DEHLER PR PRESENTS:

THRIVE IN THE HIVE PROPOSAL



ADVANCING YME SCHOOLS THROUGH STRATEGY, COMMUNICATIONS, & ENGAGEMENT



YOU DID IT! LET'S KEEP THE MOMENTUM GOING!

DehlerPR is passionate about your mission and strongly believes in your staff, students, families and the school communities. Together, we'll focus on continued engagement and support for YME Schools.

"THE SINGLE BIGGEST PROBLEM IN COMMUNICATION IS THE ILLUSION THAT IT HAS TAKEN PLACE."

GEORGE BERNHARD SHAW, PLAYWRIGHT

THE REFERENDUM PASSED. YOU'RE PREPARING FOR CONSTRUCTION. NOW WHAT?

Dehler PR suggests three communications pathways to maintain the high-level communications and nurture the relationships built during the referendum.



DEHLER PR IS YOUR GUIDE ON THE SIDE

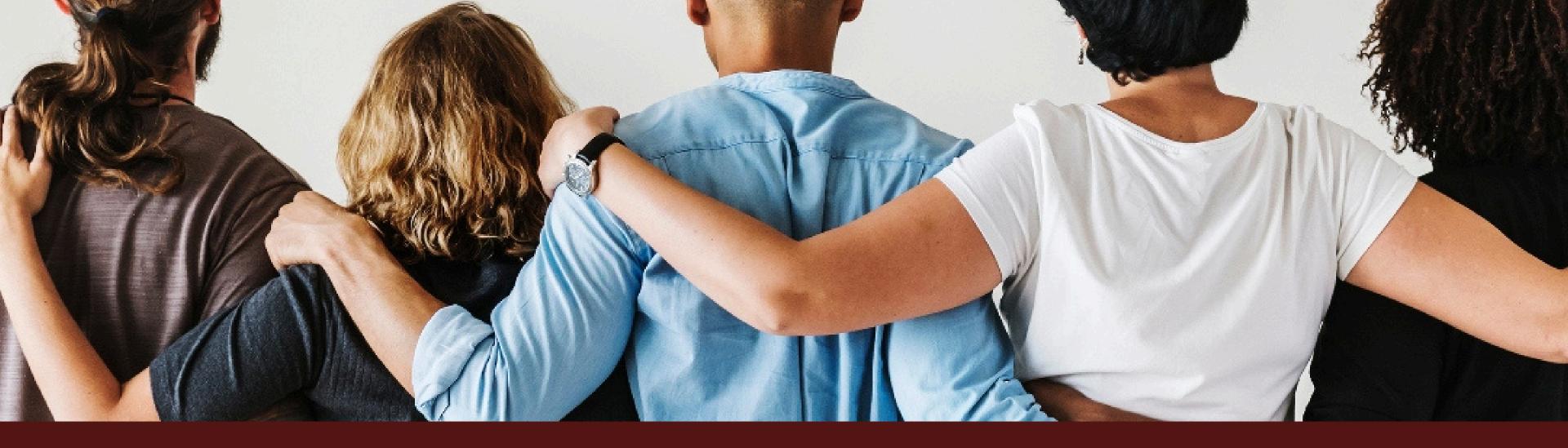
1: DESIGN & CONSTRUCTION COMMUNICATIONS

WHAT?

- Key messaging at each phase
- Monthly eNews
- Social media planning
- Roadshow presentations
- Ground Breaking Ceremony support

WHY?

- Reduce negative impacts construction on all stakeholders
- Maintain (increase?) enrollment & Retain staff
- Continued engagement to build long-term trust & support



DEHLER PR IS YOUR GUIDE ON THE SIDE

2: ALUMNI, SCHOOL, & COMMUNITY FOUNDATION

WHAT?

- Recruit invested stakeholders
- Gather data on existing YME efforts
- Research best practices & Plan
- Branding, messaging, & launch communications & on-going support

WHY?

- Focus & support Alumni engagement
- Fundraising & donation allocation for "Cherry on the Top" curriculum enhancements
- Focus on Sting Pride and long-term strength of YME as a whole (both cities and townships)



DEHLER PR IS YOUR GUIDE ON THE SIDE

3: FUTURE VISIONING OF YME SCHOOLS

NEW OPPORTUNITIES

- Teaching & Learning
- Operational efficiencies
- Community partnerships
- Future funding requests& Grant opportunities

POSSIBLE OUTCOMES

- Strategic Plan Update
- Enrollment Marketing Campaign
- Profile of a Graduate or other student achievement plan
- Communications Planning

THE DEHLER PR TEAM YOU KNOW



Jeff Dehler, APR
President
& Chief Relationship Builder



Sara Thompson, APR Senior Strategist



Ron Wilke Retired Superintendent & Senior Strategic Counselor





100 HOURS: \$12,000

We propose that you begin with a 100 hour block of time for \$12,000. You can use these hours for any DehlerPR services.

While this block of time will not allow for the completion of all three major projects we've outlined, it will get you started.

Most important... What works for you! We are flexible and will accommodate your needs.



"TO ACCOMPLISH GREAT THINGS, WE MUST NOT ONLY ACT BUT ALSO DREAM.

NOT ONLY PLAN BUT ALSO BELIEVE." – ANATOLE FRANCE

LET'S HAVE A CONVERSATION...

Dehler PR is suggesting three communications pathways to maintain the high-level communications and nurture the relationships built during the referendum.

...WHAT IS THE NEXT STEP FOR YME SCHOOLS?