

Branding for SISD 1:1 Initiative

As you know the first phase of the District 1:1 initiative will begin early next year. We would like your input in selecting the branding SISD will use for this initiative.

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1. Please rank the following (with 1 being your first choice):

i3 - This brand combines the elements of integrity, initiative and innovation. These three principles have been identified by focus groups as important to the District as well as being crucial to a tech-ready environment.

succeED - This brand combines a successful student with the education that we all expect.

iChampion - This brand identifies the traditional excellence in extra-curricular activities at SISD with the "i" associated with initiative, integrity and innovation.

One:Won - This brand combines the elements of personalization with excellence and success.

edYOUcate - This brand capitalizes on the effective focus of personalization as the key to successful learning. Can also be used as a verb and then combined with each campus, i.e. edYOUcate Hook.