



Jordan School District #717
Marketing and Branding Meeting Minutes

Tuesday, July 9, 2013 at 10:45 AM
Marketing and Branding Meeting
Jordan Public Schools
500 Sunset Drive; Suite 3
Jordan, MN 55352

1. Discuss District Calendar
2. Discuss District Website
3. Discuss Marketing and Branding Manual and Plan
4. Share Board Communication Plan
5. Other
6. Adjourn

School Board Clerk

Date

Mr. Matthew Helgerson, Superintendent

Montgomery ★ Lonsdale ★ Le Center



mhelgerson@tcu2905.us
www.tcu2905.us

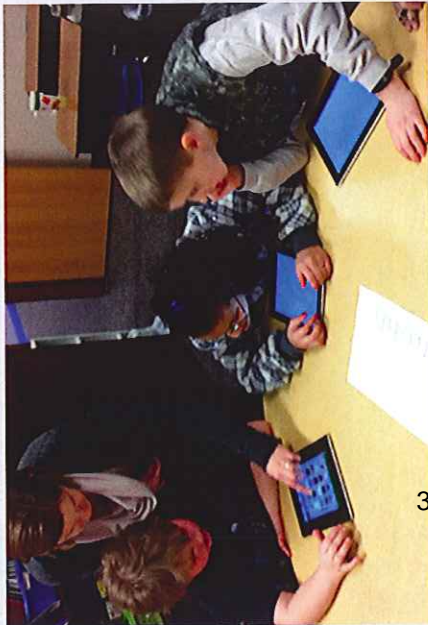
507.364.8101
Fax: 507.364.8103

Tri-City United Schools
101 2nd Street NE, Suite 3
Montgomery, MN 56069

Tri-City United - ISD #2905

Includes the cities of: Montgomery, Lonsdale, and Le Center & surrounding areas.

The consolidation of the two districts offers an amazing opportunity for students, staff and the community.



TCU provides a safe and progressive learning environment that highlights the individual student and his/her unique learning style, fostering their growth through successful application of 21st Century technology and instruction.



Tri-City United is committed to providing a quality education for its students, an academic culture for its teachers and staff, and a place for community enrichment.

Contact Information

District:

Superintendent

Mr. Matthew Helgerson

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Tri-City United

Building Contacts:

K-8 Montgomery

Principal

Mrs. Deb Dwyer

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Dean of Students/ 5-8 Activities Director

Mr. Nathan Higgins

nhiggins@tcu2905.us | 507.364.8106

K-8 Le Center

Principal

Mr. Dave Dooley

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K-4 Lonsdale

Principal

Curriculum & Testing Coordinator

Mrs. Melissa Barnett

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9-12 Montgomery

Principal

Mr. Alan Fitterer

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Assistant Principal/ 9-12 Activities Director

Mr. Greg Feddema

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Special Services Coordinator

Mr. Chad Williams

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Community Ed Director

Mr. Nate Warden

nwarden@tcu2905.us | 507.364.8120



Mission Statement:

"Provide quality education in a positive environment by preparing students to find individual success and to be productive members of our global community in the 21st Century."

www.tcu2905.us

101 2nd Street NE
Montgomery, Minnesota
56069

507.364.8100

Pre-School – 8th Grade

Elementary education is the cornerstone of your child's academic career. TCU believes in academic excellence in a friendly and caring atmosphere encouraging a sense of belonging, security and community. All students have every opportunity to succeed.



TCU offers free all day every day kindergarten with a licensed teacher

TCU's "Excellence in Education" is incorporated into the Elementary & Middle School classroom:

- 21st Century curricula promoting creativity, collaboration, and problem-solving
- Academic foundation in Math, Reading, and Science
- Technology based learning
- Differentiated instruction meeting individual student needs
- Responsive Classroom and Positive Behavior Interventions and Supports (PBIS)
- Qualified teachers and staff committed to latest trends in education to ensure quality teaching and achieve maximum student learning

Co-Curricular Opportunities

Academic Programming

Extend their skills and talents beyond the classroom.

- Business Professionals of America
- FFA
- Knowledge Bowl
- Math League
- NHS-National Honor Society
- Speech
- Student Council

Award Winning Fine Arts Programming

- Art Team
- Concert Band
- Concert Choir
- ENCORE!
- Fall Musical
- Jazz Band
- One Act Play
- Show Choir
- Spring Play

Athletic Opportunities

New and renovated facilities, committed coaches, and strength in numbers allows for "TITAN SUCCESS" and participation at an appropriate level.

- Baseball
- Boys/Girls Basketball
- Cheerleading
- Boys/Girls Country
- Dance
- Football
- Boys/Girls Golf
- Hockey
- Girls Cross Country
- Softball
- Girls Tennis
- Boys/Girls Track
- Volleyball
- Wrestling



9th – 12th Grade

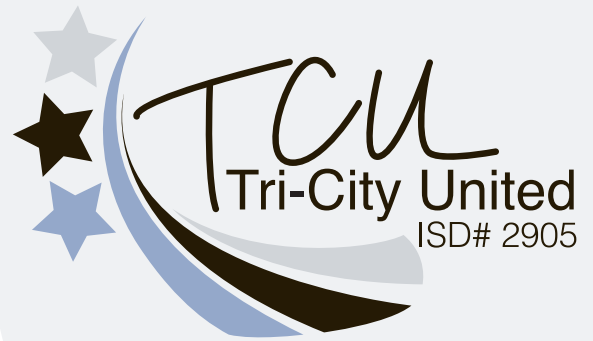
A new high school provides opportunities for exciting initiatives, incorporating successful ideas and focusing on best practices.



Highlights of high school include:

- Emphasis on learning through technology as teachers and students use mobile devices such as tablets, iPads, laptops, and smart phones
- Internet café environment encourages individual learning and introduction to future work styles
- Concurrent enrollment programs such as College in Schools receiving college credit & high school credit
- Career counselor on staff ready to assist students in their career path process
- A "Farm to School Program"
- Lifelong learning philosophy is shown through success of high school graduates' career paths
- Elective opportunities through a wide range of course offerings

Tri-City United ISD #2905
Branding Guidelines



TCU Visual Identity Guidelines

Overview

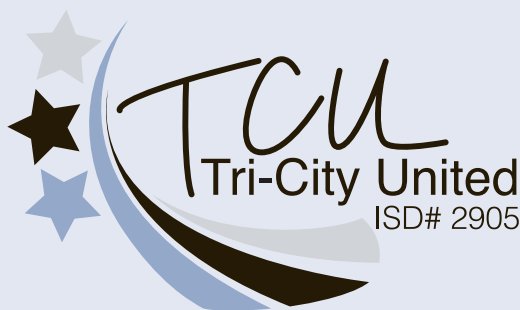
The Tri-City United School District Visual Identity Program is designed to be used for all official communications from the District. The program is composed of a system of coordinated graphic elements, including a district logo, athletics logo, and a specific color palette.

This logo system is recommended for all visual representations of the District: marketing materials, correspondence from the classroom, exhibit items, videos, yearbooks, student handouts, powerpoint presentations, web pages, etc.

District Logo

The TCU logo, 3 stars and stripes, with TCU in a stylized handwritten font. The logo symbolizes the union of Montgomery, Lonsdale, and Le Center in one progressive school district that focuses on the unique learning styles of each student to provide them with a path toward success.

- The district logo is to be used for all academic and business office correspondence.
- The proportions of the logo are to remain unaltered. It may be scaled down to a minimum of 1.5 wide.
- The logo system and all of its elements should not be modified or altered in any way.
- The District logo is designed to be used as one unit, not as a separate form or element.
- “TCU Tri-City United” must be clearly legible at all times.
- A minimum of .25” should be kept clear around the logo.
- If adding text by logo, i.e. department name, it should be nested under the logo .25” from bottom of stripes. (Exception to this rule is the city names nested in the logo; see figure 3).



The TCU logo with the ISD is to be used on all official school correspondence, including all stationery, business cards, mailings, banners, etc.



The TCU logo WITHOUT the ISD is to be used on all academic merchandise, including all promotional materials, and unofficial documents.



The TCU logo with the ISD and cities nested underneath is to be used on all correspondence materials. The address text will still be .25” away from the bottom of the logo itself, not the city names.

Athletics/Activities Logo

The TITANS athletic logo is composed of a fist holding a lightning bolt over text that reads 'TITANS'.

- The TITANS logo is to be used for all athletic and co-curricular activities. Including all team sportswear, athletic merchandise, athletic and activity promotional materials, and where applicable as a sub-logo to the main district logo.
- The proportions of the logo are to remain unaltered. It may be scaled down to a minimum of 1.5 wide.
- The logo system and all of its elements should not be modified or altered in any way.
- The logo is designed to be used as one unit, not as a separate form or element.
- All words must be clearly legible at all times.
- A minimum of .25" should be kept clear around the logo.



Acceptable layouts for color usage on different backgrounds.



TCU Visual Identity Guidelines

Official School Colors

Color is a vital part in keeping the district's brand cohesive. TCU has three official colors: Light Blue, Gray, and Black.



Print Color Guidelines

- Use the correct Pantone Matching System® color for the colors. **Do not use another shade of Blue as a substitute for the PMS color listed below.**

- Light Blue: PMS® 535C
- Gray: PMS® 428C; alternatively, process black at 20% may be substituted for 2-color printing
- Black: PMS® Black C; alternatively, process black may be substituted for 2-color printing

- In four-color print jobs, you can simulate the three PMS® colors using these CMYK formulas:

- Light Blue: 42% cyan, 27% magenta, 7% yellow, and 0% black
- Gray: 2% cyan, 0% magenta, 0% yellow, and 18% black
- Black: 0% cyan, 13% magenta, 49% yellow, and 98% black

- In instances where there is two-color printing the use of black ink and the Light Blue PMS® color allows the exact colors (including Gray) in the logo and a highlight color throughout the publication. Black may be used for text and photo color.

Screen Color Guidelines (for Web Design and Microsoft Office)

- In Microsoft Office suite software, you can approximate the PMS® colors by selecting 'More Colors' from the Color palette menu and setting the RGB sliders to these values:

- Light Blue: R 149, G 169, B 203
- Gray: R 207, G 212, B 216
- Black: R 38, G 28, B 2

- To approximate the PMS® colors on Web site designs, use hexadecimal codes:

- Light Blue: #95A9CB
- Gray: #CFD4D8
- Black: #261C02

Actual Paint colors used in buildings/details:

- Light Blue: Glidden: A1388 'Harbor Blue'
- Gray: Sherwin Williams: SW7073 'Network Gray'
- Black: Glidden: A2009 'Black Mica'
- White: Glidden: A0156 'Nova White'

Typography

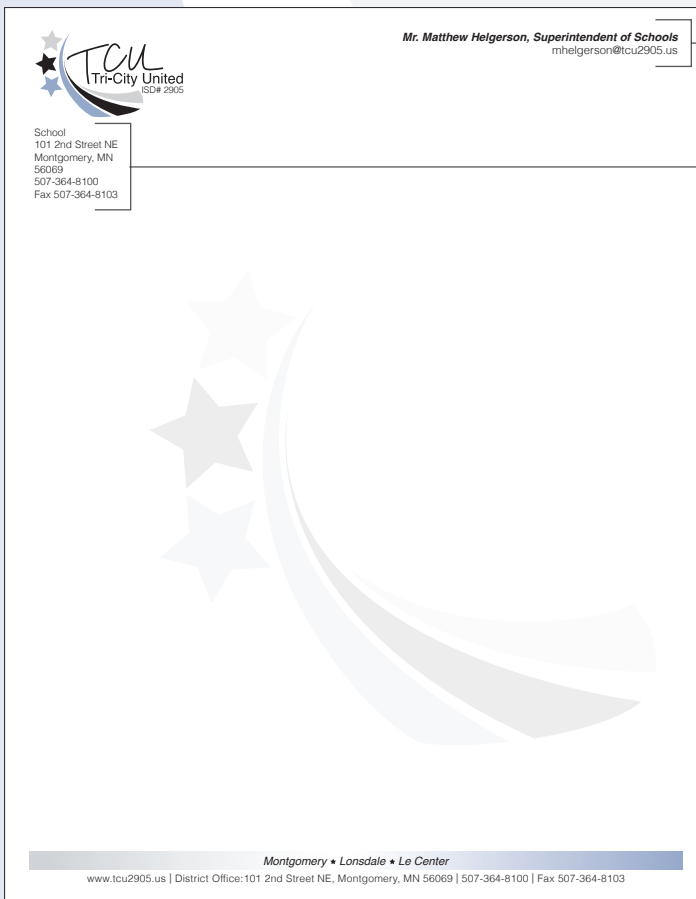
The district's official font suite is Helvetica. For athletics and activities the font Demonized can also be used. All font is to be in black (unless on black background and then white OR the Gray 428C color is to be used). Helvetica should already be installed on your computer, please contact your IT person if it's not. The Demonized font can also be obtained by contacting your IT person.

- Helvetica Regular: Main text areas (10 pt at 12 pt leading) and left justified
- Helvetica Light: Addresses on stationery (9 pt at 10 pt leading) and left justified .25 from bottom of logo
- **Helvetica Bold: Headers on banners**
- **Helvetica Bold Oblique: Titles of personnel on stationery (10 pt at 12 pt leading), headers on signage, etc.**
- *Helvetica Oblique: Web addresses, headers on stationery, etc.*
- ***Demonized: To be used ONLY on athletic and activity related things.***

Stationery

Approved letterhead, business cards, and envelopes, are available for use through your buildings main office. Please see them for correct versions for appropriate use. A blank version of the business cards is also available for use for those who don't have pre-printed cards.

The stationery is generic with the logo in the upper left corner, watermark, and footer, and will need to be customized to your location. A word doc is available in the official download section online. Below outlines what needs to be added to the word doc for your use.



Your name and title here in Helvetica Bold Oblique 10 pt at 12 pt leading with your email address below in helvetica light at 10 pt at 12 pt leading, all is right justified.

The school name, location, and phone number are to be .25" from the bottom of the logo, aligned left and left justified at helvetica light at 9 pt and 10 pt leading.

Your text field will also be identified on the word doc and set at helvetica regular 10 pt and 12 pt leading, left justified.



TCU Visual Identity Guidelines

Downloads

Downloads of the official District Logo and Athletics Logo can be found at www.tcu2905.us on the branding page. There you can find EPS (encapsulated PostScript) files, which are vector artwork files that can be opened and scaled (within the listed guidelines) in programs such as Adobe Illustrator and Adobe Photoshop. Also included are PNG (Portable Network Graphic), and .jpeg files, which are used in Web design and in Microsoft Office software such as Word and Powerpoint.

EPS - CMYK (vector art for print)

EPS - RGB (vector art for web)

PNG (for Web & MS Office) EPS - CMYK (vector art for print)

EPS - RGB (vector art for web)

PNG (for Web & MS Office) EPS - CMYK (vector art for print)

EPS - PMS 201 (vector art for print)

EPS - RGB (vector art for web)

PNG (for Web & MS Office)

EPS - CMYK (vector art for print)

PNG (for Web & MS Office) EPS - PMS 201 (vector art for print) EPS - black (vector art for print)

PNG (for Web & MS Office)

EPS - PMS 201 (vector art for print)

PNG (for Web & MS Office) EPS - black (vector art for print)

PNG (for Web & MS Office) EPS - white (vector art for print)

PNG (for Web & MS Office)

EPS - black (vector art for print)

PNG (for Web & MS Office) EPS - white (vector art for print)

EPS - white (vector art for print)

PNG (for Web & MS Office)

JOORDAAN

school district 717



This is a program of Jordan Community Education - Jordan School District 717

Board Goals for 2013-2014

During the 2013-2014 school year, the Jordan Board of Education will:

Facilities and Land Use:

- 1) Complete a master plan for the entire school district.
 - Develop a future land usage plan by examining the land survey and demographer's report, to determine needs in both land usage and building capacity.
 - Run a referendum in 2014 to support necessary renovations and upgrades of all buildings, in order to support the growing needs of our district.

Curriculum and Instruction:

- 1) See continual improvement in student achievement.
 - The Board will review and act on building goals presented by the administration in August.
 - The Board will support the construction of a new curriculum committee to create a 21st century curriculum review cycle that recognizes that standards are the basis of instruction.
- 2) Approve finalized principal and teacher evaluation models, in accordance with state law.
- 3) The administrative team will provide monthly reports on the progress of current district initiatives, i.e. STEM/STEAM, and provide constructive feedback on future action items related to those initiatives.

Communication:

- 1) Increase transparency of the Board to all stakeholders, through improved communications and meaningful participation.
 - Update the current Communication Plan, which outlines various strategies to increase communication to the public.
 - Board will complete the first session in the Teamworks Interational strategic planning approach and will explore the remaining components of the program.
 - Board will complete a self-evaluation and incorporate the findings.

Finance:

- 1) Maintain a fund balance of 45 days for the school district, in accordance with Policy 714.
 - Board will form a Finance Committee which will meet monthly with the Superintendent for budget updates.
 - Board will attend MSBA-related trainings.

Communication Plan 2013-2014

The goal of the Communication plan is to promote community, staff and parental interaction (along with the Board) to ensure that all people have accurate and complete information about issues regarding our school district.

1. The Meet and Confer committee will meet on 10/09/2013, 1/15/2014 and 4/16/2014 at 4:00 p.m.. (dates to be approved)
2. In addition to Meet and Confer, Board members will go to each building at least one time during the school year for an informal “meet and greet” with staff (rolls provided), for a total of 3 additional meetings. The dates are: 11/04/13 at the middle school, 1/20/2014 at the elementary school and 3/31/2014 at the high school (tentative dates to be approved by each school). These are workshop days and Board members will arrive at 7:15 in order to serve coffee and rolls.
3. Attend the staff breakfasts on the opening and last days of the school year. Board members are also expected to attend graduation in order to promote positive community relations.
4. Continue to send meeting notes to all staff (and the JI) on the day after each Board meeting (this will be rotated among Board members).
5. Communications Committee will continue to submit articles to the Journalist to describe what the Board has done in the previous months. Deadlines are 11/01/13 for winter, and 1/31/14 for spring/summer and 7/01/14 for fall.
6. Continue to have a student volunteer run the camera at each Board meeting, to ensure that people can be heard and seen on tape.
7. Place posters that list the board goals in each of the district buildings (so that parents, staff, students and anyone who enters the building are aware of the goals we have set).
8. The Communications Committee will have an annual meeting with Jordan Independent staff to continue to build a positive relationship with the newspaper staff. We would like to especially address the issue of having school updates provide information regarding what is currently going on in the school.

9. The Superintendent will provide the Board with a weekly update via e-mail that encompasses updates from the administrators.
10. The Board will conduct a minimum of one Town Hall meeting per year, so that community members can ask questions, propose solutions and voice opinions.
11. The Communications Committee will develop a survey to be sent to MASA to determine how social media is used in other districts and what policies are in place.