MARKETING DIRECTOR'S REPORT

October 19th, 2015 / Los Angeles, CA

YPICS is a Southern California based charter management organization formed by educational leaders whose passions are to teach and empower.

YPICS promise is to provide authentic learning experiences to our citizen scholars, so they seize and create opportunities in their communities.

YPICS mission is to prepare citizen-scholars to be leaders and innovators who will serve their communities.

Students at YPI Charter Schools will become active citizens who characterize the ideals of a diverse and democratic society. Students will provide service to their community, take responsibility for their own learning, and develop the habits of mind and body that will empower them to be successful in high school and beyond.

Background and Overview
This is a summary of the major projects being performed as the Director of Marketing, from September 22nd through October 19th 2015.

- Content development for the HS website: In collaboration with Mr. Simonsen we are currently working on creating content for the High School's website. (In progress
- MORCS / BCCS sites (text / content content revision)
- Online Enrollment Applications (Updates)
- Design for "The Truth About Charter Schools" campaign from CCSA.
- New branded display backgrounds for school desktops
- Email signature updates
- Outreach design / illustration for the HS
- Headshots for SFA coordinators

October 2015 - Current

- Developing an outreach event "Service Day" for Bert Corona Charter High School.
- Parent Handbook (Update)
- Schools' websites management
- Website / blog training for office staff at MORCS
- Designing BCHS Football team logo

Definitions

Brand Management
- **Brand strategy development:** Creating brand value and reputation by developing a yearly plan that conveys and delivers the brand essence, which is *"To prepare citizen-scholars to be leaders and innovators who will serve their communities".*
- ***Defining brand strategy:*** A brand to succeed must align its business strategy (what it is the brand does to make money) and brand essence (the mission). A brand strategy is the plan you develop to convey your brand...
- **Review brand performance by using specifics metrics like:** Customer perceptions (Parents, Students, Partners and Others), Competitive marketplace data, Touchpoint performance, Opportunities for differentiation and Market share.
- **Professional Development:** Assisting the Director of Academic Achievement by surveying and training teachers to improve brand performance.
- **Networking:** Connecting with similar organizations, social programs and schools with the purpose of strengthening the YPICS brand by creating a stronger community.
- **Communication Systems:** To write policies on communications methods, processes, goals, etc. Drive internal communications practices (3n, email, etc)

Creative Direction

- **Branding:** Designing, guidelines and managements of all brand identity systems (stationary, print media, websites, social media, etc.)

- **Visual Assets Development:** Direction of photoshoots, films, animations and illustrations.
- **Collateral Design:** Creation of a variety of design pieces for all media.
- **Documentation:** Creation and design of manual and booklets to document philosophy, training, processes and protocols of the organization.
- **Website Maintenance:** Daily websites' maintenance, implementation of new functionalities and technologies, blog postings, etc.
- **Product Design:** Ideation and design of in-house produced booklets, materials, programs, digital applications, etc.

- **Uniform Guidelines:** Collaborating with the Director of Operations to create official guidelines for school uniforms, designing artwork for official school clothing, etc.
- **Campaigns:** Creating marketing campaigns to sale our main offer, define and drive marketing in all media (includes social media), coordinate development of communication materials (catalogs, brochures, website, local displays & signage), etc.
- **Facilities Signage Systems:** Classroom design and layout, door signs, directional, etc.