Branding your school community inside and out!

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and
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Spring 2018
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”
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.
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

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Once a Husky
Always a Husky