

Minutes of the Re-branding Committee Meeting

Menahga Public School District No.821

Tuesday, November 28, 2023, 4:00 p.m., HS Media Center

The November 28, 2023 Re-branding Committee meeting was called to order at 4:02 p.m. the meeting was held in the High School Media Center.

Welcome and Introduction

- Begin the meeting by welcoming all committee members and thanking them for their participation.
- Provide a brief overview of the meeting's purpose and the importance of re-branding for the school district.

Establish Goals

- Discuss and determine the goals of the re-branding process.
- Consider reflecting the values of the community and aligning with the new strategic plan.
- Encourage committee members to share their ideas and thoughts on the goals.

Gather Input

- Form a large committee
- Who is on it and how many?
- Discuss and decide on strategies to involve stakeholders in the re-branding process.
- Talk about conducting surveys, community forums, and engaging with students, parents, teachers, and community members to gather their ideas and suggestions.
- Assign responsibilities to committee members for executing these strategies.

Research and Brainstorm

- Discuss the importance of researching successful re-branding efforts in other school districts or organizations.
- Encourage committee members to brainstorm potential new names, logos, colors, and mascots that align with the goals and values.
- Allocate time for sharing and discussing the research findings and brainstormed ideas.

Evaluate and Narrow Down Options

- Review all the ideas and feedback gathered from stakeholders.
- Consider the practicality, legality, and cultural sensitivity of each option.
- Discuss and decide on a shortlist of options that best align with the goals.

Seek Legal Approval

- Discuss the legal implications of the re-branding options.
- Determine the need for consulting legal experts or the state education department to ensure compliance.

- Assign responsibilities for seeking legal approval and ensuring compliance.

Communicate and Involve the Community

- Emphasize the importance of regular communication and transparency with the community.
- Discuss strategies for updating the community on the progress of the re-branding efforts.
- Allocate time for discussing how to involve the community in the decision-making process.

Implement the New Brand

- Discuss the creation of a detailed plan for implementing the new brand.
- Talk about updating signage, uniforms, websites, and other materials.
- Consider a phased approach to manage costs and logistical challenges, with separate timelines for state funding and non-funded options.

Next Steps and Conclusion

- Summarize the key decisions and action points from the meeting.
- Assign responsibilities for each action point and set deadlines.