

Bravo! Awards Submission 2018 Prix Bravo ! Dossier de candidature Communication Project or Program

Communications Projects or Programs are full, complete projects or programs such as the creation of new branding, development of a new awareness campaign, the launch of a new web initiative with multiple components. Provide information below, not exceeding six pages including this page. You may submit an additional five page supplemental or back-up information.

La catégorie « Programme ou projet de communication » regroupe des projets complets qui incluent plusieurs éléments de communication tels que la création et la diffusion d'une nouvelle image de marque, l'élaboration d'une campagne de marketing ou de publicité ou la refonte des plateformes web de votre organisation. Veuillez remplir le gabarit ci-après en prenant soin de respecter la limite de six pages prévue pour cette catégorie. Vous pouvez aussi soumettre un document supplémentaire d'information de cinq pages.

Name of project leader (This is the name that will appear on the trophy should your submission win an Excellence Award) / Nom de la personne responsable du projet (C'est ce nom qui sera gravé sur le trophée si cette soumission se mérite un prix d'excellence)	Amanda Roffey and Jennifer Bastarache
Names of team members that worked on the project (For certificates) / Noms des co-équipiers qui ont travaillé sur ce projet (Pour les certificats)	
Organization/ Organisation	Durham Catholic District School Board
Mailing Address/ Adresse mail	650 Rossland Road West Oshawa, ON L1J 7C4
Name of Superintendent or Director General / Nom du surintendant ou directeur général	Anne O'Brien, Director of Education

***THIS PAGE DOES NOT COUNT IN YOUR WORK SUMMARY OF **6 PAGES MAXIMUM** /
CETTE PAGE NE COMPTE PAS DANS VOTRE **MAXIMUM DE 6 PAGES** PERMIS AU DOSSIER
DE CANDIDATURE

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Title / Titre
New Regional Arts & Media Program Branding Project
Start Date / Date de début
January 2017
Completion Date (if applicable) / Date de fin
December 2017
Research and situation analysis / Recherche et analyse
<p>In January 2017, the Board of Trustees of the Durham Catholic District School Board (DCDSB) approved the establishment of a new Regional Arts & Media Program at All Saints Catholic Secondary School. An implementation team was established to develop the program and plan for the application and admissions process that would accept 300 students. A strategic communications plan was developed by Communications staff to support the implementation team's recruitment initiatives. The plan involved a phased approach with a series of tactics. The goals of the communication plan included:</p> <ul style="list-style-type: none"> - Defining the program and identifying key audiences. - Developing key messages that are related to the program. - Identifying the existing communication tools that are available, while determining what additional marketing tools and resources could be added. - Establishing a brand and visual identity for the program that incorporates DCDSB's branding standards and school identity. - Establishing a budget/source and working within the parameters of the program budget. <p>In early spring 2017, the Arts & Media Program's Implementation team and board staff held consultation sessions with the following groups:</p> <ul style="list-style-type: none"> • DCDSB Staff (April 4, 2017) • All Saints Catholic Secondary School staff (Staff Meetings in April and May 2017); and • Community Partner Consultation – with partners who support the Arts in Durham Region (May 11, 2017). <p>During the consultation, it became clear that a few communication challenges existed:</p> <p>1. <i>Confusion surrounding the original name of the program – Arts & Technology Program.</i> Feedback from DCDSB staff (including All Saints Staff), and community partners during the consultation sessions suggested confusion around the word "Technology" and what it meant? Through consultation with the above groups, it was determined to change "Technology" to "Media" - specifically photography, graphic design, film and editing and sound production. The consultation sessions resulted in the program's name being changing from Arts & Technology Program to Regional Arts & Media Program.</p> <p>2. <i>How to promote All Saints Catholic Secondary School as an outstanding school for students in both the regular track (Grades 9-12) and the new Regional Arts & Media Program?</i> During consultation with All Saints CSS staff, feedback received indicated staff at the school were worried that their school's identity, reputation and brand would be lost to the new Regional Arts & Media Program. All Saints Catholic Secondary School was well known in the Whitby community as the home of the Titans; an outstanding school with a variety of courses available at the Locally Developed, Applied, Academic and Advance Placement levels. It was essential for Communication staff and the Implementation team to focus on some All Saints specific key messaging for school staff, students and families interested in the new Arts & Media Program. This messaging was used when communicating to students and families interested in the new program.</p>
Target Audience / Public cible
<p>The target audience for the Regional Arts & Media Program included:</p> <p>Board of Trustees, Staff (All Saints CSS and DCDSB), DCDSB students who were in Grades 6, 7 and 8 during the 2017-2018 school year, Catholic Parent Councils, Durham Catholic Parent Involvement Committee, Employee groups, Union Representatives, Community Partners with focus in the Arts, General public (Students and families beyond the DCDSB), Media, Ministry of Education, Parishes, Politicians, and Post-secondary partners.</p>

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Goal(s) and objective(s) / Buts et objectifs

The goal was to develop a strategic approach to attracting students to apply to the new Regional Arts & Media Program at All Saints Catholic Secondary School by informing staff, students, families and the public about the program opening in September 2018 for Grades 7, 8, and 9. The objectives were to connect to the main goal of: developing a strategic approach to attracting and retaining students for the specialized Arts & Media program.

- Position the initiative as an active step emerging from the Board's Discovery 2020 Strategic Plan.
- Promote excellence in the delivery of faith-based education.
- Position DCDSB as a leader in 21st century teaching and learning for Grade 7-12 students across the Durham Region.
- Encourage and monitor dialogue about the program through surveys, anecdotal feedback and social media networks.
- Advertise through traditional and non-traditional channels to promote opportunities.
- Establish the Regional Arts & Media Program at DCDSB as a truly unique experience for students.
- Promote the program as one that offers both experiential as well as tangible outcomes.
- Promote the program as a pathway to post-secondary interests and goals.
- Promote All Saints Catholic Secondary School as an outstanding school for students in both the regular track (Grades 9-12) and Arts & Media Program (Grades 7-12).

Describe your strategy / Décrivez votre stratégie

Communications staff implemented a phased approach which allowed for the Implementation team to determine key information.

1. Consultation Phase: Meetings, public input, feedback on the original program's name – Arts & Technology Program. (Early spring – April and May 2017). In consultation with the Implementation Team, Communications recommended the name be changed to Regional Arts & Media Program. Preserving All Saints Catholic Secondary School's identity and brand was an important factor in the branding of the Regional Arts & Media Program. Students and families interested in the Arts & Media Program were advised that they would become All Saints students. For Grade 7 and 8 students that meant wearing a school uniform.

2. Phase I: Soft Launch – Official program announcement. The focus of the soft launch was to unveil the visual identity for the new program, create excitement around the school and community, identify admission criteria, and promote summer camps to help students prepare for an audition. (June to August 2017). Communications staff took advantage of All Saints CSS's prime location on the north side a busy main road that connects neighbouring towns and cities in Durham Region to market and advertise the new program. This was key to driving on-going interest for the program during the summer of 2017.

On June 14, 2017 over 350 people attended an Information Night at All Saints Catholic Secondary School. This meeting included information on the establishment of the program, overview of the Intermediate and Secondary Program that will be offered, plans for the facility upgrades and renovations, tours of the school's building and invitations to parents/guardians and students to participate in initial interest survey.

Through DCDSB's Continuing Education Centre, Arts & Media staff offered students in Grade 6, 7 and 8 students an opportunity to participate in the Arts & Media Program camp (C-AMP) during the Week of August 22-24, 2017 in order to prepare for the application and audition process. The camp focused on «performing arts» - drama and vocal music. Approximately 100 students attended the C-AMP.

3. Phase II: Hard Launch included a focus on advertising both internally with DCDSB students and families, but also publicly with the local communities. Promoting upcoming events such as the fall Parent/Community Information Night in October 2017 and fall workshops on the application and audition process was held on the weekend of October 28-29, 2017. Keeping parents informed by updating the dcdsb.ca/amp webpage was essential to timely information. Communications staff used existing tools and implemented new tools to promote the new program.

4. Phase III: Application and Audition Period – online applications opened on November 27, 2017 to December 20, 2017. 473 applications were received for the Regional Arts & Media Program. Auditions were held in January to early February 2018 and offer letters were distributed to successful candidates by the end of February 2018. 465 students auditioned for the program, with 300 students receiving acceptance letters.

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How did you execute the strategy? / Expliquez la mise en oeuvre de votre stratégie

A multi-phased communications plan was developed that used a variety of different tactics to reach stakeholders across Durham Region.

- Creation of new visual identity and brand for Regional Arts & Media Program that complemented All Saints Catholic Secondary School's existing branding.
- Development of a dedicated Arts & Media web-page at <http://www.dcdsb.ca/amp>
 - Website banners for Arts & Media program added to all 38 DCDSB elementary schools' and All Saints CSS's websites to promote key information. Important Arts & Media Program dates added to all elementary schools and All Saints CSS's website calendars. Parent/guardians subscribed to the calendar and dcdsb.ca/amp webpage to received notifications.
- Focus groups, Staff Meetings, Community Partner meetings held during the consultation phase of the communications plan provided brainstorming for the Arts & Media Implementation Team and identified potential communication challenges.
- Survey to Parents were used during Phase I – Consultation; surveys captured students and parents' initial interest in the program. In Phase III – Application and Audition Process; a survey captured feedback regarding the online application process and what advertising methods were the most impactful.
- External banners with visual identity & brand installed on exterior walls of All Saints CSS to advertise/promote the new program.
- Pop-up banners were created to travel to information sessions, workshops, camps and school visits. One banner remains at All Saints by the front office and another banner remains at the Board office to promote the program.
- Tours of DCDSB Elementary Schools – Arts & Media Program staff toured all DCDSB's Grade 6, 7 and 8 classes to promote new program, fall student audition workshops and to put a face to the program. These presentations created excitement for the new program with students who then took a postcard back to their parents.
- Postcards were created to promote the June Parent Information Night, Summer C-AMP and Fall Student Audition Workshops held in October 2017. Postcards were distributed to students during school visits and at parent information night sessions.
- Vehicle Wraps – Two DCDSB vans were wrapped with the Arts & Media Program's visual identity and brand. These vehicles act as driving billboards to promote the new program while Facilities staff travel from school to school across Durham Region.
- Cineplex and Landmark Pre-Show Ads for family movies for one week (Friday to Thursday) during the release of a highly anticipated family movie. Pre-Show ads ran during July 2017, August 2017, September 2017 and October 2017.
- Advertising – traditional and social media ads were placed throughout all phases of the communications plan.
- Social Media Posts – Strategic social media messages were used throughout every phase of the communications plan.
- Parent/Community Information Nights – Held in June and October 2017.
- Synervice Email and Telephone Messages – Synervice email and/or telephone messages were used to reach our DCDSB families with children in Grades 6, 7 and 8 throughout the soft and hard launch phases of the communications plan.
- Podcast Series – Three podcasts entitled Overview of Arts & Media Program, Grade 7-12 Model and Program Specific Majors were created to answer questions about the program. The podcasts were launched during the weeks leading up to the online applications in November 2017.

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How did you evaluate the project or program? / Comment avez-vous évalué le projet?

The implementation team met to debrief and evaluate the Communications plan after each critical phase in the project. During these meetings, the committee identified what worked, what didn't work, did we accomplish everything we set out to do, and was there anything we didn't do, but still wanted to do. The team also evaluated the communications plan based on the local media coverage for the Arts & Media Program with articles in Oshawa, Whitby, Ajax, Pickering, Port Perry, Uxbridge and Beaverton markets. (See links available in the additional information document)

Two surveys were completed – one focused on parents and students interested in the program in June 2017, while the second survey evaluated the marketing and communication tactics used to promote the new program.

Results from June 2017 Parent Survey

At the June 14, 2017 Information Night and two weeks following the soft launch event, parents and students were invited to complete an Arts & Media Program survey to gauge the interest for the program. The following information was obtained:

- What grade will your child be in for the 2017-2018 school year?
19.05% in Grade 6, 40.95% in Grade 7, 25.71% in Grade 8 and 14.29% in Other Grades,
- Where in Durham Region do you live? 39.05% live in Whitby, 13.33% in Oshawa, 25.71% in Ajax, 12.38% in Brooklin, 7.62% in Pickering, 0.95% in Beaverton, 0.96% live in other local communities.
- Which program stream would be your child's first choice? 28.57% Visual Arts, 23.81% Dance, 14.29% Media Arts (Grades 9-12), 13.33% Drama, 10.48% Instrumental Music, 9.52% Vocal Music.
- Would your child be interested in attending workshops in fall 2017 to support the audition/application process? 90.38% responded yes, 9.62% responded no.
- Would your child be interested in attending a summer Performing Arts Camp in August 2017? 70.48% responded yes, 29.52% responded no.

Marketing/Promotion of New Program survey

Applicants' parents were asked to evaluate which marketing and communications tactics informed them of the new program.

40.91% responded Information Nights for Community, Parents and Students,
29.55% responded external signage at All Saints CSS,
29.55% responded promotional materials such as postcards, flyers, brochures,
22.73% responded website banners on their child's school website,
20.45% responded updated at dcdsb.ca/amp.

Parents also rated which communication tactics were the most impactful in the promotion of the new program. 52.78% responded the external signage at All Saints CSS and 50% noted the information nights for community, parents and students.

Resources (human and financial) / Ressources humaines et financières

The Arts & Media Program's Implementation Team was comprised of the following staff:
Superintendent of Education for Teaching and Learning, Arts Consultant from Board's Teaching and Learning Department, Principal from All Saints Catholic Secondary School, Curriculum Chair for the Regional Arts & Media Program, Guidance Curriculum Chair at All Saints CSS, and the Board's two Communications Officers.

The Working Committee met monthly and more frequently leading up to key dates in the communications timeline and events. The communications budget to advertise and market the new Arts & Media Program was \$35,000.

95% of the work was completed in-house by the Communications staff and Implementation team, while 5% was completed by the design firm hired to establish the visual identity for the new program.

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Describe the results / Décrivez les résultats obtenus

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Additional documentation / Documentation additionnelle (5 pages maximum)