



MARKETING DIRECTOR'S REPORT

November 30th, 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 October 20th through November 24th 2015.

November 2015

- MORCS / BCCS sites (text / content revision)
- Updated covers for binders.
- Replacement of copies and ordering of two new banners for the HS.
- School's Mascot's Designs for the athletic departments of each school (proposal stage)
- Design and production of marketing material for our Winter Social Event

December 2015 - Current

- Defining brand strategy and branding for BCCS and BCHS
- Developing an "apprenticeship program" based on our hallmarks in collaboration with the Director of Academic Achievement.

This includes:

- To generate creative solutions that would help to maximize the impact and functionality of YPICS hallmarks through out the organization.
- To produce, design and brand all materials.

- 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)
- Parent Handbook (Update)
- Schools' websites management
- 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.