Branding without IRONS

#positiveschoolclimate
In 1886, 9 Coke bottles were sold.
How many brands do you interact with in a day?
How many brands do you interact with in a day?

adidas

Nike

New Balance

Converse
How many brands do you interact with in a day?
How many brands do you interact with in a day?
How many brands do you interact with in a day?

What’s your best guess?
1970’s about 500
Today about 5000

YOUR AD HERE
Friends and Enemies

Let’s be real, Would you hang with them?
Why then aren’t you Branding ... YOU?
Maxim by definition is “A principle or rule of conduct”. What are yours?

What are your school’s Maxims?

“Let me tell you a story about Loara’s alumni and where we need to go”
https://www.facebook.com/Loarafan
Maxim by definition is “A principle or rule of conduct”. What are yours?

What are your school’s Maxims?

1962

Spirit, Pride, Humility

Forever Upward

Once a Saxon, Always A Saxon

We are ALL, Humans of Loara

Start being who you want to be after High School

Today
Maxim by definition is “A principle or rule of conduct”. What are yours?

What are your school’s Maxims?

ON YOUR CARD Write on one side ... what are the issues at your school what are the things you are proud of (the things that keep students at your school?)
What are your school’s Values & Beliefs?

The things you are proud of are the things you value.

This is what you feel is true or that exists on your campus. These could be good or bad or perceived.
What are your school’s Values & Beliefs?

Now, Take These Maxim’s, Take These Values, Take These Beliefs ...

& Create your Vision, your Mission, your Purpose
Vision, Mission, Purpose

Branding without IRONS
# Vision, Mission, Purpose

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<thead>
<tr>
<th>VISION</th>
<th>MISSION</th>
<th>PURPOSE</th>
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<tbody>
<tr>
<td>1. What do you stand for?</td>
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**Branding without IRONS**
Vision, Mission, Purpose

VISION

MISSION

PURPOSE

1. What do you stand for?
2. Why is it important?

Branding without IRONS
Vision, Mission, Purpose

1. What do you stand for?
2. Why is it important?
3. Who will care?

Branding without IRONS
Vision, Mission, Purpose

What are some of the things you could START or STOP at the beginning of the year?

Branding without IRONS
HOW DOES THIS WORK

In Practice

In the real world

Branding without IRONS
That small change in social media led to many things.

Winter Wishes
Free Speakers
Servathon
And More ...

Which led to...
Humans of Loara Facebook Page
https://www.facebook.com/HumansofLoara/
So then where are we going with all this?
“One of the things that’s really important to me as a teacher is to help students view learning not as a way to get points for a grade and complete assignments. It is really important for me to teach my students to learn how to see school as an opportunity to understand themselves, develop their thinking, and awareness of the world around them. When they develop those capacities, it makes learning more interesting and it makes the assignments they’re doing meaningful.”

Katherine Lo, English Teacher, Loara Alumni, Class of 1991
“It has been a while since I talked about it, but I actually had cancer and had to have surgery so that I would be able to live. This gave me a new outlook on life. I thought, ‘Wow, I got a second chance to live.’”

Christian Duarte,
Class of 2016
“Although my shyness still challenges me everyday, Loara has taught me to open up and bloom. Loara taught me to be myself because it has provided me with supportive friends with the same mindset.”

Jason Tovar,
Class of 2016
@HumansofLoara
I know there will be moments when you're insecure, but one can only be and do so much. Instead of feeling sorry or angry, you should just forgive yourself and understand that you are enough."

Julie Altamirano, Class of 2018
@HumansofLMU
“It is important to share your voice because a lot of people nowadays feel confined to one place and they can’t figure out how to get out of that place. Someone from the outside has to open up that door and that people has to be brave enough to let them in. We want to let people know that they are strong and they do not need anyone to carry them.”

Shahwano Mukhtar
Class of 2017

@HumansofLoara
Humans of Loara High School
Showcasing the beauty of students.
• One story, one photograph at a time
"Make your life a story worth telling."
Inspired by Humans of NY.
❤️❤️
www.facebook.com/HumansofLoaraHighSchool

Followed by icanhelpofficial, clementinecounty, scottbackovich + 23 more
TUMBLR

http://humansofloara.tumblr.com/
YouTube

https://www.youtube.com/channel/UCR0yb-qn02hxFKNw5xjPD3Q/featured
Gabriela Mariscal and Katherine Pham are making sure their fellow students at Loara High School get to know one another, and perhaps treat each other with a little more kindness on social media.

The 17-year-old seniors launched “Humans of Loara High School,” a Facebook page and Instagram account that posts photographs and brief interviews with students who might not typically be noticed on campus.

“We wanted to break some barriers and hear stories from different people with different perspectives, like the kid who sits in the hallway by himself,” said Pham, who is also editor-in-chief of the campus newspaper.

Editor’s Note: From the time students start kindergarten, they learn about the importance of being kind and generous toward others. But what happens to young people’s understanding of that message around the holidays, when the excitement of receiving shiny gifts overtake the season? What happens when some of those students are more fortunate than others?

Paul Czybinski, activities director at Loara High School in Anaheim Union High School District in California, says that while some parents buy gift cards or offer cash, the kids are “ runner-up in that my heart is all about buying them something that’s meaningful and personal and from the heart” and that’s the kind of gift he likes to give. He says his students usually like gifts that can be shared, such as a model of a car or a tool. The students usually find the gifts meaningful and personal, but sometimes they feel “unsure” about giving them something they can’t afford.

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Let’s talk about protecting your Brand Last and how you can “Hurt” your Brand.
#CADAbrand
Paul Chylinski / Loara High School
[CLICK HERE](https://example.com) for the Google Slides of my Presentation

ski.lhs@gmail.com

@ptski

@pchylinski

@loarafan @humansofloara
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#iCANHELP delete negativity on social media

Helpline for Schools
Links:

Humans of Loara Facebook Page
https://www.facebook.com/HumansofLoara/

Loara High School Facebook Page
https://www.facebook.com/Loarafan/

Humans of Loara Video “Everyone’s Got a Story” (3:33 minutes)

#iCANHELP Promotional Videos (7:35 minutes)
https://drive.google.com/open?id=0BwiLNm7I-UI6ZmptTk5jcjNBVTA

Snapchat Geofilter
http://worlds-of-learning.com/2016/06/15/create-a-snapchat-geofilter-for-your-makerspace/
Supplementals
BECAUSE THEY CREATED A SPACE WHERE IDEAS COULD

ANOTHER HUNCH
Follow our stories on Humans of Loara
Facebook and Instagram
Idea Listing

Geofilter Snap Chat - community filter

Usernames the same across platforms (easy to find)

Same logo/profile image

Team of Social media People (more than one person posting and managing)

Social media calendar: content is being posted each day at a specific time when most students will have their eyes on the content.

Share out on a # for CADA Camp so we can all see each other’s ideas.

Instagram images of the place or places prior

Shirt designs get them on everyone’s back

What is your school known for ... make sure you start there

What is your school not known for ... make sure you push that
Fostering a Positive School Climate:

There are many pieces that help foster a more positive school climate, but the following five are a good place to start. They are:

Attitude - There are two types of people. One who wants to build bridges by finding positive attributes in the people (which includes students) they meet. They pay compliments to people and want to make connections. Others want to be divisive and make people work in order to create a relationship.

Leaders and teachers need to build bridges, and they do that by welcoming students off the bus and in the classroom. They also do that by hanging student work around the school...especially in the foyer which is where parents and guests enter the building. The bottom line is that we need to treat everyone (parents, teachers, students, etc.) like they are doing the right thing until they prove otherwise. Too many adults treat other adults and students as if they’re always doing the wrong thing, when they’re not.
Fostering a Positive School Climate:

Curriculum – Curriculum needs to include the very diverse student population school buildings may have enter into them each day. One of the issues that comes up a lot lately is that of safeguarding LGBTQ students. When teachers or leaders talk to me about the issue, most want to do something about it. However, I have had leaders and teachers say they don't have any gay kids in their school. That's pretty close to impossible.

Make sure the books in the library (age appropriate), the ones teachers read to students, and the curriculum that is addressed in school really depict the lives of all of the students sitting in your classrooms. When it doesn't depict the lives of your students, you are creating a hidden curriculum that those students...those real life students sitting in front of you don't matter. Is that what you want?
Fostering a Positive School Climate:

Address Issues - Very often schools have policies that safeguard students based on gender, ethnicity and sexual orientation, but when issues come up the leaders and teachers ignore it rather than address it. It's actually the job of all teachers and leaders to address these issues and not sweep them under the rug. If schools have policies they need to use them. If not, then the policy isn't worth the paper it's printed on. Students know who the teachers are that will protect them from discrimination. Are you one of them?
Student Voice/Engagement - My friend Terry Pickeral wrote this great blog about the difference between student voice and student engagement. Pickeral wrote,

Student voice means that they are part of the conversation, their input is considered but they may or may not have influence on decisions. It means students have an outsider's input on a system. Student engagement, however, puts students in the position as the primary drivers of work from conceptualization to implementation.

From a building perspective, there are many teachers and students who do not feel they even have a voice, and to Terry's point, they need to be engaged in the school process. Students, teachers and parents need to be heard, and they should be involved in decision-making. Clearly not every single decision that happens in the school on a daily basis, but in the decisions that affect the whole school community.
Fostering a Positive School Climate:

Ways to help build a voice:

- Co-construct goals for faculty meetings with staff
- Co-construct teacher observation goals with teachers
- Create a Principal's Advisory Council (PAC)
- Encourage dialogue and not monologue
- Encourage students to blog
- Co-construct student goes with students
- Flip PTA, open house and other parent information so they can read it first before coming to a meeting
- Use surveys, but actually do something with them. I was recently asked why parents may not fill out school climate surveys and my answer was that if they don't feel like anything changes after they take the time to fill them out, why fill them out at all?
Focus on Learning – John Hattie, someone I work with as a Visible Learning trainer, has really hit this one home for me, and it goes back to the opening paragraphs about testing. Our focus needs to be on learning and not testing. Learning is hard, can be messy, and all of our students are capable of doing it. Help them exceed their own expectations.

In the End

School climate is vitally important. Visitors know within minutes whether a school has a positive climate or not. And in these days of social media, parents are talking about whether you have a positive school climate or not. We can't possibly make everyone within our school happy, but we can certainly keep trying.

The bottom line is that if we don't have a positive school climate, then we have a lot of students, parents and teachers who are not reaching their full potential.