, Care - circulation of 40,000), our bi-monthly employee newsletter (GPS Together - circulation of 4,000), on the district and school websites, and on district social media, highlighting the many accomplishments of our students, employees and community that happen in our district every day.

The Communications team met in the summer of 2021 and decided a primary focus for the marketing strategy for 2021/22 school year should be celebration, in an effort to remind our GPS family why they chose GPS in the first place. It was also anticipated that by raising the profile of our district in a positive way this campaign would also attract enrollment and new families and employees to our district.

It was determined that it would be important to brand this campaign so that we could leverage the content across multiple communication channels. The campaign was titled Gilbert GOLD, branding materials and graphics were created, and the campaign was officially launched August 2021.

We set ourselves the goal of creating at least two stories a week, and since its inception eight months ago 50 stories have been written, shared, and enjoyed - Please view all stories on our website - https://www.gilbertschools.net/GOLD

The goal is to highlight all of our 39 schools. A spreadsheet was created to monitor the number of stories generated per school, and stories that would be relevant district wide.

The stories are accessible to over 45,000+ people through the following channels:
- District newsletter
- Employee newsletter
- District website
- School websites
- District Facebook, Instagram and Twitter with #GilbertGOLD
It is a great joy for our communications team to share more about the incredible individuals that have been a part of our schools and district for decades, the new families and students who join our community every day, and the many awards, recognitions, and achievements that make being a part of GPS so special.

A special GOLD section was added to our bi-monthly newsletter Connect, Create, Care, read by 34,000 people on average each edition. The GOLD section is introduced as 'Celebrating the Best of GPS!'
In a short period of time, Gilbert GOLD has become a favorite amongst all stakeholders, with anecdotal feedback from our employees and parents that they look forward to reading the new stories and joining in celebrating the many accomplishments of our GPS family.

The best marketing is marketing that promotes feelings and experiences, and we truly believe that Gilbert GOLD is a great example of how storytelling can create positive experiences and generate positive feelings about a school district, during challenging times.

*Gilbert Public Schools*
*Communications and Marketing Team*

*April 2022*