

## **Case Study:**

**Grand Island Public Schools Foundation**



# **Take Credit for Your Work Brand Your Success!**

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[www.gipsfoundation.org](http://www.gipsfoundation.org)

# Case Study:

## Grand Island Public Schools Foundation



## About the School District:

- 9,801 students
- 21 campuses
- Community of 50,000
- 68% Free/Reduced
- 66% Minority



# Case Study:

## Grand Island Public Schools Foundation



## About the Foundation:

- Given \$6.25 million to students in last 5 years
- Changed our name in 2015
- 4-Star Charity



# Case Study:

## Grand Island Public Schools Foundation



# Identity Crisis:

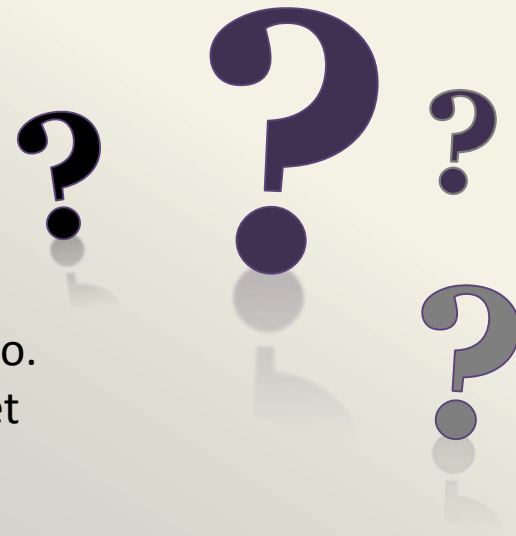
*Do people know who we are and what we do?*

## Collect Data:

- **Board Survey**

“I am not sure a lot of people really know all that we do. We need to improve our marketing of ourselves to get the word out about all we do.”

“I think people view GIEF as the organizations that gives out scholarships. I think we are more than that.”



# Case Study:

## Grand Island Public Schools Foundation



# Identity Crisis:

*Do people know who we are and what we do?*

## Collect Data:

- **Trustee Survey**

“I think of the Excellence in Teaching Award”

**RED FLAG!!! Not our program!**



# Case Study:

## Grand Island Public Schools Foundation



# Identity Crisis:

## *SWOT Analysis at Strategic Planning Board Retreat*

### Threats Identified:

- District getting credit for our work
- Brand confusion with other local foundations
- “Education” in our name
- Explain ourselves

# Case Study:

## Grand Island Public Schools Foundation



# Identity Crisis:

*Local Competition - Other Foundations, Other Public/Private Districts*

- **Similar programs** (teacher recognition, grants, scholarships)
- **Similar names**
- **“Education” vs. “Community”**

**Everyone gets credit except us!**

# Case Study:

## Grand Island Public Schools Foundation



# Research and Development:

## *What should a brand do?*

- **Clearly deliver the message**
- **Confirm Credibility**
- **Emotionally connect with your target audience**
- **Motivate your target audience**
- **Create Loyalty**



# Case Study:

## Grand Island Public Schools Foundation



# Research and Development:

*What should a brand do?*

**“Branding is not only about getting your target market to select you over the competition, but about getting your prospects to see you as the sole provider of a solution to their problem or need.”**

---source **The Balance.com**

<https://www.thebalance.com/why-is-branding-important-when-it-comes-to-your-marketing-2294845>

# Case Study:

## Grand Island Public Schools Foundation



# Research and Development:

## *Other Foundation Brands:*



# Case Study:

## Grand Island Public Schools Foundation



# Brand Implementation:

## Marketing Committee

Date September 19, 2016  
Place Northeast Conference Room  
Time 1:00 p.m.

### Who is our Audience?

GIPS Staff      Students      Parents      Alumni      Community      Businesses

### Brand Essence

Opportunity      Legacy      Credibility      Innovative      Bridge      History      Tradition  
Trustworthy      Community      Caring      Partner      Compassion      Integrity      Excellence

### Message Placement


Radio      Print      Emails      Online      Brochure/flyers

# Case Study:

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# Brand Implementation:

		 <b>Marketing Plan:</b> Transition    Launch    Ongoing		
		July 2015	August 2015	September 2015
Printing Programs Media Financial Misc.	<input type="checkbox"/> New signs for offices - ts <input type="checkbox"/> Print Stationary Suite - ts <input type="checkbox"/> Annual Report - ts & cw	<input type="checkbox"/> Annual Report - ts & cw	<input type="checkbox"/> Annual Report - ts & cw <input type="checkbox"/> Annual Report: Donations List - as <input type="checkbox"/> Annual Report: Memorial List - as <input type="checkbox"/> Proof Annual Report - kp <input type="checkbox"/> HOH: Event Program, posters, tickets, invitations, reply, fb insert, ad, - cw	
	<input type="checkbox"/> Create new program logos - cw <input type="checkbox"/> Scholarship Shell: update costs - ts <input type="checkbox"/> New pull-up shades: sizes and how to - ts <input type="checkbox"/> New pull-up shades: design and submit - cw <input type="checkbox"/> Start HOH: poster, brochure, tickets, invites - cw <input type="checkbox"/> TOY event brochure - cw	<input type="checkbox"/> Window Clings (Mini-grant) -	<input type="checkbox"/> Scholarship Application: change wording & pdfs - cw <input type="checkbox"/> Scholarship Guideline Booklet: update - cw <input type="checkbox"/> Scholarship Donor Remit Letters - cw	
	<input type="checkbox"/> Website: update pdf documents & wording - as <input type="checkbox"/> Website: logo and layout - cw <input type="checkbox"/> Website: bury a thank you page for Paypal - kp, cw <input type="checkbox"/> Video Story Board - ts, cw, ak <input type="checkbox"/> Radio Campaign - ts, js <input type="checkbox"/> Video Production (format for PSA, web, long & short) - ak	<input type="checkbox"/> Press Release - ts <input type="checkbox"/> Video Launch at GIPS Staff Back to School - all	<input type="checkbox"/> Alumni Newsletter <input type="checkbox"/> HOH: website, facebook, twitter - cw, as	
	<input type="checkbox"/> Paper weights - ts	<input type="checkbox"/> Retitle Quickbooks - kp		
	<input type="checkbox"/> MEDIA: Complete YouTube page - cw <input type="checkbox"/> MEDIA: Link social media accounts - cw			

# Case Study:

## Grand Island Public Schools Foundation



## New Logo – New Name



- Different from the district, but still connected



# Case Study:

## Grand Island Public Schools Foundation



# New Logo – New Name



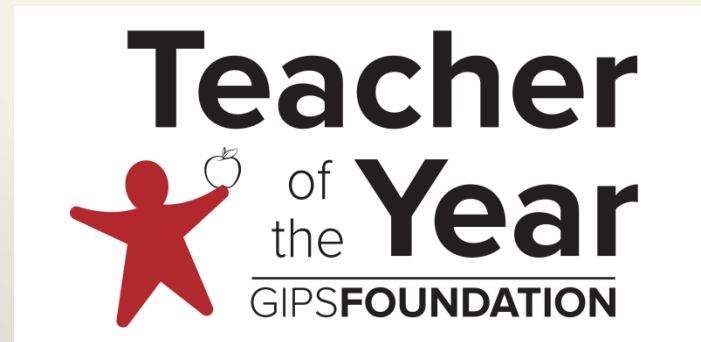
- **GIPS Foundation**  
*Trade Name (15 characters)*
- **Grand Island Public Schools Foundation**  
*Official Name (38 characters)*

# Case Study:

## Grand Island Public Schools Foundation



# Brand EVERYTHING:



- Other organizations were using our program logos

[https://www.google.com/search?q=teacher+of+the+year+logo&source=lnms&tbm=isch&sa=X&ved=0ahUKEwixrr70OrSAhUM2IMKHc9PC9AQ\\_AUICCgB&biw=1920&bih=1070&safe=active&ssui=on](https://www.google.com/search?q=teacher+of+the+year+logo&source=lnms&tbm=isch&sa=X&ved=0ahUKEwixrr70OrSAhUM2IMKHc9PC9AQ_AUICCgB&biw=1920&bih=1070&safe=active&ssui=on)

# Case Study:

## Grand Island Public Schools Foundation



# Brand EVERYTHING:

A screenshot of a website article. At the top, there are navigation links for "Subscribe &amp; Follow" with Twitter and Facebook icons, and a "Proud Sponsor of" section for Brunswick State University. The main header features the Brunswick Blue Devils logo and "Brunswick AUTO MART STADIUM". Below the header is a navigation menu with links for HOME, BLUE DEVIL HQ, FALL SPORTS, WINTER SPORTS, SPRING SPORTS, MIDDLE SCHOOL, CLUBS, FORMS, TRAINERS, and YOUTH. The article title is "5 Brunswick Coaches win Teacher of the Year" by BBIEDRON ON AUGUST 10, 2010. It includes social media sharing options (Like 32, Share, Tweet) and a "Print" button. The main content area has the text "Teachers of the YEAR" with a red apple icon. Below this, it states: "Brunswick announced Teacher of the Year recipients on Monday, 5 of the 11 teachers of the year were coaches of either a sport or club(Bolded). The winners of teacher of the year were:". To the right, there is a "LATEST PHOTO GALLERIES" section with four photo thumbnails, each with a caption like "4 PHOTOS JAN 11" and a "VIEW MORE GALLERIES" button. At the bottom, there is a "SUPPORT OUR SPONSORS" section featuring the "SECURITEC Security System Professionals" logo.



# Case Study:

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# Brand EVERYTHING:



# Case Study:

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# Brand EVERYTHING:

A screenshot of the TAPinto website for East Hanover / Florham Park. The header includes the editor's name, Elizabeth Nader and Q Rim, with contact information and a "TAPinto" logo. Navigation links for HOME, SECTIONS, OPINION, EVENTS, CLASSIFIEDS, REAL ESTATE, DIRECTORY, and OBITUARIES are visible. The main content area features three articles: "East Hanover Gives Heartwarming Send Off to District Retirees", "East Hanover School District Honors Teachers of the Year", and "NJSIAA 'Serves Up' a Scholarship for Hanover Park Senior Volleyball Player". A sidebar on the right contains a "BOOK NOW!" advertisement for family/senior fall sessions and two sections: "WHY THE Y" and "IN THE SCHOOLS".


**Editor** Elizabeth Nader and Q Rim  
973-766-2586  
Advertise in This Town

**TAPinto**  
East Hanover / Florham Park  
Your Neighborhood News Online

Login Submit Content

HOME    SECTIONS    OPINION    EVENTS    CLASSIFIEDS    REAL ESTATE    DIRECTORY    OBITUARIES   

### East Hanover Gives Heartwarming Send Off to District Retirees




EAST HANOVER, NJ- Over twenty educators spanned the length of East Hanover Middle School's auditorium at Tuesday's Board of Education meeting each holding a sign with a single letter or ...

[Read More >](#)

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### East Hanover School District Honors Teachers of the Year Jayme Yannuzzi, Frank Biamonte, and Jennifer Doherty




EAST HANOVER, NJ- "As you can tell we have a very close knit district here." Superintendent Scott Rubin beamed with pride as he addressed those gathered at Tuesday evening's East ...

[Read More >](#)

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### NJSIAA 'Serves Up' a Scholarship for Hanover Park Senior Volleyball Player Chino Anukwuem



EAST HANOVER, NJ- Hanover Park High School Senior Chino Anukwuem was among 217 student-athletes awarded with a scholarship at New Jersey State Interscholastic Athlete Association's (NJSIAA) ...

[Read More >](#)

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### BOOK NOW!

FAMILY/SENIOR FALL SESSIONS


\$125 SESSION • 60 MINUTES  
10 IMAGES • PRINT RELEASE  
TIMELINE COVER

973-722-2179  
LISAMITA.COM

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### WHY THE Y

#### Why the Y: Part of his family...the Madison Area YMCA




Michael Harris comes from a big family—he has six siblings. Incredibly, his heart has...

[Read More >](#)

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### IN THE SCHOOLS

#### National Girls and Women in Sports Day Includes Hanover Park's Brittany Monahan



EAST HANOVER, NJ- The NJSIAA is sponsoring the

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# Brand EVERYTHING:



- Schools, Universities, Blogs...

[https://www.google.com/search?safe=active&tbs=sbi:AMhZZisrDi5R6STK\\_1MAIzpvY2EIWO05kzPPn5T20PNCKdC1zR1wZsDGtvlQTAugkZ\\_1ar4dHxX7swHk64nlv8WbvwHm-ncnKf6uTpDRYqAaWLTG8SWdUfUs9BbG525Xi7KDYyQsUrM8AWoTnGzsPpqP6gSvt\\_1tE6r\\_1gU8AtUMmsXxkNXAggDrEqA5C99ESdqRgTGVqRj8wSLVasfwC2AtL\\_19rFgSZIAv8hSRISMP8eFduStQ3uulbeaPvgRc-Qjl\\_1ye7lWUChpYbFLKBWefuciOo\\_1KH9Toiu7YQJqVRFnXwsV-B0H-D4TjivBS27JVWfOxWriqTK4NnJOpfyGMxpIdlqKBH\\_10OF5GXYIA6oPPYy6YDJBxMa3t3vMsbm86Usdacf4qjf9VcRo6ohHYd4Xrs5hS8ljlxNOsPWkMGlwbqJEzziic-6uXtbNh8zV00SAOUa9RHLGoFzCINegz65m8JVw40YUtuzddhyWdAhm9vDpeia6hplBggMiW0ixe4oEoa6BI5HCxjiMd2pK7rjkrTR6NIMvOQWYy66svWlTe6UzoipHnso61vIKgMYv0\\_1OvpeGWia9nwSTDTGLWjDhaFQ-UJLM6ISW6Rio1BtXxLcFJ525AaVQo9cfXRQ7ty4xMQbG7hPNwBoCECc3iaWKIKkhybFwwCR-N3YOXxacBZYzXhipwLrmXhJuDPHxktVeSKmqG71PIW9a-zniLwZDo6zbvHQ3X0VbyMHq9hNBekzH5uW5qz13QkQuYQOI5AcIsGWUeiw6lC9BWDfJJP71XrFWDiUQFwGtKjNnhKyK08kpvq20dl2hymk6aT57IENC2RzUbyJ2zm7HCvOUtZgIleQ2POa3agD3-mFLA4YBC-0WgkmNxrS8xBzZJh-ijUqssivD4Bymg6HhTzT--NiDrDi9K5nAtN\\_1AZiNg6GZECbAuEas1AzxWwPbIhY5dYxQoP\\_1HD-o7VbP2vMUGbGQQJbdrb2f0wPmw-oOcn6nsMq21KPXEf4mh6Dky56JPgUi47VPVrGyXX-tqryQCx8i3thls4gW3d25D-3x43VBWYhzMBwvYMeXISYbN8BGuQnOHpeqx4jVyUvM454LCEl\\_1UrT\\_12HS3i39JimnRBhMzn8ZwB9zoJt1V4XJL6BwVbXh0YhR7AqPt3gH6gBU8S8DbLgDMVwd\\_1CM4OQg7T2-tccVSSSTGXUcdd55TAhMnZCto1nLBIUiYk0N42vutYIMC7OwTLW9lritRowf7UZSikLeXBHGfCwjxic6cNpe8eB3JireVjXnRIClCwFz\\_1uz1wjm42Vutsnsa9lWEsWoNqmOINGPXPkNppnUMS0owlbruMtgA7ODTbDdbuCdGT4MifxoLZ5uUAHQiyUWbVTQOQ2IXKRE\\_1DijX5j-ikvM65iBuaVtllLzuwgpVikCLRx\\_1AU6k1Yo0h05Luw4Oq0I02Mu6ZSv1Z-t16cFINIw5z-q\\_1r9kaJWzTfVboHV80Srg9j2ocX7dMxYxf3n6SAaYtknECNPqth2HtKkdV2btZOMVybqlqCSo-NumtCE\\_19PwSp5aaZfjJRUTiZHCayrIN223yKuLlarcZD65kpMj4YQpm0hSlayInlUHoFgdsa-QHPH2l81d5HSWMpv3DuXz5Ji2qpiH2Jd5BQsbyw9ZIMMADb082X8Sgfv4f5S2YI8qh2NM4Bw&ei=bt\\_SWKlWOJSejQPg\\_p2oCw&start=0&sa=n&biw=1920&bih=1070](https://www.google.com/search?safe=active&tbs=sbi:AMhZZisrDi5R6STK_1MAIzpvY2EIWO05kzPPn5T20PNCKdC1zR1wZsDGtvlQTAugkZ_1ar4dHxX7swHk64nlv8WbvwHm-ncnKf6uTpDRYqAaWLTG8SWdUfUs9BbG525Xi7KDYyQsUrM8AWoTnGzsPpqP6gSvt_1tE6r_1gU8AtUMmsXxkNXAggDrEqA5C99ESdqRgTGVqRj8wSLVasfwC2AtL_19rFgSZIAv8hSRISMP8eFduStQ3uulbeaPvgRc-Qjl_1ye7lWUChpYbFLKBWefuciOo_1KH9Toiu7YQJqVRFnXwsV-B0H-D4TjivBS27JVWfOxWriqTK4NnJOpfyGMxpIdlqKBH_10OF5GXYIA6oPPYy6YDJBxMa3t3vMsbm86Usdacf4qjf9VcRo6ohHYd4Xrs5hS8ljlxNOsPWkMGlwbqJEzziic-6uXtbNh8zV00SAOUa9RHLGoFzCINegz65m8JVw40YUtuzddhyWdAhm9vDpeia6hplBggMiW0ixe4oEoa6BI5HCxjiMd2pK7rjkrTR6NIMvOQWYy66svWlTe6UzoipHnso61vIKgMYv0_1OvpeGWia9nwSTDTGLWjDhaFQ-UJLM6ISW6Rio1BtXxLcFJ525AaVQo9cfXRQ7ty4xMQbG7hPNwBoCECc3iaWKIKkhybFwwCR-N3YOXxacBZYzXhipwLrmXhJuDPHxktVeSKmqG71PIW9a-zniLwZDo6zbvHQ3X0VbyMHq9hNBekzH5uW5qz13QkQuYQOI5AcIsGWUeiw6lC9BWDfJJP71XrFWDiUQFwGtKjNnhKyK08kpvq20dl2hymk6aT57IENC2RzUbyJ2zm7HCvOUtZgIleQ2POa3agD3-mFLA4YBC-0WgkmNxrS8xBzZJh-ijUqssivD4Bymg6HhTzT--NiDrDi9K5nAtN_1AZiNg6GZECbAuEas1AzxWwPbIhY5dYxQoP_1HD-o7VbP2vMUGbGQQJbdrb2f0wPmw-oOcn6nsMq21KPXEf4mh6Dky56JPgUi47VPVrGyXX-tqryQCx8i3thls4gW3d25D-3x43VBWYhzMBwvYMeXISYbN8BGuQnOHpeqx4jVyUvM454LCEl_1UrT_12HS3i39JimnRBhMzn8ZwB9zoJt1V4XJL6BwVbXh0YhR7AqPt3gH6gBU8S8DbLgDMVwd_1CM4OQg7T2-tccVSSSTGXUcdd55TAhMnZCto1nLBIUiYk0N42vutYIMC7OwTLW9lritRowf7UZSikLeXBHGfCwjxic6cNpe8eB3JireVjXnRIClCwFz_1uz1wjm42Vutsnsa9lWEsWoNqmOINGPXPkNppnUMS0owlbruMtgA7ODTbDdbuCdGT4MifxoLZ5uUAHQiyUWbVTQOQ2IXKRE_1DijX5j-ikvM65iBuaVtllLzuwgpVikCLRx_1AU6k1Yo0h05Luw4Oq0I02Mu6ZSv1Z-t16cFINIw5z-q_1r9kaJWzTfVboHV80Srg9j2ocX7dMxYxf3n6SAaYtknECNPqth2HtKkdV2btZOMVybqlqCSo-NumtCE_19PwSp5aaZfjJRUTiZHCayrIN223yKuLlarcZD65kpMj4YQpm0hSlayInlUHoFgdsa-QHPH2l81d5HSWMpv3DuXz5Ji2qpiH2Jd5BQsbyw9ZIMMADb082X8Sgfv4f5S2YI8qh2NM4Bw&ei=bt_SWKlWOJSejQPg_p2oCw&start=0&sa=n&biw=1920&bih=1070)

# Case Study:

## Grand Island Public Schools Foundation



# Brand EVERYTHING:

The screenshot shows a web page for Prairie View A&amp;M University. The header is purple with the university logo and name on the left, a yellow "PV Place" button, and a search bar on the right. A navigation menu below the header lists "DEPARTMENTS", "ORGANIZATIONS", "SCHOLARSHIPS AND FELLOWSHIPS", "FORMS", and "ACCREDITATION". The main content area has a breadcrumb trail: "HOME / COLLEGE OF EDUCATION / COLLEGE OF EDUCATION SCHOLARSHIP AND FELLOWSHIP APPLICATION". The title is "College of Education Scholarship and Fellowship Application". Below the title is a large graphic of a graduation cap and the word "Scholarships" in a large, purple, serif font. A red link "Addie Sarah McGrew Endowed Scholarship" is visible. At the bottom, there is a "Major:" section with the text: "Major: Education (All classifications) Preference should be given to students majoring in Elementary School Education. The applicant must have a 2.50 cumulative GPA. The applicant must have a major GPA of 2.50. The scholarship should be awarded to students with a need-based reason for seeking financial assistance (lack of financial resources) and from a low income family."

# Case Study:

## Grand Island Public Schools Foundation



# Brand EVERYTHING:

A screenshot of the University of Washington Bothell website. The top navigation bar includes links for Directory, Maps &amp; Directions, Calendar, News, Library, Diversity, UW Seattle, UW Tacoma, and MyUW. The main header features a large white 'W' logo and the text "UNIVERSITY of WASHINGTON | BOTHELL". Below the header is a search bar and a navigation menu with options: Future Students, Current Students, Schools &amp; Programs, Faculty &amp; Staff, Alumni &amp; Donors, and Discover UW Bothell. The main content area is titled "Upcoming Scholarships &amp; Fellowships" and includes a breadcrumb trail: Home &gt; Financial Aid &amp; Scholarships &gt; Scholarships &gt; Upcoming Scholarships &amp; Fellowships. A central graphic shows a graduation cap above the word "Scholarships" in a large, purple, serif font. Below this, a paragraph explains that scholarships are an excellent way to obtain money for tuition and living expenses, and that the website serves as a scholarship database. To the right of the text is a dark blue box with white text that says "NEW Washington Scholarship Database". Below this box, a paragraph states that the Washington Scholarship Coalition has put together a new scholarship database for Washington students, with the website "theWashBoard.org". On the left side of the page, there is a vertical menu of links related to financial aid and scholarships, including "Financial Aid &amp; Scholarships", "Childcare Assistance Program", "Consumer Information", "REACH/Foster Youth", "First-Year Students", "Transfer, Continuing and Returning Students", "Net Price Calculator", "Forms", "Applying for Aid", "Husky Promise", "Grants", "Work Study", "Student Loans", "FAQs", "HB1079/Undocumented", "Scholarships", and "Upcoming Scholarships &amp; Fellowships".

# Case Study:

## Grand Island Public Schools Foundation



# Brand EVERYTHING:



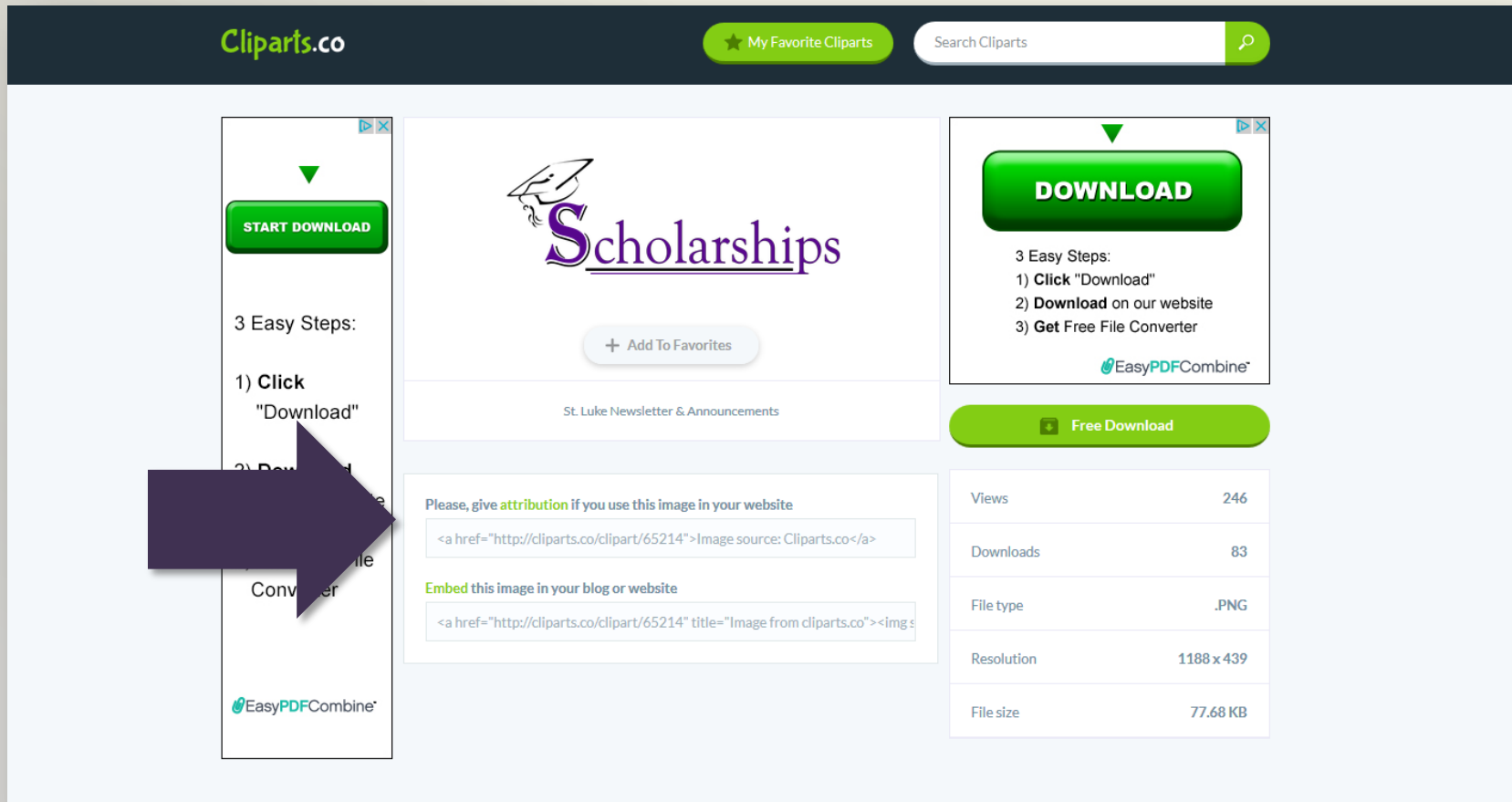
- **FREE Clip Art downloads**

[https://www.google.com/search?q=teacher+of+the+year+logo&source=lnms&tbn=isch&sa=X&ved=0ahUKEwixrr700rSAhUM2IMKHc9PC9AAQ\\_AUICcGB&biw=1920&bih=1070&safe=active&ssui=on#q=scholarship+logo&safe=active&tbn=isch&tbs=rimg:CZTG-trV49wLljjVhs8ct26IB3455zPc\\_1X-jlOAr5RHjnhvi4FtockpYOXHFCDn2A-mE7LPq6HZuw2rklCOCcm7M2ioSCdWGzxy3bogHEWuE3d\\_1e\\_1Y1EKhlJfjnnM9z9f6MRJCFTEvYwTeQqEgkg4CvIEeOeGxHGeG\\_1-8zIVWioSceLgW2hySlg5EUOsavKxN8aaKhJccUIOfYD6YQRT2r-BDuGeTMqEgnss-rodM7DahHLMgWizQOPiCoSCeSUI4JybszaEdHbf\\_1D1crX3&\\*&imgsrc=IMb62tXj3Atm9M:](https://www.google.com/search?q=teacher+of+the+year+logo&source=lnms&tbn=isch&sa=X&ved=0ahUKEwixrr700rSAhUM2IMKHc9PC9AAQ_AUICcGB&biw=1920&bih=1070&safe=active&ssui=on#q=scholarship+logo&safe=active&tbn=isch&tbs=rimg:CZTG-trV49wLljjVhs8ct26IB3455zPc_1X-jlOAr5RHjnhvi4FtockpYOXHFCDn2A-mE7LPq6HZuw2rklCOCcm7M2ioSCdWGzxy3bogHEWuE3d_1e_1Y1EKhlJfjnnM9z9f6MRJCFTEvYwTeQqEgkg4CvIEeOeGxHGeG_1-8zIVWioSceLgW2hySlg5EUOsavKxN8aaKhJccUIOfYD6YQRT2r-BDuGeTMqEgnss-rodM7DahHLMgWizQOPiCoSCeSUI4JybszaEdHbf_1D1crX3&*&imgsrc=IMb62tXj3Atm9M;)

# Case Study:

## Grand Island Public Schools Foundation

# Brand EVERYTHING:



The screenshot shows the Cliparts.co website interface. At the top, there is a dark blue header with the 'Cliparts.co' logo on the left, a 'My Favorite Cliparts' button with a star icon in the center, and a search bar on the right. The main content area features a central clipart titled 'Scholarships' with a graduation cap icon. Below the title is a '+ Add To Favorites' button and the text 'St. Luke Newsletter & Announcements'. To the left of the clipart, a vertical sidebar contains a 'START DOWNLOAD' button, a '3 Easy Steps' list, and an 'EasyPDFCombine' logo. A large purple arrow points from the 'START DOWNLOAD' button towards the clipart. To the right of the clipart, there is a 'DOWNLOAD' button, a '3 Easy Steps' list, and another 'EasyPDFCombine' logo. Below the clipart, there are sections for 'Please, give attribution if you use this image in your website' and 'Embed this image in your blog or website', each with a text input field. At the bottom right, there is a 'Free Download' button and a table with the following data:

Views	246
Downloads	83
File type	.PNG
Resolution	1188 x 439
File size	77.68 KB

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## Brand EVERYTHING:

... even in  
Afghanistan!

The screenshot shows the GIPSF website interface in Persian. At the top, there is a navigation menu with categories like 'مطالب درسی کانکور' (Kankor exam topics), 'آموزش آنلاین' (Online learning), and 'آموزش زبان ها' (Language learning). A search bar is located on the left. Below the navigation, there is a red banner with the text 'اطلاعیه های جدید' (New announcements) and 'اطلاعیه وزارت تحصیلات عالی در مورد بورسیه های کشور اوکراین' (Ministry of Higher Education announcement regarding scholarships in Ukraine). The main content area features a large purple 'S' and the word 'Scholarshi' in a stylized font. Below this, there is a headline in Persian: 'بورسیه تحصیلی در مقطع دکترا در کشور استرالیا' (Scholarship for a Ph.D. in Australia). A date '27 می 2014' (May 27, 2014) is visible. At the bottom of the article, there is a red button that says 'Advertise your business with us'. On the right side of the page, there are two social media widgets. The first is for 'Kabuljanevents' with 23,518 likes and a 'Like Page' button. The second is for 'Kankor Afghanistan Official Page' with 2477 likes and a 'Like Page' button. The bottom of the page has a footer with the text 'با بورس سالانه 25392 دلار استرالیا' (With an annual scholarship of 25,392 Australian dollars) and 'مهلت ثبت نام August 2014 31' (Registration deadline August 31, 2014).



# Case Study:

## Grand Island Public Schools Foundation



# Brand EVERYTHING:



- Every new program logo has our name included

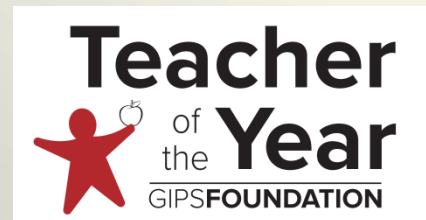
# Case Study:

## Grand Island Public Schools Foundation



# Brand EVERYTHING:

Take credit for your success – brand your programs



# Case Study:

## Grand Island Public Schools Foundation



# Cautionary Tales:

## *Intellectual Property:*

- **Common Application Example**
- **Logos without identity**
- **Intentional Plagiarism**

# Case Study:

## Grand Island Public Schools Foundation



# Cautionary Tales:

December 18, 2013

Traci Skalberg, Executive Director  
Grand Island Schools Education Foundation  
c/o Grand Island Public Schools  
Superintendent's Office  
Kneale Administration Building  
123 S. Webb Road  
Grand Island, Nebraska 68803-5110

Re: Notice of Unlawful and Unauthorized Infringing Activity

Dear Ms. Skalberg:

We represent The Common Application, Inc. ("Common Application") in various intellectual property related matters.

Common Application is a not-for-profit 501(c)(3) organization that allows high school students to apply to the colleges and universities of their choice by using a single standardized college admission form that was first created by the Association and its

# Case Study:

## Grand Island Public Schools Foundation



# Marketing Portfolio:

Multi-use ↔ Multi-purpose

- Banners



# Case Study:

## Grand Island Public Schools Foundation



# Marketing Portfolio:

Multi-use ↔ Multi-purpose

- Tablecloths

Rectangle...

Round...

Stretchy...

with logo – YAY!



# Case Study:

## Grand Island Public Schools Foundation



# Marketing Portfolio:

Multi-use ↔ Multi-purpose

- T-shirts



# Case Study:

## Grand Island Public Schools Foundation



# Marketing Portfolio:

Multi-use ↔ Multi-purpose

- Print and Digital Materials



GIPS Foundation + YOU = \$1,264,319 for kids





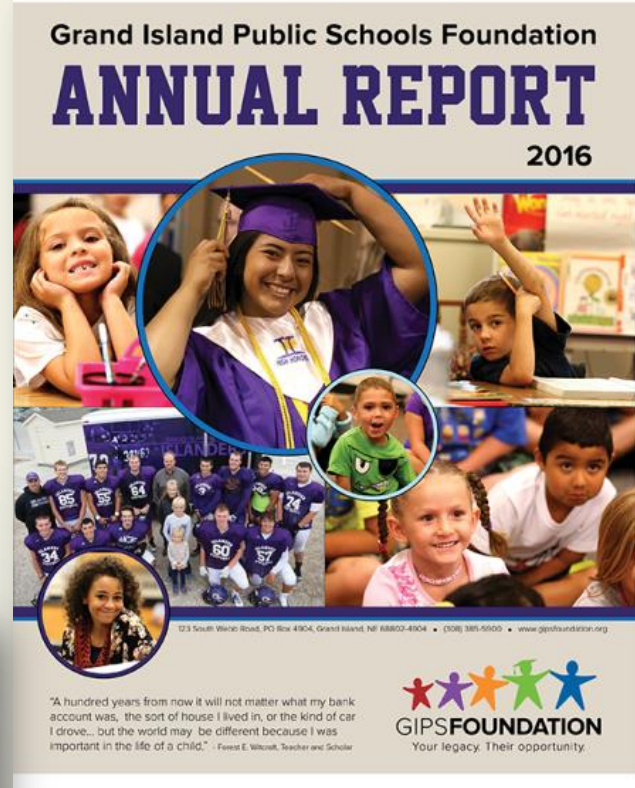
# Case Study: Grand Island Public Schools Foundation



## Marketing Portfolio:

Multi-use ↔ Multi-purpose

- Annual Report



### Scholarship Stats

2016 Online Scholarship Program At a Glance

- 205** Total Submitted Applications  
(191 Open, 20 Restricted, 141 Longevity)  
Applications from: Grand Island Senior High, Central, Danaher Turnbull, Grand Island Central Catholic, Grand Island Northwest, Wood River
- 141** Total Scholarships awarded  
(12 Antibiotic, 58 Business, Organization, and Endowed Scholarships)
- 102** Total Scholarship Winners  
(100 Adults, 2 Non-Adult)
- 19** Total Scholarships Available to Multiple Schools
- \$646,833** Total Scholarship Amount Accepted

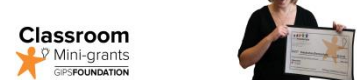


**GRAND ISLAND PUBLIC SCHOOLS FOUNDATION**  
Traci Skalberg, Executive Director • 308-385-5900 • tskaiberg@gips.org • www.gipsfoundation.org

### Mini-Grant Stats

2016-17 Mini-Grant Program At a Glance

- The Grand Island Public Schools Foundation awards mini-grants to non-students on an annual basis. Mini-grants are designed to fund educational opportunities for students that are not available through the school district's general budget
- \$20,097** Mini-grants Awarded
  - 23** Mini-grant Projects Funded
  - 9,801** GIPS Students Benefited
- Since 2004:
- \$192,428** Mini-grants Awarded
  - 228** Mini-grant Projects Funded
  - 38,631** GIPS Students Benefited



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### Teacher of the Year Stats

2015-16 Teacher of the Year Program At a Glance

- Teachers must be current teachers, principals, administrators, specialists, counselors, or support staff members (secretaries, custodians, care educators, food services) in the Grand Island Public Schools. Six awards will be made each year. The program is sponsored by First National Bank.
- 265** Teachers, Staff and Administrators Nominated
  - 890** Nomination Forms Submitted
  - 6** GIPS Staff Awarded
  - 12** Years Partnering with First National Bank
  - 73** Total number of GIPS Staff Awarded since 2003



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## **Case Study:**

**Grand Island Public Schools Foundation**



# **Take Credit for Your Work Brand Your Success!**

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