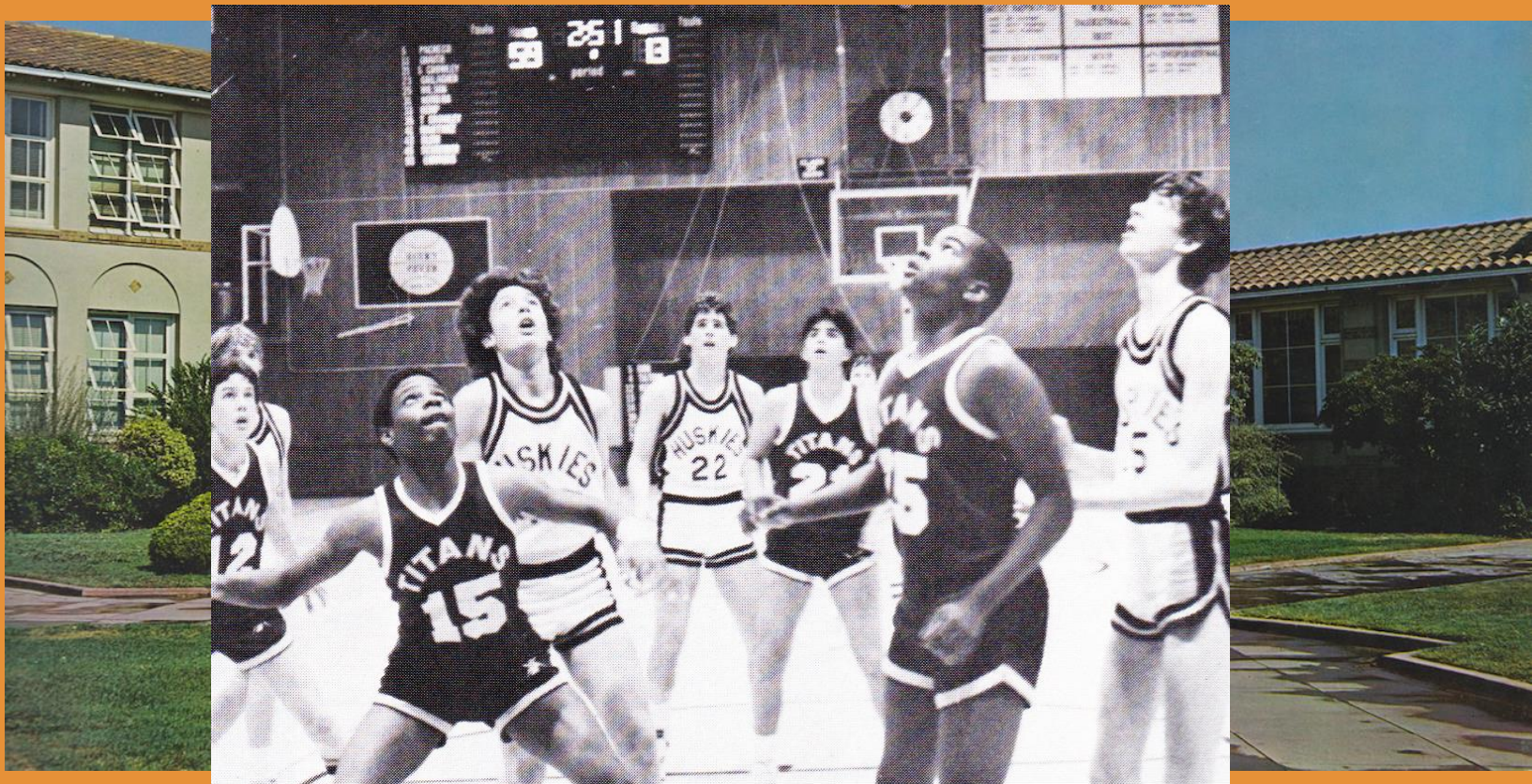


Branding your school community inside and out!

Helen Paris
and
Abra Evanoff
Spring 2018



Washington High School



Washington
High School
1891-2018
127 years &
still going
strong



Do you have an established slogan AND one key 'image?'

“Pride. Tradition. Excellence.”

“Once a Husky, always a
Husky.”

“We bleed Orange and Black.”

“#HuskyStrong”



COMMISSIONS/OFFICES

ATHLETICS: Serving as the liaison between our Athletics Department and Leadership/ASB, attending Boosters and Coach Meetings, and assisting in the Homecoming Game.

COMMUNITY OUTREACH: Being in charge of the Blood Drives, the Canned-Food Drive, and Red Ribbon Week.

COMMUNITY SERVICE: Managing Students' Community Service Hours and finding Community Service Learning Opportunities.

ELECTIONS & AWARDS: Applying for School Awards and being in charge of New Student Orientation, the Homecoming Court, and Campaign Week.

FUNDRAISING: Being in charge of Husky Gear.

GREEN: Assisting in the upkeep of our Campus' natural beauty.

COMMISSIONS/OFFICES (cont.)

INTER-ORGANIZATIONAL COMMITTEE: Serving as a liaison between our Clubs and Leadership/ASB and being in charge of Club Rush and Multicultural Week.

PHOTOGRAPHY: Taking pictures and videos of Leadership/ASB Activities and being in charge of the End-of-the-Year Slideshow. VIDEOGRAPHER: A new position in Photo that will have the additional responsibility of being in charge of our YouTube Channel.

PROJECT MANAGERS: Helping keep our Campus in great shape by fixing anything that's broken.

PUBLIC RELATIONS: Making Posters and updating our Kiosks and Chalkboards around Campus.

RALLIES: Being in charge of the Staff Rally, the First Day Assembly, Lunchtime Rallies, the Bonfire, and the Winter Assembly.

STUDENT STAFF APPRECIATION/ALUMNI: Providing meals for Leadership/ASB, serving as a liaison between our Alumni and Leadership/ASB, being in charge of the Staff BBQ, Donuts on Fridays, the Halloween BBQ, and Holiday Cookies w/ Special Ed, and attending Alumni Meetings.

TECHNOLOGY: Being in charge of all the technology behind our Leadership/ASB Activities.

Legacy Events



Multicultural Week

- Native Dress
- Native Language Day
- Multicultural Assembly
- International Kitchen
- Community Impact!

Legacy Events

Hall of Fame

- Created in 2012
- Alumni Foundation assisted
- Graduating Senior class--newest alumni
- ASB as a whole; threeway partnership
- Who is a member?
- Define the rules...Community/Staff/Alumni
- Adapted to change--every two year program



Legacy Events

Eco Faire

- Reacted to the Ecology Movement
- Held all day long
- Gave Community Service Hours to clubs that created and manned a club for non school days
- Wrote a lesson plan for teachers
- Invited Science and Social Science Classes by grade level so that students did not attend all day
- Moved to a 2 year cycle and created 3 themes so that students would see unique faires



Legacy Events

Paws for a Cause

- Students saw National Level and wanted something for them
- Establishes criteria that all funds raised went to local efforts
- ASB would interview prospective programs
- Created a 5k walk and reached out to community for sponsorships
- Had give-a-ways and Memory Board
- Use chalk and bubble machines/adapted with laws



Legacy Events

Response to community, national and worldwide events

- Car washes
- Furniture Drives
- Clothing Drives
- Work with Clubs to offload events and needs as a sponsor ie Deca

Legacy Events

ALUMNI

- Alumni Spotlight
<https://washingtonasb.com/whsalumnispotlight/>
- Search out community members that have a history to the school
- Interview them and make a splash
- Attend alumni meetings/invite them to EVERYTHING they will COME (are they held on campus? If not, do this!)

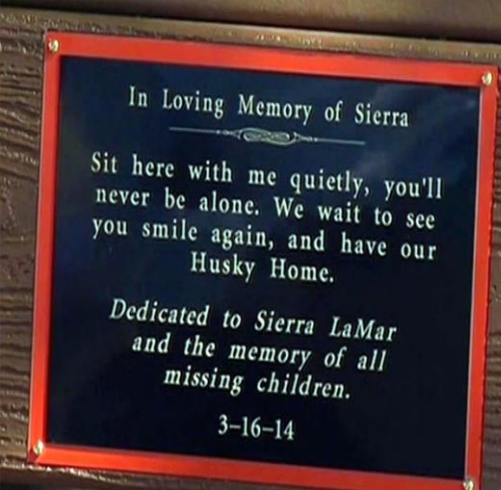
Legacy Events

What can you incorporate NOW? Some quick ideas:

- SPIRIT WEEK...Add on canned food drive as $\frac{1}{3}$ value
- Tie ins to community events--what is happening around town that could use support from you and your team?
- Local alumni--who are they? What impact have they had on the community and how can that be shared by the school?



Community
needs
answered



Now let's talk about the obvious marketing . . .

- Reaching a large audience
- Use the marquee to keep the WHS community in the loop
- On the Marquee, include things such as weather, time, community events - along with school events
- Use animations to make it more appealing



This can be your school, too...



The goal of every Leadership Class is to leave your school better than how you found it.

[ASB Website](#)

Leave a Legacy

helentaitparis@gmail.com

Abraevanoff@gmail.com

msoltau@fremont.k12.ca.us

Once a Husky



Always a Husky