

We need to think of the re-branding process as an opportunity to bring the community together and create a positive image for our school district.

We have formed a committee:

1. Establish our goals: Determine what we want to achieve with the re-branding. This could include reflecting the values of the community and fitting with the new strategic plan.
2. Gather input: involving stakeholders is crucial. We should conduct surveys, hold community forums, and engage with students, parents, teachers, and community members to gather their ideas and suggestions.
3. Research and brainstorm: we need to research on successful re-branding efforts in other school districts or organizations. Brainstorm potential new names, logos, colors, and mascots that align with our goals and values.
4. Evaluate and narrow down options: we need to Review all the ideas and feedback gathered from stakeholders. Consider the practicality, legality, and cultural sensitivity of each option. Narrow down the options to a shortlist that best aligns with your goals.
5. Seek legal approval: Since the “Braves” is not permissible under the new law, ensure the new options comply with the regulations. Consult with legal experts or the state education department to ensure compliance.
6. Communicate and involve the community: Regularly update the community on the progress of the re-branding efforts. Seek their feedback and involve them in the decision-making process. Transparency and open communication will help build support.
7. Implement the new brand: Once a decision has been made, create a detailed plan for implementing the new brand. This will involve updating signage, uniforms, websites, and other materials. I would like a phased approach to manage costs and logistical challenges. This will need to have two separate timelines one which includes state funding and one which doesn't include funding the latter would take many years to complete.

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