

The school district re-branding committee will be responsible for evaluating and updating the overall image and perception of the school district. They will conduct research, gather feedback, and develop a new brand identity that aligns with the district's values, goals, and community expectations. This may include designing a new logo, selecting color schemes, creating marketing materials, and developing a communication strategy to effectively promote the school district to students, parents, and the wider community.

Our large committee representing the stakeholders of the community needs to meet to do this work. The school district re-branding committee will be responsible for evaluating and updating the overall image and perception of the school district. Our team will conduct research by collaborating and creating surveys, gather feedback, and develop a new brand identity that aligns with the district's values, goals, and community expectations.

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.

Menahga High School Rebranding Survey

- 1. What about being a Brave gives you the most pride over the years?**
- 2. What is that mentality that needs to carry over into our new identity?**
- 3. Are there any mascots that you feel could be a suitable option?**
- 4. What tradition that presently exists cannot be lost as we transition to a new school identity?**
- 5. If you could choose one word that you wish described our culture at Menahga High School, what word would you choose?**
- 6. In your opinion, is there anything we have overlooked as we venture into this important initiative.**

May 28, 2024

Rebranding meeting notes

Time: Meeting start time 5:30pm

Attendance: Small group committee and large group committee. Facilitated by Jostens via stream.

Discussion points: Analyze the responses from the survey from each question. Responses are below.

Question 1. What is it in the past that being a Brave gave you the most pride?

1. It's all about the community
2. Great values
3. Great morals
4. Finnish heritage
5. St. Euro
6. Small community
7. Being a Brave
8. Strength
9. Honor
10. Colors
11. What they teach me here
12. Support
13. Confidence
14. Traditions
15. The drive, the discipline
16. Love the meaning
17. All about Courage
18. Toughness
19. Destroying Sebekka
20. Compassion
21. Ready to face the challenges without fear
22. Belonging to something bigger than something else
23. Proud of right to fight

Question 2: What is the mentality that you would like to instill in these kids?

1. Fearless
2. Fierce
3. Humble
4. Prowl
5. Hunter
6. To be Finnish

7. Scrappy
8. Stand up
9. To be strong
10. Tough
11. Courageous
12. To be part of a team
13. Fortitude
14. To prevail
15. Unity
16. One of winning
17. Work hard
18. Stronger together
19. Ethnic
20. Don't back down
21. Eager
22. Bold
23. Never quit
24. Pride and dominance
25. Sisu

Question 3: Is there a particular mascot that would portray Menahga?

1. Guardians
2. Saint Ehro
3. Beavers
4. Bulls
5. Dragons
6. Mallards
7. Fighting Finns
8. Jack Pines
9. Vikings
10. Vandals
11. Bears
12. Wolverines
13. Wolves
14. Lakers
15. Tigers
16. Ravens
17. Saints
18. Pioneers
19. Brave
20. Mavericks
21. Marauders

22. Pirates
23. Muskies
24. Buffalo
25. Minx
26. Mystics
27. Muskrats
28. Mustangs
29. Moose
30. Falcons
31. Mandrills
32. Blaze

Question 4: What am I overlooking?

1. Opportunity to reset our image
2. It's ok to be Brave
3. Could lead us to a really great conversation
4. Big fire, honor the Brave Rangers—Blaze
5. Don't need to rush this process
6. Shouldn't overlook our school song
7. Should scrap the things that still work

Traditions that you don't want to lose

1. Sportsmanship
2. School song
3. Christmas concert
4. Colors
5. Powder puff game
6. Pep fests
7. Stay fierce
8. Polar Plunge
9. Acronym BRAVE

One word the best defines the cultural

1. Fearlessness
2. Bold
3. Unstoppable
4. Great Spirit
5. Persist
6. Courage
7. Fierceness
8. Committed

9. Religious
10. Immense
11. Accepting
12. Small Town

In conclusion: A survey will be sent out to the large committee members on the future mascot. The members are to select the mascots that they were ok with having. After the results, the small committee will gather to discuss the next steps.

The legislature extended the deadline to the Fall of 2026. The committee will discuss if we want to move forward or take our time to see if the legislation changes after the elections.

Meeting was adjourned at 6:52pm

Check the mascots that you would be ok with having.

12 responses

