



DENVER PUBLIC SCHOOLS
CAREERCONNECT

SCHOOL BRANDING

BEST PRACTICES

PROMOTE DPS CAREERCONNECT
PROGRAMS WITHIN YOUR HIGH SCHOOL





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INTRODUCTION

The following guide is created as a tool for pathways directors and other educators who wish to promote DPS CareerConnect at their schools. We encourage you to use our new DPS CareerConnect branding heavily on your materials, in your classrooms and throughout your school.

When developing your communications, always feature students first. Highlight their stories and even get your students to develop some of their own marketing for the program. [Visit our website](#) for logos, templates and other great resources.

Talk with [Karis](#) if you ever have any questions or need help designing something or finding funds to cover your communications costs.

IN THE CLASSROOM

Make sure students understand that they're in a DPS CareerConnect class and get them excited about their involvement!

Branding

Make your DPS CareerConnect classrooms look different from every other room in the building. For example, High Tech Early College groups all of its DPS CareerConnect courses together in a "pod." The area is freshly-painted and prominently displays the DPS CareerConnect logo on its wall. Students are required to pass through the pod on their way to lunch, so visibility of the program is high.

Posters

Posters and signs are an easy and cheap way to brand your classrooms. Make sure that students know that they're walking into a DPS CareerConnect class by displaying some sort of a "This is a DPS CareerConnect Classroom" sign at the entrance. (Templates are posted [online](#), but feel free to create your own.) Create pathways charts and hang them in classrooms.



Use your TechConnect, BusinessConnect, and CreativeConnect students to help create posters and other materials to display in your classroom.

Work With Your Teachers

Teachers are your best asset for communicating about the DPS CareerConnect program. Your students see their teachers on a regular basis, and it's essential that teachers understand the DPS CareerConnect program. If you haven't already, schedule a meeting with your DPS



CareerConnect teachers to explain the program and the new branding to them. Work with them to devise a communications plan for recruiting and retaining students into their program.

IN YOUR SCHOOL

Raise awareness of your programs and get students to enroll in DPS CareerConnect classes.

Banners

Display DPS CareerConnect banners in prominent locations throughout your school. Hang them at the entrance to the building or in the hallways leading to your classrooms. Banners typically cost \$30-40 to produce and are a cheap and easy way to increase visibility of your program.



Display Cases

If your school has display cases, use them to showcase some of your students' projects.

Marquees/Televisions

Use marquees or other displays to highlight upcoming events and deadlines.

School Announcements

Have your BusinessConnect marketing students give daily/weekly announcements over the PA system. Be sure that they're always referencing the BusinessConnect program in their announcements. (Example: "This is ___ from the BusinessConnect Marketing class with your daily announcements ...")

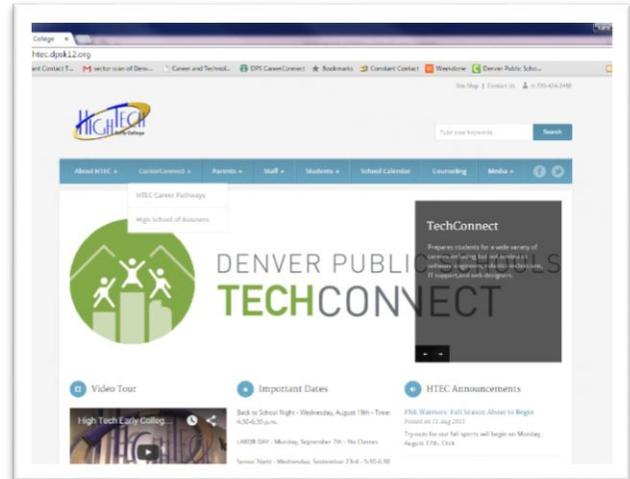
School Store

If your school store is run by BusinessConnect students, ensure that BusinessConnect branding is prominently displayed. If your school owns a 3D printer or engraver, you can also have your MakerConnect students create and sell items such as school-branded keychains.

School Website

Work with your school's webmaster to create a separate DPS CareerConnect page that aligns with our new branding. Link to our [website](#). Send us the URL to your page, and we'll link it on our website as well.

Note: If your website is not already translated, please talk with your webmaster. There are many free and easy translation plug-ins available through Wordpress, and we want to ensure that all of our parents and students have information that is readily accessible to them.



T-Shirts and Other SWAG

Provide students with t-shirts and other SWAG as incentives. If your CTSO orders t-shirts, ask that the appropriate logo is featured on them. (Example: Your robotics club t-shirts could have the TechConnect logo on the back. HOSA students could have MedConnect t-shirts.) [Wristbands](#) are a cheap (as low as \$0.04 each) option.

Note: If your vendor requires a .AI or .EPS file, please email karis_morrall@dpsk12.org.

Counselors

Schedule a meeting with your counselors to discuss the DPS CareerConnect program and new branding. Talk about how the counseling team can identify and recruit students for your programs.

Your Office

Make sure that students, parents and teachers know that they can talk with you about DPS CareerConnect programs! Post DPS CareerConnect logos in your office, outside your door, etc. At Abraham Lincoln High School, Guadalupe Diaz has transformed the conference room outside of her office into a DPS CareerConnect room, featuring pathways charts on one wall and TechConnect and MakerConnect logos on another wall.

Parent Engagement Nights

Work with your FACE team to schedule monthly or quarterly parent engagement events. For example, CEC Middle College is showcasing a different DPS CareerConnect programs each month. Get creative! MakerConnect students can give demonstrations showing how to



change the oil on an automobile. TechConnect students can give a basic computer literacy class. CreativeConnect students can give a quick photography class.

FEEDER MIDDLE SCHOOLS

Work with your feeder middle schools to recruit incoming freshmen for your programs.

Class Visits

Schedule visits to middle school classrooms. For example, a small group of MedConnect students could visit a science class and give demonstrations and answer questions. Middle school students often look up to their older classmates, and talking with high school students could have a big impact on them.

Special Events

Participate in your feeder middle schools' biggest student and parent engagement events.

8th Grade Career Expo

Join your school's table at the 8th Grade Career Expo (October 28, 2015)

School Choice Night

Join your school's table at the School Choice Night (November 10, 2015). Bring students to the event to talk about their DPS CareerConnect classes.

IN YOUR COMMUNITY

Community Events

Does your neighborhood hold any large events? See how your students can get involved! For example, Manual High School is participating in the annual *La Vida y Salud* health fair. Their MedConnect students will provide volunteer support during the event and will be wearing MedConnect t-shirts.

"Think Shows" and Other Showcase Events

Hold events that showcase students' projects. For example, Stacy Miller held a "Think Show" at Noel Community Arts School. Students would work on a project throughout the year and then present it at a large fair. Parents are more inclined to attend an event if they know that their child is receiving an award/recognition.

Neighborhood Newsletter

Does your neighborhood have a newspaper or newsletter with a devoted following? Work with their staff to promote your programs and events.