

MISS PORTER'S SCHOOL



Overview

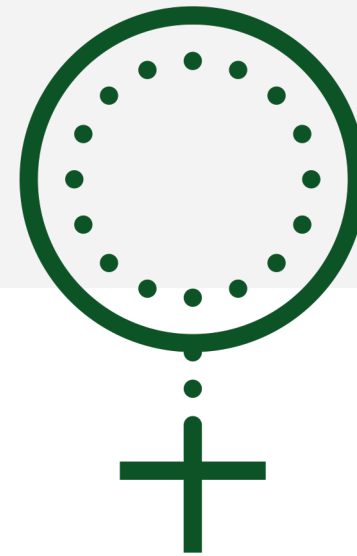
To assist Miss Porter's School with brand identity, marketing, communications and public relations support for their auxiliary programs.



Understanding Miss Porter's School

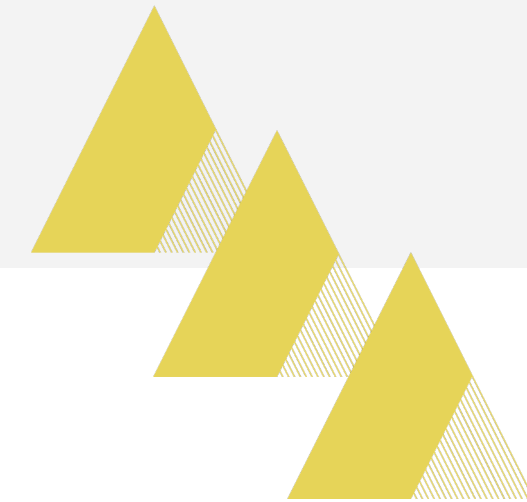
Mission: Miss Porter's School educates young women to become informed, bold, resourceful and ethical global citizens. We expect our graduates to shape a changing world.

Vision: In keeping with our founder's vision, Miss Porter's School joins tradition with innovation to provide an exemplary education to young women. Generation after generation, our leadership is defined by our ability to articulate how young women think, how young women learn, and why gender matters. Within our legacy lies our future.



Woman & Minority-Owned Business

- 25 Years in management consulting & communications business
- Federal, state and local clients
- Communications, Training and Technical Assistance
- Higher Education Professor



A3 Approach

CCMS utilizes an A³ Approach—tailored **Assessments** to collect the information needed to make change; **Advisement** to specify and communicate decisions regarding organizational change, and **Achievement** of the goals set during the assessment, using well-developed communication strategies throughout the organization.



CCMS Expertise

CCMS provides a litany of strategic marketing, communications, branding, organizational development services for our clients. CCMS leadership, staff, consultants and subject matter experts collaborate to deliver results that exceed client expectations.



Agency and Staff Experience

- Change Management
- Content Creation & Writing
- Diversity, Equity & Inclusion
- Market Research
- Partnership & Stakeholder Engagement
- Public Affairs & Media Outreach
- Social Media & Digital Marketing
- Strategic Communications
- Visual Media & Graphic Design
- Web Design & Development



Client Management

- Kick-Off Meetings
- Project Work Plan & Reporting
- Monthly Progress Reports
- Account Management Process
- Financial Management
- Risk Management
- Communications & Organizational Structure
- Quality Assurance

CCMS Clients & Partners



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs



Diversity, Equity & Inclusion

CCMS is committed to making DE&I a priority in our organization to create an environment that respects and values individual difference along various dimensions to minimize bias and recognize and address systemic inequities.

Change Conversations
Improve Transparency
Lead with Empathy



Adrienne Y. Semidey, DM
Corporate Monitor

- Communications and Management Consultant
- Organizational Development & Leadership Professional
- Product of All Girls/Private Schools
- Youth for Understanding Alum
- Senior Trainer for Au Pairs

Trevis Cage, MS
Project Director

- Strategic Communications
- Brand Strategy
- Traditional & Digital Marketing
- Community Outreach & Advocacy
- Visual Media & Graphic Design
- Project Management
- Stakeholder Engagement
- Market Research



Meet the Team



Victor Ochy

Senior Brand Strategist

- Marketing Project Management
- Marketing & Brand Strategy
- Brand Development
- Market Research & Analysis
- Experiential Marketing
- Digital & Social Media Marketing



Cristie Shires

Graphic Designer

- Brand Development
- Graphic Designer
- Creative Strategy
- Web Designer (UX/UI)
- Video Production & Animation



Eboni Jackson

Communications Specialist

- Strategic Communications
- Digital & Traditional Marketing
- Creative Strategy
- Analysis, Reporting & Evaluation
- Bilingual (English/Spanish)



Nicole Dixon

Communications Specialist

- Media & Communications
- Web Content Creation
- Web Content Management
- Social Media Engagement
- Stakeholder Engagement



WHAT'S

IN A

WORD?



BRAND

What is a Brand?

Brands exist in the mind and are the personality of a business or organization

What attributes make up its personality?

What's its name? Nickname?

What does it wear?

How does it communicate?

What are its core values and what does it stand for?

With whom does it associate?

What does it do? What is it known for? Is it well-known?



Brand Development Process



WHETHER WORKING WITH A NEW OR EXISTING ORGANIZATION, CCMS APPROACHES THE BRAND DEVELOPMENT PROCESS FROM THE SAME VANTAGE POINT TO ENSURE THERE ARE NO UNIDENTIFIED CHALLENGES OR UNTAPPED OPPORTUNITIES.

- 1 INTERNAL INSIGHTS
- 2 EXTERNAL INSIGHTS
- 3 BRAND STRATEGY
- 4 BUILD ELEMENTS
- 5 EVALUATE

COLLABORATION



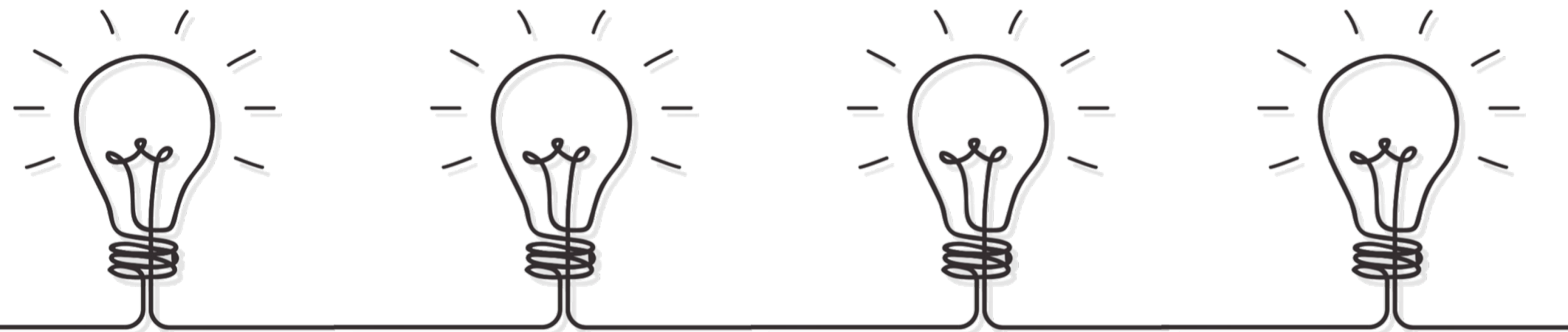
Brand Development Process – Cont'd

1 INTERNAL INSIGHTS

- Review and Evaluate Mission/Vision/Values/Key Messages and other assets via Brand audit with Internal MPS Stakeholders

2 EXTERNAL INSIGHTS

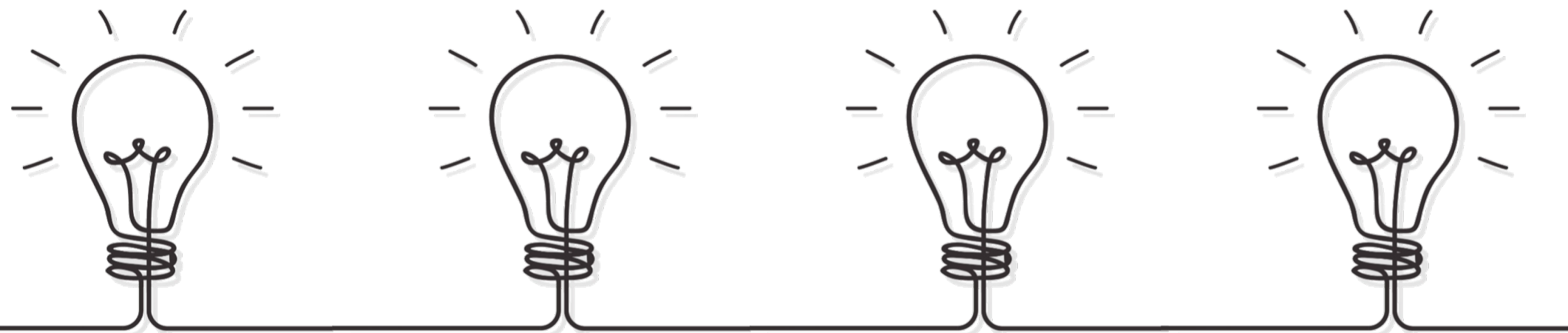
- Conduct environmental scan and review available research/media to gain insights on current perceptions/attitudes
- Conduct focus groups/surveys with key stakeholders to further explore gaps or information needs identified in prior steps



Brand Development Process – Cont'd

3 BRAND STRATEGY

- Establish brand positioning – expression of what Porter's Global (MPS Auxiliary Programs) represents to guide long-term creative strategy
- Determine brand attributes, personality, voice and tone
- Create key messages and points that differentiate Porter's Global (MPS Auxiliary Programs) from Miss Porter's School and competition
- Identify strategies/tactics and develop implementation plan



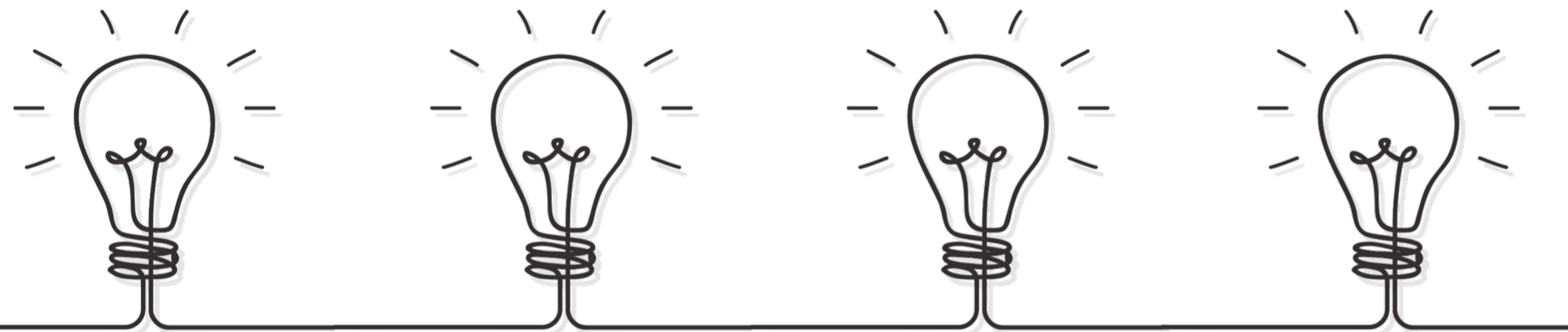
Brand Development Process – Cont'd

4 BUILD ELEMENTS

- Develop new brand assets, templates, resources and other creative in support of Porter's Global (Logo, Colors, PPT Slide Master, Style Guide, Newsletter)

5 EVALUATE

- Identify key evaluation metrics and data collection methods to ensure alignment with MPS goals and objectives

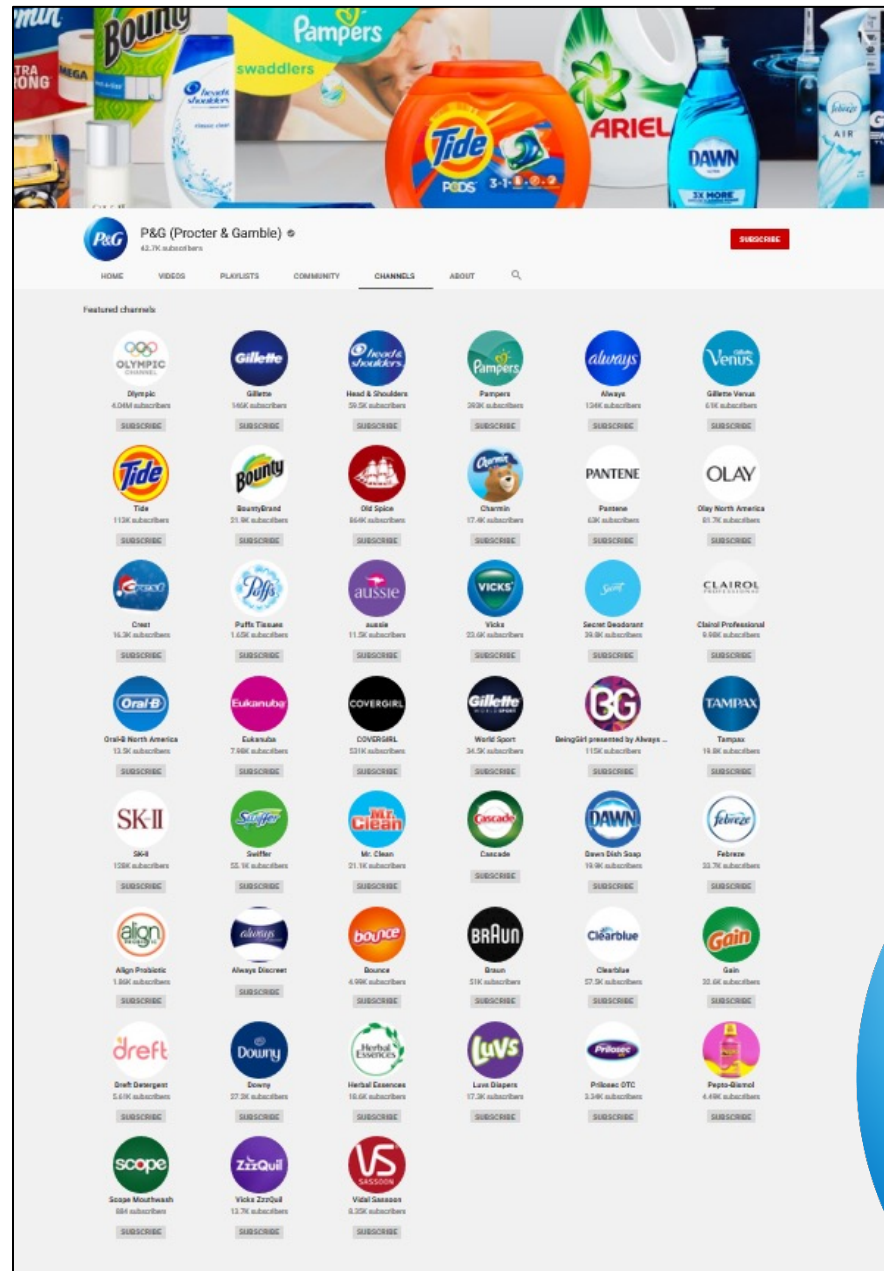


BRANDING

CONSIDERATIONS



How Other Brands Tell Their Story



Procter & Gamble

- Single message carried across all brands of what's needed and what's possible: People are at the center of all we do
- Purpose, Values and Principles are the foundation for all brands
- Sub brands retain a message carried through all channels including digital



How Other Brands Tell Their Story

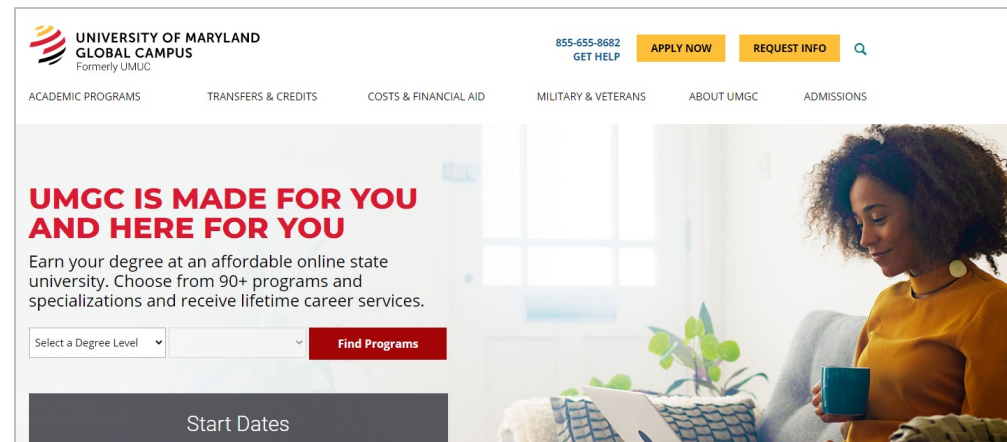


Easter Seals

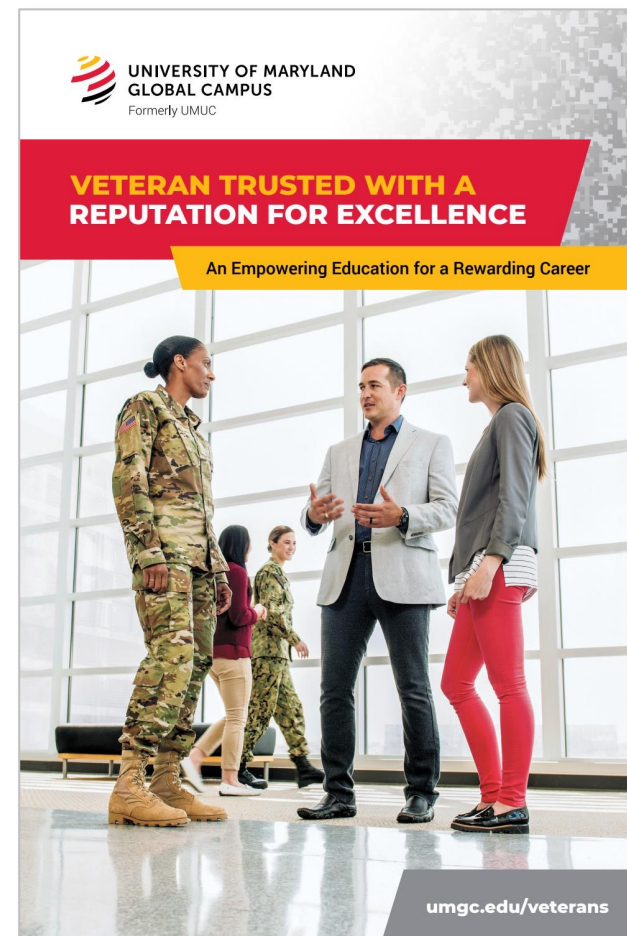
- Maintains a large, national presence
- Incorporates a tagline to better convey the collaborative work across affiliates, communities and supporters
- Allows the opportunity to adapt/customize messaging to local environments/communities
- Demonstrates the brand personality and commitment to innovation through a refreshed look and feel



How Other Brands Tell Their Story

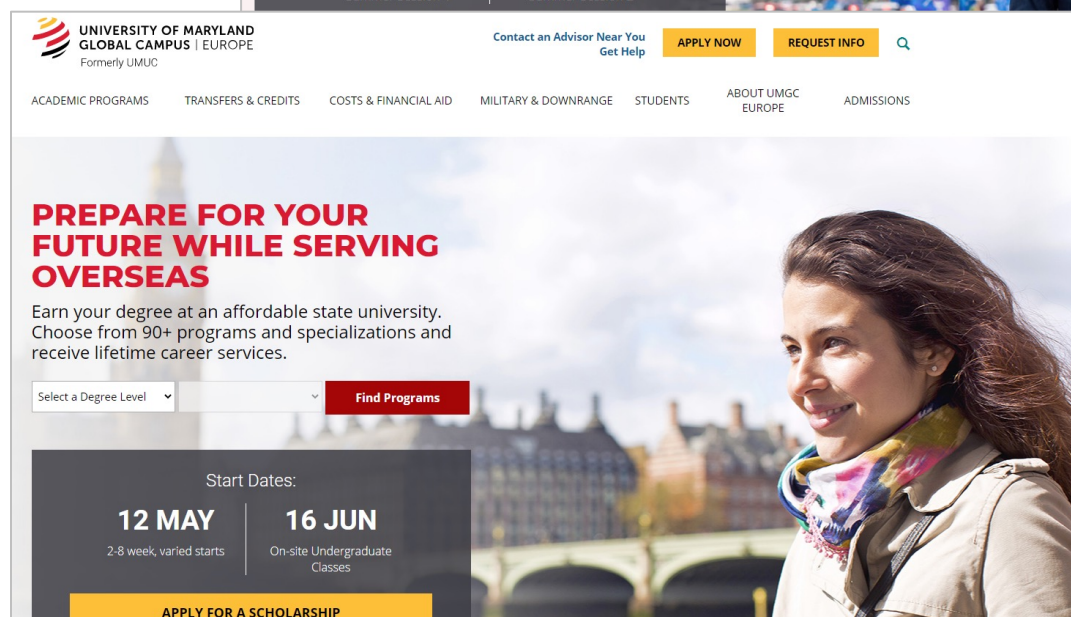


UNIVERSITY SYSTEM
of MARYLAND



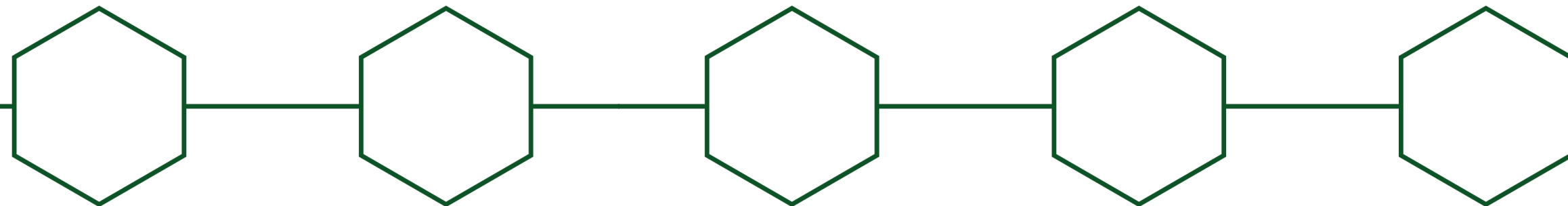
University of Maryland Global Campus

- Branding based on existing school's foundation
- Culturally diverse and relevant branding based on auxiliary campus
- Consistent visual representation across various digital and traditional marketing touchpoints



CCMS will build a roadmap for Porter's Global that establishes credibility, identifies opportunities and connects with target audiences with increasing reach, depth, breadth and visibility

- Establish Porter's Global Brand
- Establish Goals and Objectives
- Identify/Refine Target Audiences
- Define/Refine Key Messaging and Value Proposition
- Develop Strategies and Tactics to Align with Established Goals
- Create Products for Various Touchpoints relevant to Target Audience
- Position Porter's Global Profile as Credible for Testing, Expansion, and Continued Success



Program Marketing Strategy

Position Porter's Global
Profile as Credible for Testing,
Expansion, and Continued
Success

Social, Digital & Web Support

CCMS understands the digital landscape and offers innovative solutions to grow Porter's Global reach/engagement

- 1 Editorial Calendar Based on Program Timelines**
 - Collaborative, Comprehensive and Flexible
 - Topics, Themes, Messages Relevant to expand message/reach
- 2 Audience-Specific Content Creation**
 - Blog Posts, Newsletters, Infographics, Thought Leadership, Twitter Chats, Press Releases, Emails, Mailers, Brochure, Case Studies, White Papers, Fact Sheets, Live, Videos, Animation
- 3 Review of Existing Website for SEO**
 - Assessment: Copy, Keywords, Links, Backlinks, Duplicate Content, Ranking/Indexing, UX/UI, Mobile Optimization
 - Strategy/Goals/Timeline/Reporting



Evaluation Criteria

- Page Views/Web Metrics
- Website Visitors
- Email Click-Through
- SEO
- Social Media Followers
- Engagement
- Impressions
- Forms Completed
- Proposition Awareness
- Enrollment



Suggested Timing: Phase I & II

Phase I: Brand Development

Weeks 1 – 2: On-Boarding (6/1 – 6/13)

- Meet & Greet
- Establish Goals, Timelines, Meetings, Expectations

Weeks 3 – 4 : Internal & External Insights (6/14 – 6/27)

- Half Day Brand Development Session (Internal)
- Secondary Research (External)

Weeks 5 – 6 : Develop & Present (6/28 – 7/11)

- CCMS to Draft and Present Branding Considerations

Weeks 7 – 8 : Revise & Finalize (7/11 – 7/25)

- CCMS to Finalize and Present Brand Identity & Guidelines

Phase II: Program Marketing

August – September (2021)


- Program Marketing Strategy
- Reporting & Evaluation

October – December (2021)

- Social, Digital & Web Support
- Reporting & Evaluation

January – March (2022)

- Reporting & Evaluation



"Every girl, no matter where she lives, deserves the opportunity to develop the promise inside of her."

-Michelle Obama



MISS PORTER'S SCHOOL



Questions?

Contact Us



COMMUNICATIONS AND CHANGE
MANAGEMENT SOLUTIONS, LLC

Adrienne Y. Semidey, D.M.

9103 Woodmore Centre Drive, Suite 246
Lanham, MD 20706
202.527.5970

13105 Brussels Way
Upper Marlboro, MD 20772
301.741.9197

www.ccmanagementsolutions.com

