

# 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?**



How many brands do  
you interact with in a  
day?



How many brands do  
you interact with in a  
day?



AXE®



*Colgate*®

**SUBWAY**™  
eat fresh.





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

**What's your best  
guess?**





1970's  
about **500**  
Today about  
**5000**





# Friends and Enemies

**Let's be real, Would you hang with them?**

**Why then aren't you  
Branding ... YOU?**

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**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”**

Facebook group page for **Loara High School**.

**Header:** Search bar with "Loara High School", navigation links (Paul, Home, 20+), and a "Change Group Photo" button.

**Cover Image:** A large graphic featuring two horses (one brown, one orange) flanking a central shield. The shield contains a crown on top and various symbols (a sword, a key, and a circular emblem). The text "Loara High School" is overlaid on the image, along with "Public Group".

**Navigation Tabs:** Discussion, Members, Events, Photos, Files.

**Left Sidebar (Favorites):**

- Paul Chylinski
- Edit Profile
- Your Posts
- ORITES
- News Feed
- Messages
- Events 2
- Family
- Close Friends 20+
- Loara High School
- Humans of Loara
- Esping Camp Endo...
- Anaheim Union High... 4
- AUHSD Foundation 3
- CADA Family 1
- iCANHELP 2
- Loara ASB 2015-20...
- Loara ASB 2016-2017 1

**Post Creation Area:**

- Write Post
- Add Photo / Video
- Create Poll
- More

**Post Content:**

- Write something...

**Right Sidebar:**

- ADD MEMBERS**  
+ Enter name or email address...
- MEMBERS** 4,377 Members (48 new)  
[Grid of member profile pictures]
- Chat (144)**

<https://www.facebook.com/groups/Loara/>



Loara High School



Paul

Home 20+



Page

Messages

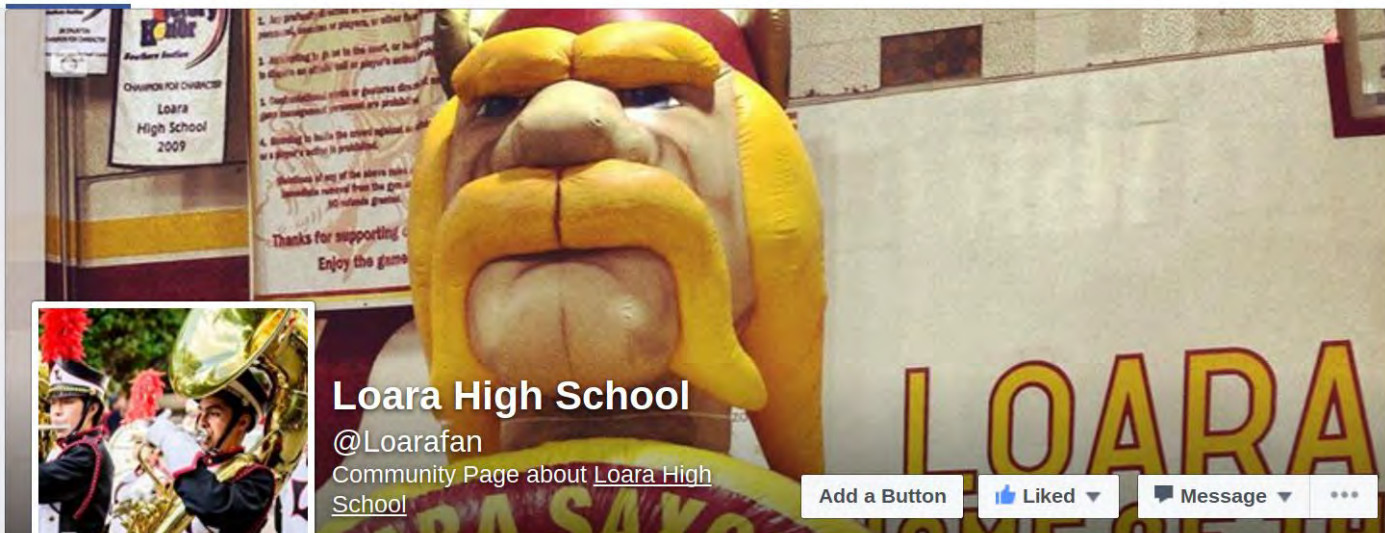
Notifications

Insights

Publishing Tools

Settings

Help ▾



**Loara High School**

@Loarafan

Community Page about [Loara High School](#)

Add a Button

Like ▾

Message ▾



Home

About

Photos

Likes

More ▾

Education Website



Status



Photo / Video



Offer, Event +



Write something...



Chat (138)



Promote ▾

THIS WEEK

587

Post Reach

64

Post Engagement

0

Website Clicks

0 of 0

Response Rate

8 minutes

Response Time

<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



Today

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

**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

**VISION**  
**MISSION**  
**PURPOSE**

---

## Branding without IRONS

# Vision, Mission, Purpose

**VISION**  
**MISSION**  
**PURPOSE**

1. What do you stand for?

---

## 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

**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?

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## Branding without IRONS

# HOW DOES THIS WORK

**In Practice**

In the real world

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## Branding without IRONS

DUDE Be Nice





THAT small change in  
SOCIAL media led to many  
THINGS

WINTER WISHES  
FREE SPEAKERS  
SERVATHON  
AND MORE ...

WHICH led TO...



Everyone has a Story  
It's time to live yours.  
a Human of Loara.



**Humans of Loara**

@HumansofLoara

Send Message ▼

Liked ▼

Message ▼



Home

About

Photos

Likes

More ▼

Community



Status



Photo / Video



Offer, Event +



Chat (130)



Promote ▼

THIS WEEK

4

Post Reach

20

Post Engagement

0

Send Message

0

Website Clicks

0 of 0

Response Rate

Humans of Loara Facebook Page

<https://www.facebook.com/HumansofLoara/>

**So then where are we  
going with all this?**

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@HumansofLoara & #iCANHELP





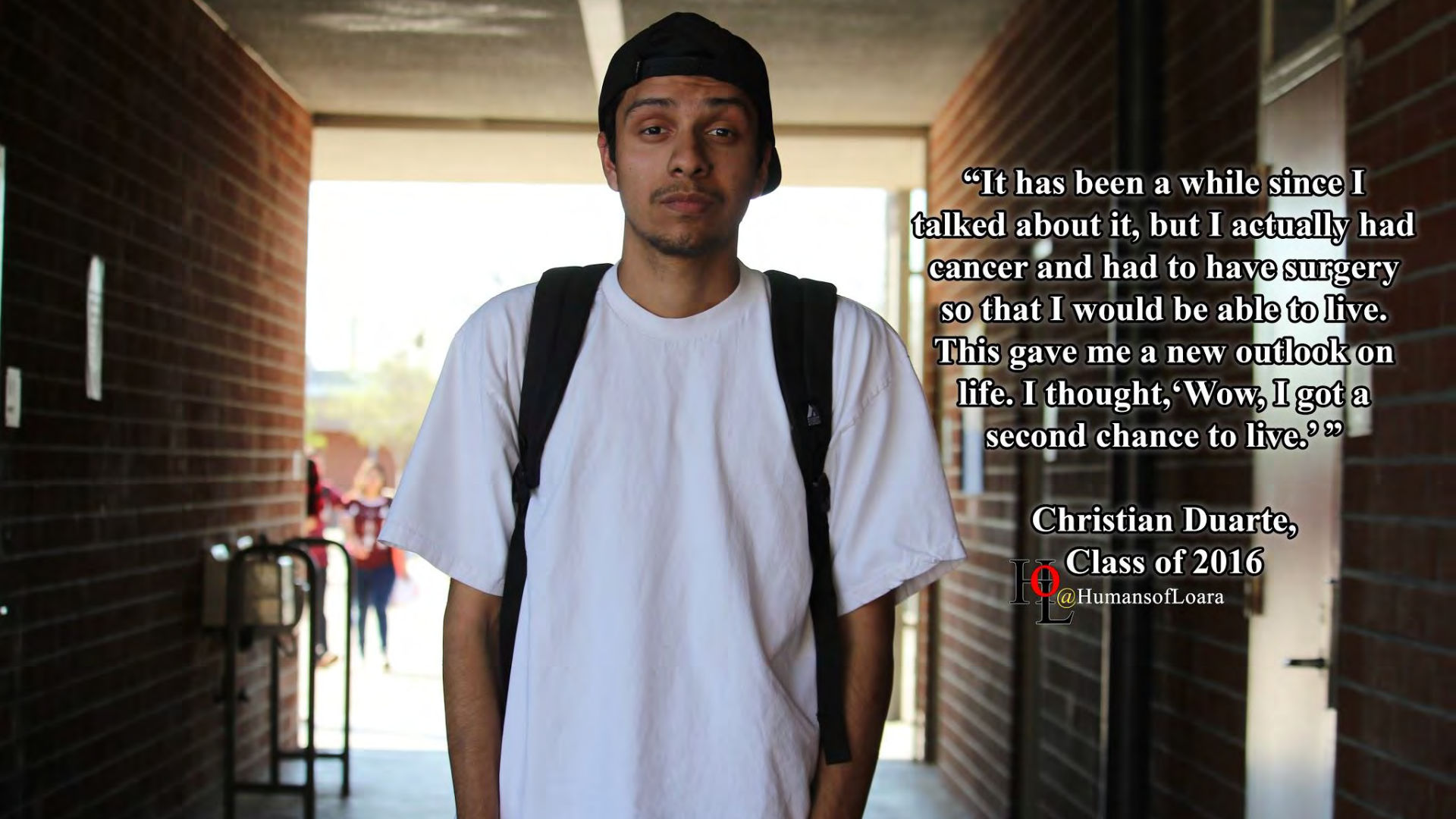
“One of the things that’s really important to me as a teacher is to help students view learning not as a way to get points for a grade and complete assignments. It is really important for me to teach my students to learn how to see school as an opportunity to understand themselves, develop their thinking, 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



Humans of Loara



A young man with a black cap and backpack stands in a school hallway. He is wearing a white t-shirt and looking directly at the camera. The hallway has brick walls and a bright exit in the background where other students are visible.

**“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,**

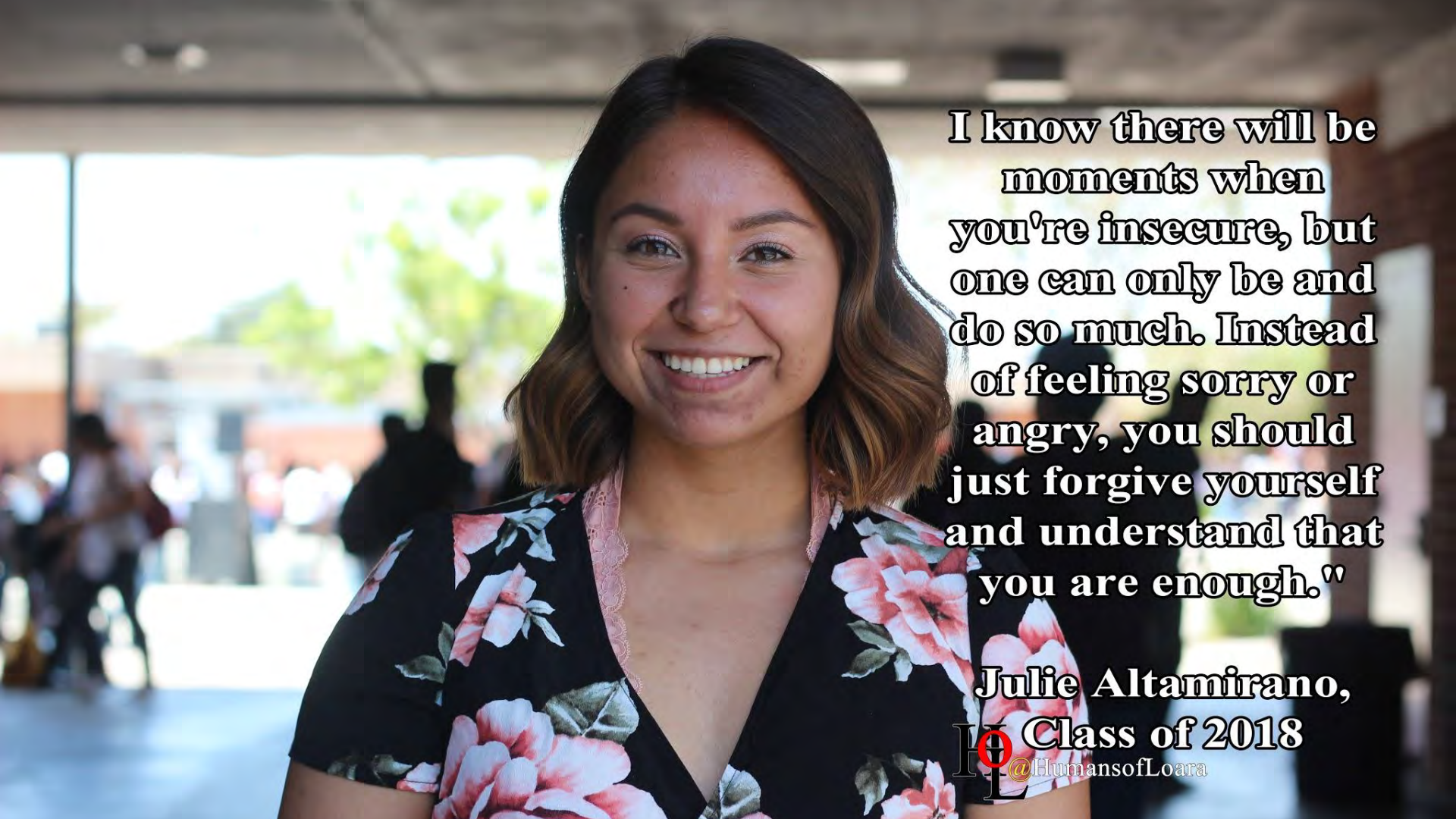
**Class of 2016**  
**HL@HumansofLoara**

**“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,**  
**HO 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**

@HumansofLoara



“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

**HL** Class of 2017  
@HumansofLoara

**YOUR Life YOUR Voice**  
IT'S OK TO ASK FOR HELP



Humans of Loara



Paul

Home

20+



Page

Messages

Notifications

Insights

Publishing Tools

Settings

Help ▾



Everyone has a Story  
It's time to live yours.  
a Human of Loara.



**Humans of Loara**

@HumansofLoara

Send Message ▾

Liked ▾

Message ▾



Home

About

Photos

Likes

More ▾

Community



Status



Photo / Video



Offer, Event +



Chat (130)



Promote ▾

THIS WEEK

4

Post Reach

20

Post Engagement

0

Send Message

0

Website Clicks

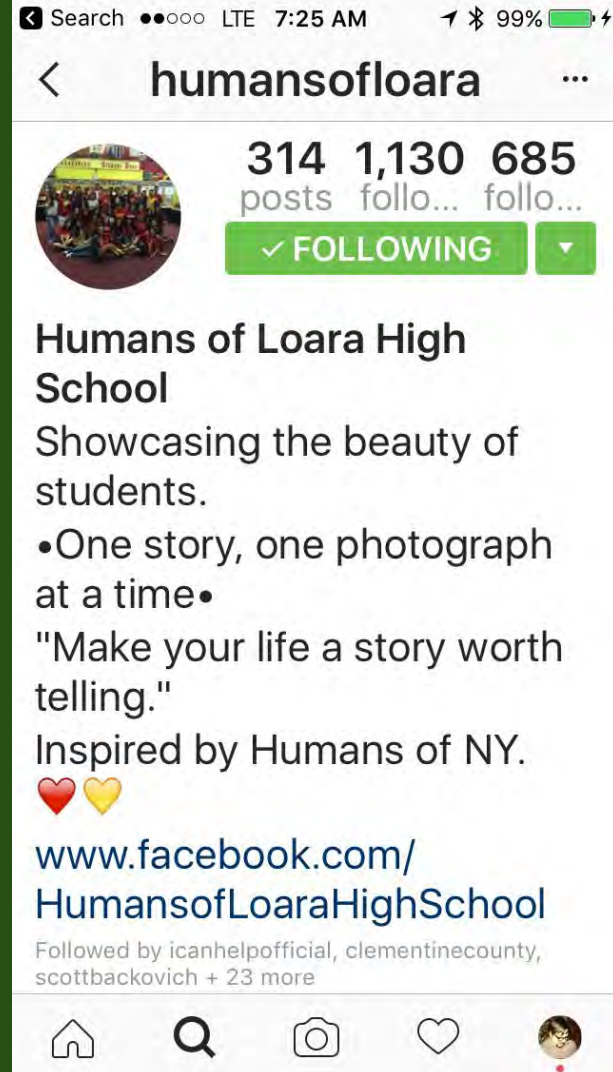
0 of 0

Response Rate



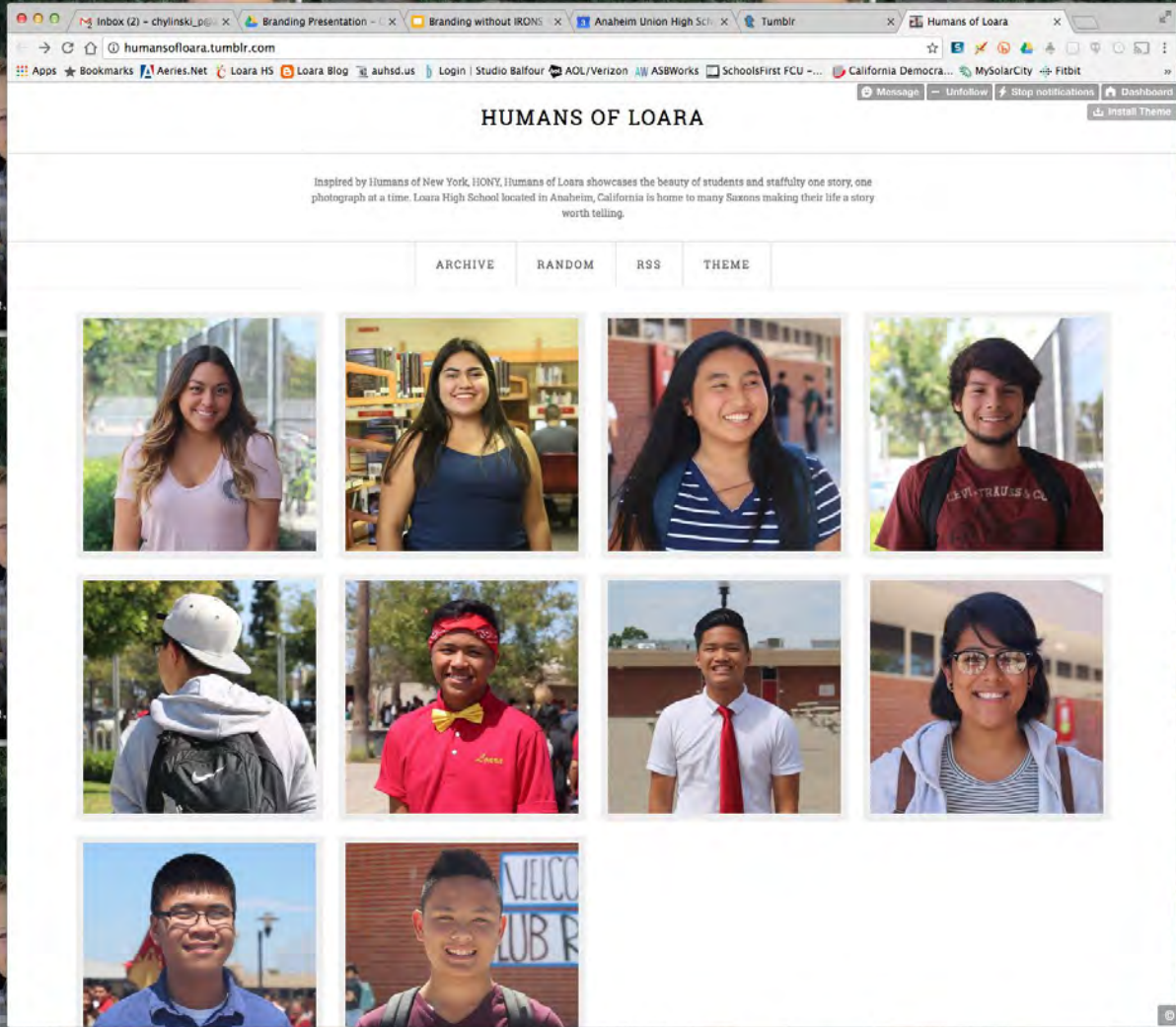
# Instagram

[https://www.instagram.com/humansofloara/?hl=en](https://www.instagram.com/humansofloara)



# TUMBLR

<http://humansofloara.tumblr.com/>



# YouTube

<https://www.youtube.com/channel/UCR0yb-qn02hxFKNw5xjPD3Q/featured>

The screenshot shows the YouTube channel page for 'Humans of Loara'. The browser tabs at the top include 'Inbox (3) - chylinski\_p...', 'Branding Presentation -', 'Branding without IRONS -', 'Humans of Loara - YouT...', and 'https://www.google.com...'. The address bar shows the channel URL. The page features the YouTube logo, a search bar, and navigation tabs: Home, Videos, Playlists, Channels, and About. The 'What to watch next' section displays several video thumbnails with titles like 'Humans of Loara High School 2015', 'Humans of Loara #iCANHELP (directors cut)', and 'Voices of Humans of Loara - Helen Le'. The main video player area shows a thumbnail for 'Humans of Loara High School 2015' with the text 'Follow our stories on Humans of Loara' and 'Facebook and Instagram'.



## Humans of Loara

Home Videos Playlists Channels Discussion About

Subscribed 0



# In the News and on the Web

On November 19, 2015

[OC Register](#)

NEWS

## Pair shows human side of Loara students

Nov. 19, 2015 | Updated 2:32 p.m.



By ART MARROQUIN / STAFF WRITER

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

On December 23, 2015

[PBS Newshour](#)

PBS NEWSHOUR

TOPICS > EDUCATION > TEACHERS' LOUNGE

## Don't ignore economic inequality at schools, especially during the holidays

By PAUL CHYLINSKI December 23, 2015 at 11:35 AM EDT



Paul Chylinski with Gabriela Mariscal and Katherine Pham, co-founders of "Humans of Loara High School."

**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 overtakes the season? What happens when some of those students are more fortunate than others?

Paul Chylinski, activities director at Loara High School in Anaheim Union High School District in California, along with some of his student government representatives, decided to take steps to make holiday activities more inclusive. Chylinski just wrapped

On October 3, 2016

[www.the74million.org](http://www.the74million.org)

## Building a Stronger Social Community at School: Forget Facebook, Let the Students Run the Snapchat

f SHARES t TWIST




Photo Credit: Humans of Loara Instagram

Creating a stronger school community isn't just something that happens during the day in the classroom or after school on the ballfield. Sometimes it happens overnight on a smartphone.

That's what students Gabriela Mariscal and Katherine Pham

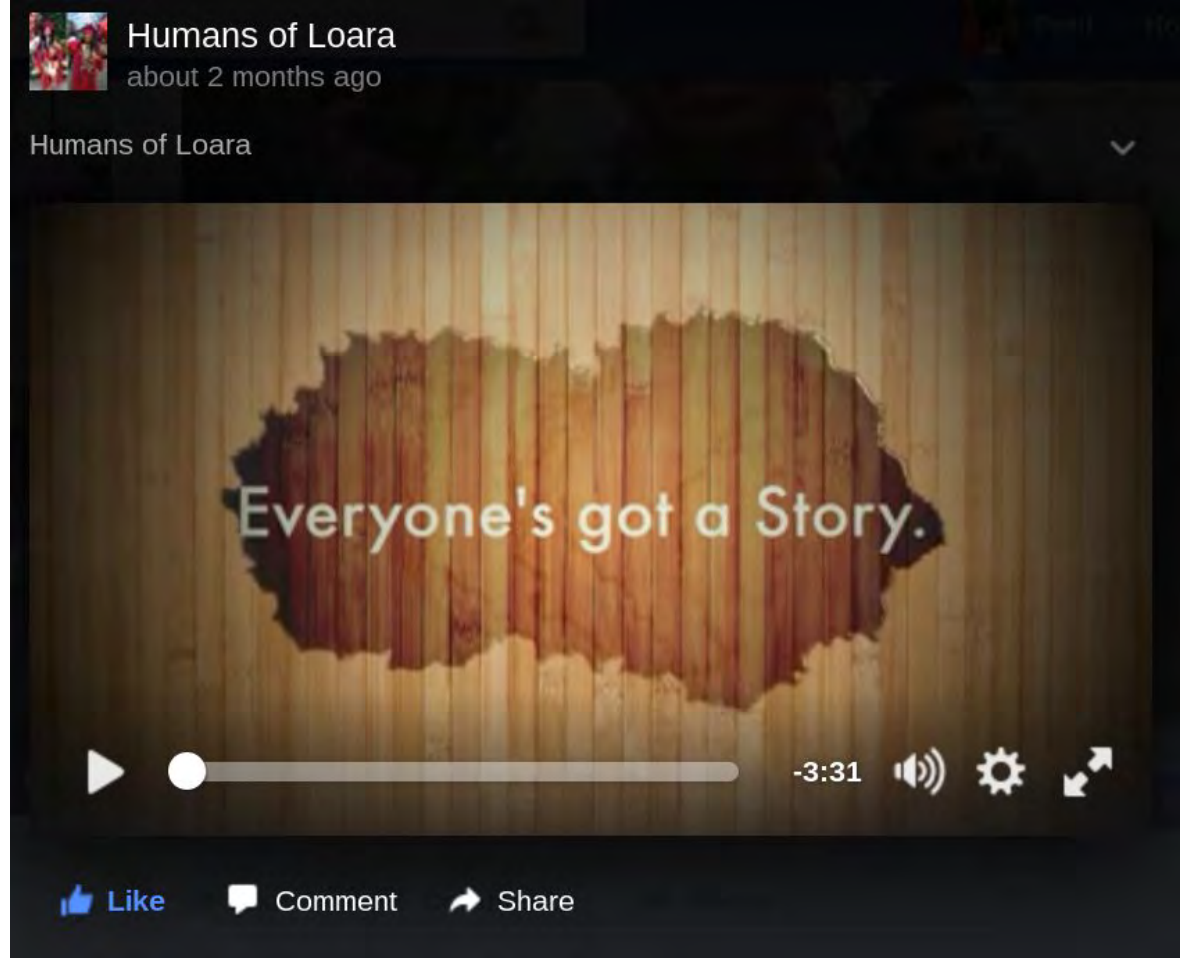
October 3, 2016

by KATE STRINGER

<http://the74million.org>

#the74million

Humans of Loara Video "Everyone's Got a Story" (3:33 minutes) [<iframe](#)



**Let's talk about protecting  
your Brand Last and how you  
can “Hurt” your Brand.**

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**#CADABrand**

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Paul Chylinski / Loara High School  
[CLICK HERE](#) for the Google Slides  
of my Presentation

ski.lhs@gmail.com

@ptski



@pchylinski



@loarafan @humansofloara



# Branding Without IRONS



**Paul Chylinski** / Loara High School

[CLICK HERE](#) for the Google Slides  
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ski.lhs@gmail.com

@ptski



@pchylinski



@loarafan @humansofloara



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)

[<iframe](#)

[src="https://www.facebook.com/plugins/video.php?href=https%3A%2F%2Fwww.facebook.com%2FHumansofLoara%2Fvideos%2F1549127952049444%2F&show\\_text=0&width=560" width="560" height="315" style="border:none;overflow:hidden" scrolling="no" frameborder="0" allowTransparency="true" allowFullScreen="true"></iframe>](#)

#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

“Where Good Ideas Come From” by  
Steven Johnson

4 minute video





# 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.



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#CADALeaders2016

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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?

# Fostering a Positive School Climate:

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 goals 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?

# Fostering a Positive School Climate:

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.

Peter DeWitt, Ed.D. is the author of several books including [Dignity for All: Safeguarding LGBT Students](#) (2012. Corwin Press), [Flipping Leadership Doesn't Mean Reinventing the Wheel](#) (2014. Corwin Press), [School Climate Change](#) (2014. ASCD) and the forthcoming [Collaborative Leadership: 6 Influences That Matter Most](#) (2016. Corwin Press). Connect with [Peter](#) on Twitter.