

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

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# **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

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# 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





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## 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)





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## 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



WE IMPROVE COMMUNITIES THROUGH EXCEPTIONAL PUBLIC RELATIONS, MARKETING, AND STRATEGIC COUNSEL.

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## 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**





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## **SUGGESTED BUDGET**

### **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

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## 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?