ROBBINSDALE AREA SCHOOLS: BRANDING/MARKETING PACKAGE

SUMMARY
Robbinsdale Area Schools operates in a highly competitive enrollment area. Following a transition in leadership and lost enrollment during the pandemic, the communications team had an opportunity to update and expand its brand and marketing collateral to support a comprehensive enrollment marketing plan. The project had three goals: 1) Update and expand the district brand; 2) develop an integrated marketing communications plan to meet new expectations of parents; 3) demonstrate Robbinsdale’s commitment to redefining excellence and equity for all.

Robbinsdale Area Schools has 11 elementary schools, four middle schools, three high schools, a virtual school, preschool and early childhood. Serving more than 12,000 students PreK-12, the district spans seven cities and welcomes open enrollment from nearby communities. The district strengths are its diverse student population and robust choices among magnet schools, specialty programs and neighborhood schools. However, the many schools and various program logos, which upstaged the district’s identity, left parents confused.

The communications team sought to strengthen the district brand, communicate hope for a vibrant future in the middle of the pandemic and support its schools in their marketing efforts. Robbinsdale partnered with CEL Marketing PR Design to create common brand messaging, graphics, templates and toolkits (more than 1,070 files), as well as enhanced website elements. The district maintained its logo, adding a modern color pallet and patterns to unify all of its school identities.

To make it easy for schools to use the files, all templates are accessible in Google docs or slides. School principals and office staff participated in marketing training. A master spreadsheet links all files by school for the district team, and the district print shop is custodian of the original design files.

District marketing assets included:
- Brand style guides (2) and logo files
- Digital and print brand package (stationary, email signatures, greeting cards, business cards, slide deck)
- Marketing and event postcards, posters, fliers
- Back-to-School newsletter and District newsletter template
- School Pathways presentation, website and marketing materials
- Electronic newsletter mastheads: District, schools and DEI
- Kindergarten marketing materials
- Social media templates and digital ads (search and social)
- Pop-up banner (events), step-and-repeat banner

Each of the 22 schools and programs received:
- Digital and print letterhead, email signatures, business cards, envelopes, master slide deck
- Logos and graphic patterns (six file types, five color variations, print and digital files)
- Templates for posters, fliers, certificates, thank you notes, postcards
- School fact sheets, newsletter masthead, templates and training
- Marketing toolkit with instructions and hyperlinks to access all resources
The enhanced brand package unified all the colors of the schools along with a pattern that mimicked the lines of the R in the original district logo. Two style guides were created: a full 28-page version and a 2-page quick reference guide. Both include an accessibility guide to support Robbinsdale’s brand-promise of equity for all.
While many schools were in recover and reimagine mode in 2021, Robbinsdale's brand message was a clear call to action: Believe. Become. Belong. A full page of phrases supported messaging for students (i.e. believe in yourself) and staff (i.e. believe in every student), charging every individual with an active role in their learning community.
Welcome from Superintendent David Engstrom

It’s been an extraordinary year. I graduated from high school, but the first day of school still fills me with excitement. For many reasons — and especially after the ups and downs of the last 18 months — you may feel different this year.

When I started my job as the superintendent of Robbinsdale Area Schools back in July, I couldn’t wait for students to come back. Now that I’ve had a chance to visit our newest community of educators and learners, I’m more eager than ever to help you feel good about what you accomplish this year. I’m still discovering our district, a process that will continue.

Among all of us who attend school and work in Robbinsdale Area Schools, I pledge to remain the “local learner.”

I spent many years as a high school teacher and principal, first in Colorado Springs, Colorado. Much like those jobs, my new role as superintendent puts me in the classroom, learning firsthand the struggles and triumphs of students, families, and our staff.

My wife Cathy and I have three children. We understand the anticipation (and, sometimes, the anxiety) of going back to school. This is my first year as a high school principal and I am doing this job for the same reasons as my family did — to make sure every student feels welcomed, that they truly belong in their classrooms and schools.

My answer to you is yes. I invite you to hold me to it.

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Stay informed, be heard

Do you know about our Parent Portal? Families can use it to access important student information including grades and attendance. Visit our technology webpage at rdale.org/discover/technology if you need help creating an account or resetting your username and password.

We need your help

Every year we ask all families to apply for Educational Benefits. This is an important request, and we ask you to take a few moments to apply now.

Please do NOT think you qualify applying for Educational Benefits. Offers additional educational benefits, such as free lunch and free school supplies. To qualify for educational benefits, you must meet one of the following:

• Students who are economically disadvantaged
• Students who are eligible for free or reduced lunch
• Students who are eligible for the free breakfast program
• Students who are eligible for the free lunch program

Reduced lunch benefits are available for students who qualify. Reduced lunch benefits are available for students who qualify. Reduced lunch benefits are available for students who qualify.

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After distance learning and the pandemic shutdown, 2021 kindergarten materials were designed to inspire FUN and the joy of learning. The Robbinsdale Area Schools enrollment marketing plan included in-person and virtual events, along with print and digital marketing materials.

**Postcards**

**ICE CREAM Social**

All kindergarten students and their families are invited to the Class of 2034 Ice Cream Social

4148 Winnetka Ave N
New Hope, MN 55427

When
6 to 7:30 p.m.
Wed, Aug. 25, 2021

Where
Northwood Park
3815 Boone Ave N
New Hope

Enjoy a yummy dessert
Meet school staff
And have fun!

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Meet our staff and
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Excellent learning opportunities are waiting for you in Robbinsdale Area Schools

Visit our All About Kindergarten event and find the best choice for your child. Ask questions and learn all you need to know about our schools.

When
All About Kindergarten
5-7 p.m.
Thursday, Nov. 18, 2021

Where
Casper High School
8230 47th Ave N
New Hope
Our research indicated kindergarten parents were eager for children to experience fun and develop a love of learning. Former kindergarten registration materials listed state standards and “kindergarten readiness.” The new materials sought to inspire an emotional connection with families and the confidence that kindergarten would be a positive experience regardless of a child’s circumstances in life.
With a number of community events during summer 2021 and a return to in-person learning that fall, staff t-shirts provided a walking advertisement and instilled pride in the new brand messaging. Events also featured a pop-up and step-n-repeat banner.
With more than 1,070 design files, the communications team needed an easy access platform to retrieve and edit files. Both communications staff and the print shop staff have full access to edit files. School toolkits included “make a copy” links to prevent school level staff from accidentally changing the master templates.