



TO: Centennial School Board

FROM: CESO Communications

CC: Dr. Jeff Holmberg, Superintendent
Krista Bergert, Director of Public Information and Community Outreach

DATE: June 9, 2025

RE: Alignment between District Brand/Marketing Efforts and
2025 Stakeholder Survey Results

Overview

Over the past year, CESO Communications has been proud to partner with Centennial School District as it has engaged in strategic efforts to clarify and amplify its brand identity through a Brand Review and Assessment, development of a formal Brand Architecture, and the launch of a targeted Marketing Enrollment Plan. The 2025 Annual Communications Survey, completed by more than 4,100 students, staff and parents, offers valuable insight into how these efforts are perceived by the community and where additional focus will help to grow awareness and connection.

The key findings from the survey affirm that Centennial's brand is both well-articulated and strongly supported. Even more importantly, the survey results reflect broader strengths and opportunities that reinforce the brand's credibility and influence how stakeholders experience the district.

Brand Messaging

The district has focused its branding on three key messages:

- MESSAGE 1.** Centennial School District 12 is a high-performing, academically-focused organization with a deep tradition of surrounding the community's children with love and understanding expressed through heartfelt relationships.
- MESSAGE 2.** Through the commitment of our talented and highly experienced teachers and staff, each Centennial student is embraced as part of our learning community and encouraged to excel in all that they do.



MESSAGE 3. Centennial Schools confidently surrounds every student with the opportunities, programs and services they need to excel and discover their true purpose and potential.

Overall, both parents and staff express strong alignment with the district's brand messages, particularly those focused on relationships and staff commitment. However, feedback suggests the third message may require refinement to resonate more broadly.

- **BRAND MESSAGE 1** - This message was well-received by both parents and staff, especially in early childhood and elementary settings. However, agreement declines slightly at the middle and high school levels, where families and staff are less likely to experience the same relational connection. Strengthening visible care and connection in secondary schools may improve alignment.
- **BRAND MESSAGE 2** - This message resonated the strongest with respondents. Parents and staff alike affirm the dedication of Centennial educators, with especially high ratings from administrators and families of color. While still positive, agreement is slightly lower at the high school level, suggesting a need to reinforce individualized support as students advance.
- **BRAND MESSAGE 3** - While overall there was still overall agreement with this message, it also included the highest levels of disagreement, with nearly one-fifth of respondents disagreeing with the statement. Parents and staff at the secondary level, and some racial/ethnic groups, express concern that not all students have equitable access to opportunities. Clarifying how this vision is realized, especially in middle and high schools, could strengthen belief in this promise.

Connection Between Brand and Survey Results

Brand Affirmation Through Survey Data

Several key themes from the brand work, such as pride, tradition, relationships and academic excellence, are reflected in the survey data:

- **Pride & Tradition:** Families cited multi-generational ties to the district and a strong sense of continuity. Parents and staff alike expressed pride in being part of a district known for high expectations and stable leadership.
- **Strong Relationships:** Elementary families and staff in particular noted the depth of connection with educators. The district's focus on relationships clearly resonates as a core value.
- **Academic Excellence:** Centennial's high performance and innovative programs are recognized and valued. Favorability remains high among parents (especially in early



grades) and certified staff noted a general sense of confidence in instructional quality and outcomes.

Broader Insights That Reinforce Brand Impact

Beyond alignment with formal brand messages, several survey findings suggest that the branding and marketing work is influencing broader perceptions of district quality, leadership, and experience:

High Satisfaction with Communication and Transparency

- 96% of parents said they feel informed about both school and district communications, which is an increase from previous years.
- Text messaging and e-newsletters continue to gain traction, especially at the elementary level, indicating that families are engaged and responsive to district outreach.
- Open-ended feedback from families emphasized appreciation for clear, proactive updates and expressed a desire for more two-way communication, particularly around student services.

This strong communication performance enhances the credibility of the brand and builds trust, which is especially important for enrollment and retention efforts.

Family Confidence in Student Experience and Support

- 94% of parents expressed confidence in their child's ability to succeed academically.
- Parents of early learners and elementary students gave especially high marks to teacher quality, cultural inclusivity, and school climate.
- Secondary-level satisfaction dipped slightly, but overall ratings remained high, reinforcing the district's reputation as a place where students are supported to thrive.

These findings demonstrate that the district's messaging around student success is not just aspirational—it is experienced as real by many families.

Staff Reflections Highlight Areas for Brand Strengthening

- While 87%–94% of staff agree with district brand messages, open-ended comments reveal some disconnects among certified staff — particularly at Centennial High School



and Middle School — around leadership visibility, student behavior support, and decision-making.

- Concerns about professional development, special education caseloads, and emotional well-being emerged as key themes.
- These insights suggest that while the brand is clear, internal alignment may need continued attention—especially in areas where staff feel less supported.

Building internal brand ambassadors will be critical to long-term success.

Recommendations Moving Forward

1. **Build on high parent trust:** Continue emphasizing proactive, two-way communication and showcase real examples of how students are “discovering their potential” to boost confidence in Brand Message 3.
2. **Strengthen internal brand alignment:** Use survey insights to engage staff in refining and living out the brand, especially where gaps in resources or clarity may hinder full buy-in.
3. **Elevate the brand at the secondary level:** Given the slightly lower ratings among high school families and staff, use targeted campaigns or storytelling to reinforce how Centennial supports older students in meaningful, individualized ways.
4. **Link strategy to experience:** Demonstrate how the brand is not just a message — it’s a lived reality — through ongoing engagement, visible leadership, and continual improvement.

Conclusion

The results of the 2025 Annual Survey demonstrate clear alignment with Centennial’s brand while also affirming the district’s position as a high-performing, community-rooted, and student-centered system. Centennial’s commitment to developing and communicating its brand is paying off — not just in perception, but in the real experiences of families, staff and students.

As the district continues this work, the insights from this year’s survey provide a powerful foundation for continuous improvement, stakeholder engagement, and sustained brand momentum.