

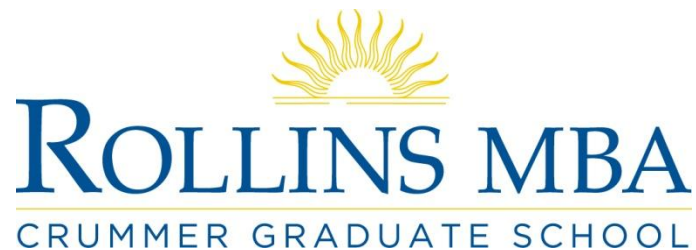


LAKE EOLA CHARTER SCHOOL (LECS)

Branding Study

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This report was written as a result of an RFP completed by Dr. Ronnie DeNoia. LECS became eligible for this RFP based on attendance at the Nonprofit Branding Seminar at the Rollins College Philanthropy and Nonprofit Leadership Center in 2009. The contents of this report reflect the research and opinions of the authors and have not been endorsed by Rollins College or its affiliate centers. No remuneration was asked, given, or received for this report.

Executive Summary

Brand Challenge

The LECS Principal approached the Rollins team with two brand challenges: create brand awareness and align image of LECS with the school's core value proposition with the ultimate objective of increasing donations. To answer these challenges we assessed LECS current brand image, determined a desired brand image and outlined a communication framework focusing on transmitting a consistent image to key stakeholders (e.g., parents, teachers, students, and donors).

This branding study offers a five steps action plan through which LECS can implement to meet the brand challenges. Below is an outline of the report sections and findings.

Research and Findings

Through visits to LECS, Focus Groups with LECS Parents and Students (grades 5-8), and two anonymous, 56 question surveys (one for parents/ teachers of LECS students, and one for donors to the school), we gathered and analyzed pertinent information regarding LECS and the perception of its brand among the school's stakeholders.

Summaries of the information gathered can be found within this report, with two main findings taking precedence:

1. Parents/teachers are very satisfied with the school's academics and culture
2. Parents are dissatisfied with the school's communication/marketing efforts

These two findings must be incorporated in the rebranding process of the school to effectively address stakeholders' positive and negative perceptions.

Branding Action Plan

In order to effectively rebrand LECS, we recommend the school undergo extensive strategic planning, formulating synchronized mission and vision statements that align with the values of the school. These statements must be made visible to all stakeholders to help promote a unified mission and vision, ultimately helping give direction and definition to the brand.

We also suggest LECS develop a Brand Portfolio including a position statement, key messages, and design guidelines. This brand portfolio must include style templates for different forms of communication, and must be taught to key staff members and volunteers directly related to carrying out the new brand.

A final step in rebranding LECS involves the school's electronic communications and web presence. We suggest LECS hire a professional web developer to create an effective website that utilizes a color scheme rather than simply red and black. In addition, we recommend utilizing networking websites such as Facebook and Twitter, to help create new channels of communication between the school and its stakeholders.