

Case Study: Watertown-Mayer Public Schools **Connections. Opportunities**

How DehlerPR teamed with McDonnell & Co. and Mod & Co. to help a small rural district re-brand by playing to its unique strengths and “Wow” factors.

Challenge:

Watertown-Mayer enjoys a local reputation as a quality school district but not necessarily one that stands out among neighboring districts. The general public perception: solid and reliable but not exceptional. Open enrollment poses a challenge, as significant numbers of students, particularly from Mayer, choose to enroll elsewhere.

DehlerPR’s approach & solution:

In addition to performing a SWOT analysis, DehlerPR conducted focus groups and individual interviews - along with completing a communication audit. The results reinforced that Watertown-Mayer was widely perceived as a district in which dedicated teachers work with students to provide quality education.



Print Newsletter

Utilizing these results, coupled with an analysis of branding by both complementary and competing districts across central Minnesota, DehlerPR identified assets on which to build Watertown-Mayer’s brand, core messages and target audiences. Focus groups and individual interviews revealed that attributes commonly linked to the district fell into one of two categories: “Old school” or “New school.”

CLIENT:

Watertown-Mayer Public Schools is a rural Minnesota K-12 district, enrolling about 1,500 students. Located 40 minutes west of the Twin Cities, the district serves students in four schools; primary, elementary, middle, and high school.



Home of the *Royals*



DELIVERABLES:

Messaging

- Brand Strategy Plan
- Tagline
- Target audiences & core messages

Brand visuals

- Logo mark
- Favicon
- Recommended colors, fonts, brand tone and feel

Collateral

- Brand style sheet
- Printer-ready files for letterhead, envelopes and business cards
- Two social media templates

Implementation

- Brand roll-out plan
- Tactics, timelines and resources
- Benchmarks/measures of success

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Solution continued:

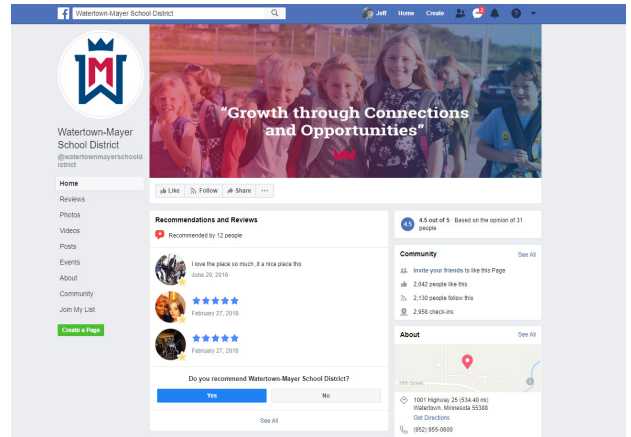
DehlerPR recognized that the “new school” attributes - Opportunity, Authenticity and Connections - offered Watertown-Mayer a way to be perceived, through consistent messaging and branding, in a new and more favorable light.

Result:

DehlerPR recommended a comprehensive package of tagline, core messages, and brand visuals which distinguish Watertown-Mayer from other area districts. The district has begun to live out its new brand by applying the logo and brand style to its website, social media, signage, slide deck, and more. And it’s training staff to live out core messages while publicizing them in marketing.

“Given the competitive nature of open enrollment in our region, Watertown-Mayer Schools recognized the need for improvement in the District’s marketing and communication work. A critical step was rebranding. We needed a new logo, and we needed core messages. The Dehler PR team was the perfect fit for our needs, helping us through a comprehensive community process and creating the branding materials that even our school board members were excited to use to strategically communicate our district’s attributes.”

- Ron Wilke, Superintendent,
Watertown-Mayer Public Schools



Facebook Banner



PowerPoint Template



DehlerPR

DehlerPR helps public school districts maintain and improve their reputation by telling their story and building relationships. As a virtual agency, our group brings clients more value by providing years of experience with high-quality expertise and low overhead. We communicate to educate audiences and motivate them to take action.



McDonnell & Company

McDonnell & Company LLC, founded in 2008, specializes in making complex client needs and subjects more readily understandable to target audiences, using a variety of communication tools. Specialties include brand and identity development, collateral material planning and execution, and media relations and publicity.



Mod & Company

Jana and Luke Soiseth started Mod & Company (MOD) in 2001. MOD’s focus has been on governmental clients, from Minneapolis Public Schools to the State of Minnesota. MOD understands the power of marketing, especially with behavioral change campaigns, as well as the importance of strong brands in an age when we are bombarded by brand messages.