

# Becoming Iconic

Dieringer School District

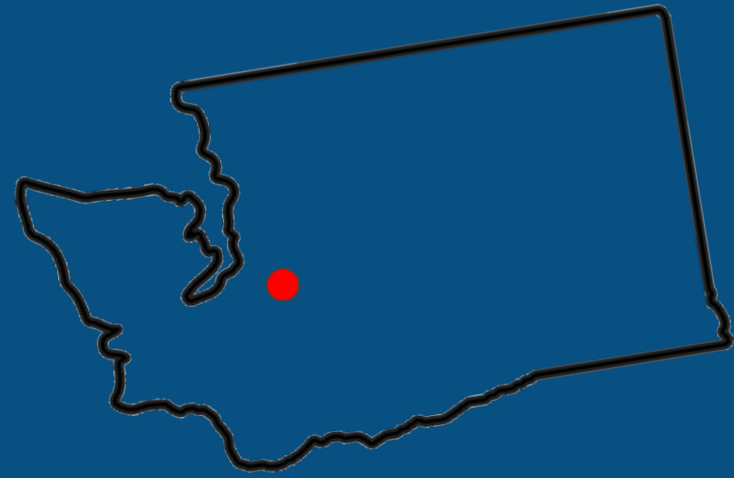


# Welcome





HIGHLINE  
PUBLIC SCHOOLS



# Largest K-8 District in Washington State



# About Dieringer

1424 Students

211 Staff

1 Inclusive Preschool

2 Elementary Schools

1 Middle School



# About Dieringer

80.0% of Students Meet Standard in ELA

73.8% of Students Meet Standard in Math

70.5% of Students Meet Standard in Science

95.4% of Students Attend Regularly



# About Dieringer

17.4 Average Years of Teaching Experience

21 National Board Certified Teachers

68.9% of Teachers have a Masters Degree or Higher

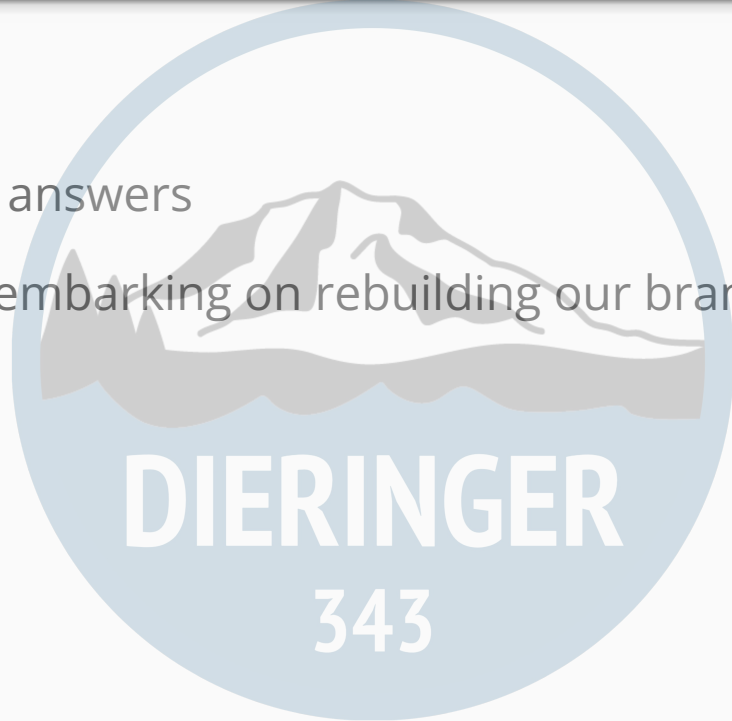


# Disclaimer

This is our journey

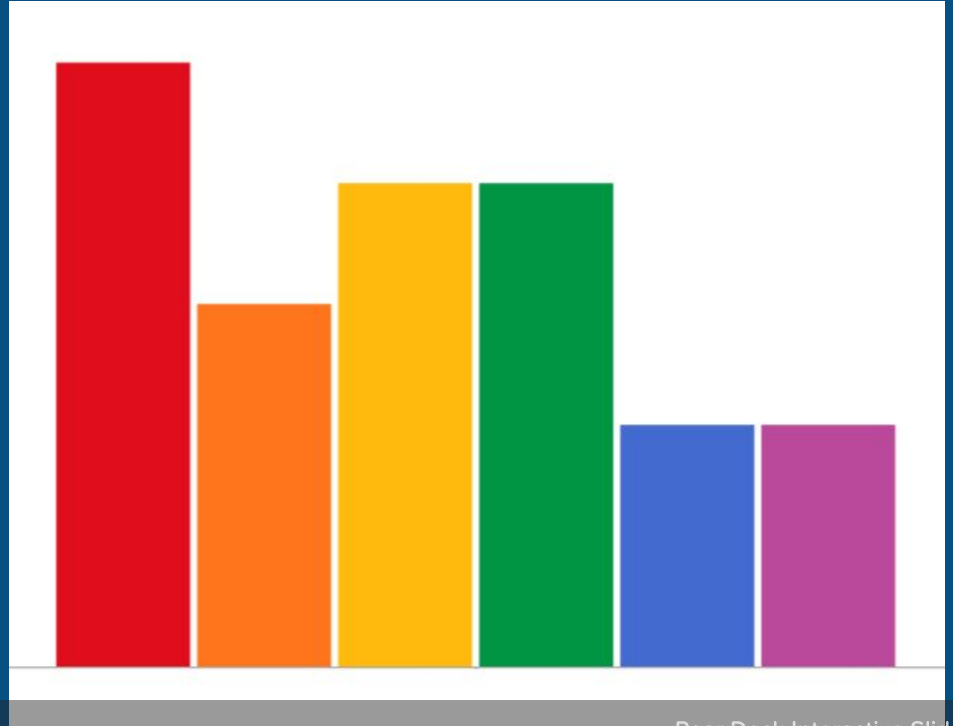
We don't have all the answers

In reality we are just embarking on rebuilding our brand



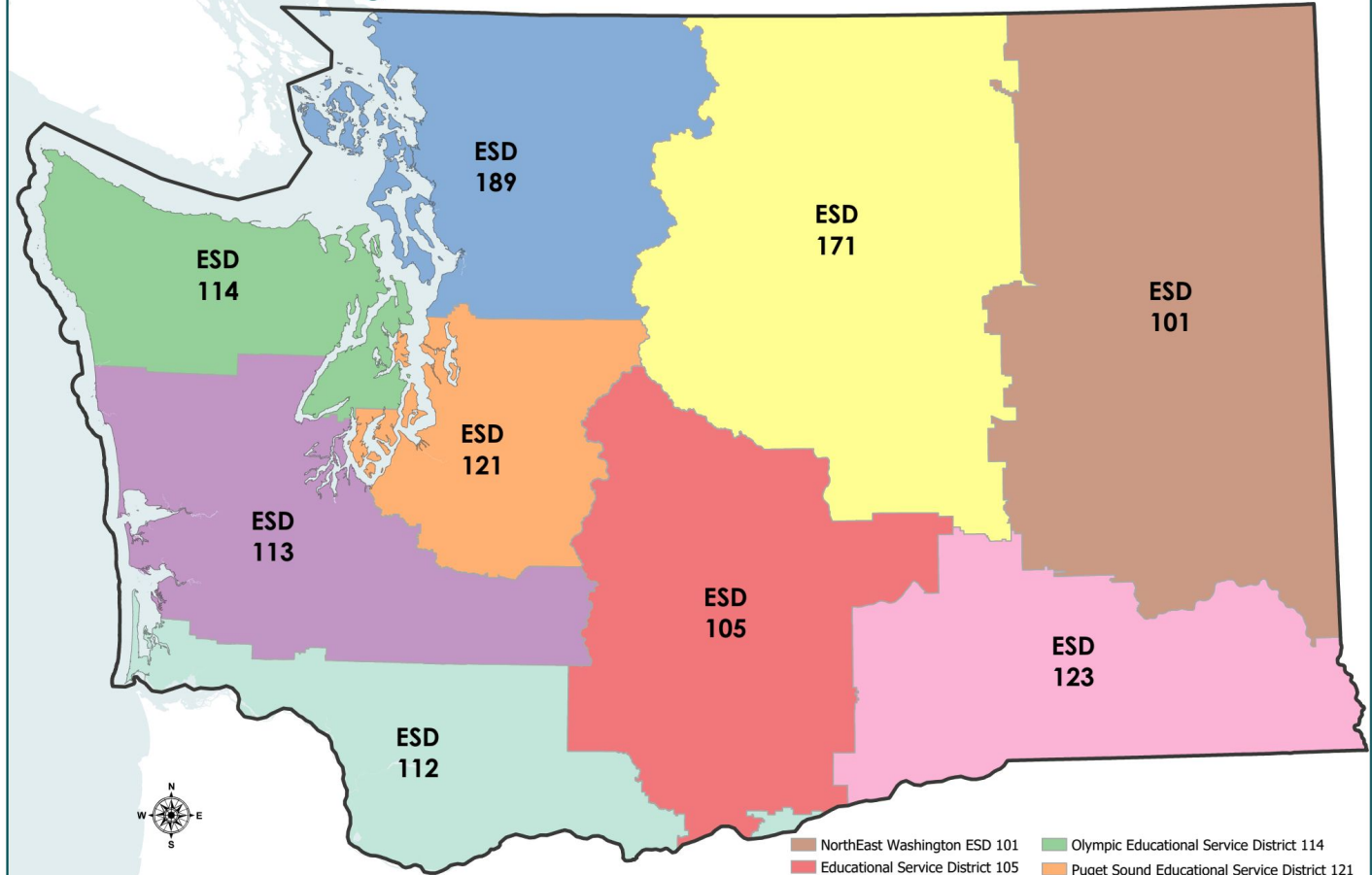


# Student Enrollment?



Students choose an option

# Washington State Educational Service Districts

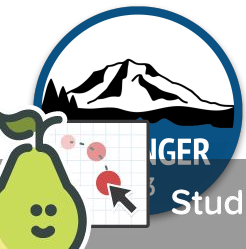


- NorthEast Washington ESD 101
- Educational Service District 105
- Educational Service District 112
- Capital Region ESD 113
- Olympic Educational Service District 114
- Puget Sound Educational Service District 121
- Educational Service District 123
- North Central Educational Service District 171
- Northwest Educational Service District 189

Bruce O. Schneider  
GIS Analyst  
Office of the Superintendent of Public Instruction  
Data Source: OSPI Internal Data Sources  
Date Saved: 2/18/2020 9:32 AM



Washington Office of Superintendent of  
Public Instruction



ANGER

Students, drag the icon!

Pear Deck Interactive Slide  
Do not remove this bar

Path: H:\OSPI\_GIS\_MAPS\MapTemplates\_Rebrand\SchoolDistricts\_ESDs\_Rebrand.aprx



# ICONIC









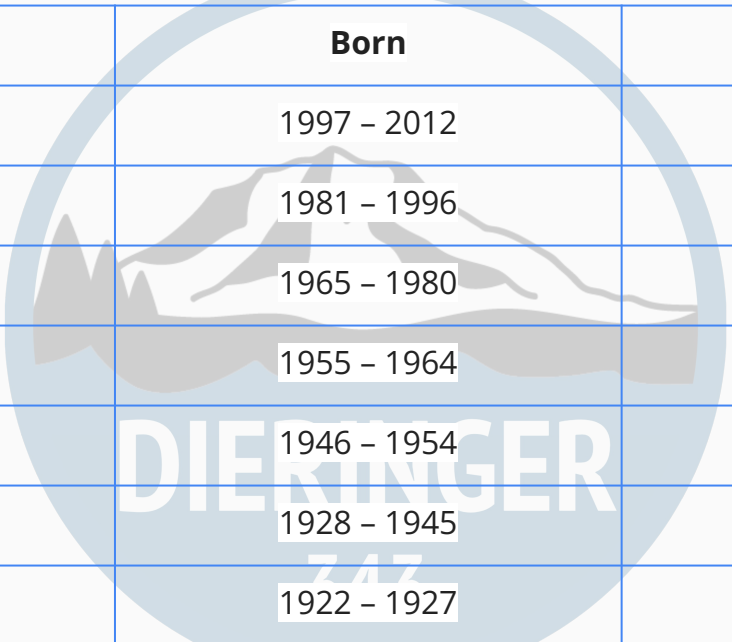








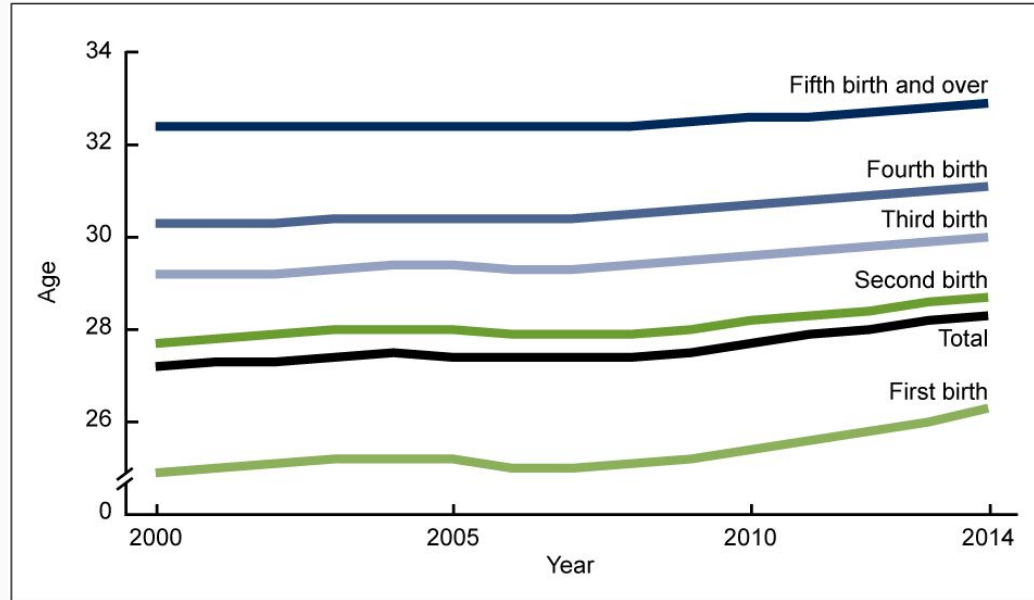
# Who Are We Dealing With



Generation	Born	Ages
Gen Z	1997 – 2012	10 – 25
Millennials	1981 – 1996	26 – 41
Gen X	1965 – 1980	42 – 57
Boomers II*	1955 – 1964	58 – 67
Boomers I*	1946 – 1954	68 – 76
Post War	1928 – 1945	77 – 94
WW II	1922 – 1927	95 – 100

# Who Are We Dealing With

Figure 1. Mean age, by birth order: United States, 2000–2014

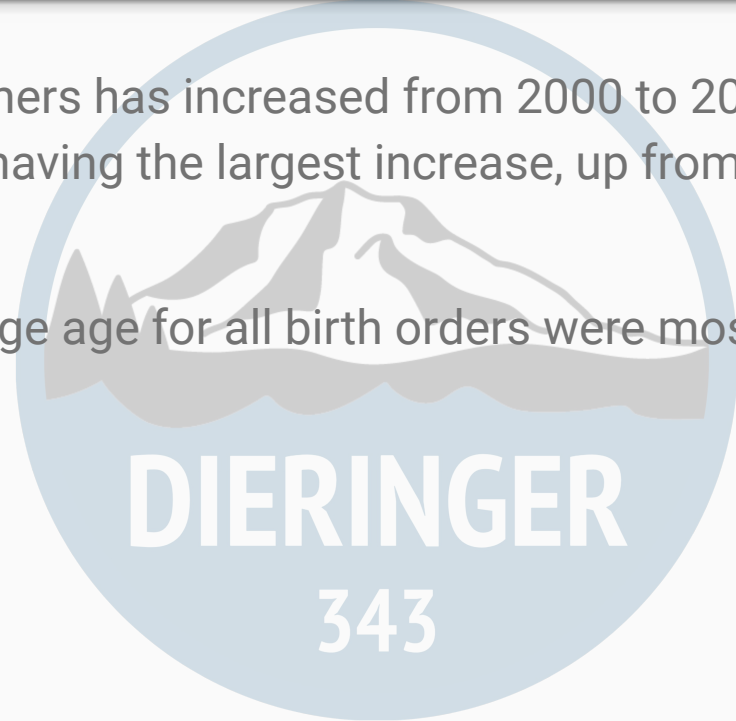


SOURCE: CDC/NCHS, National Vital Statistics System.

# Who Are We Dealing With

The mean age of mothers has increased from 2000 to 2014 for all birth orders, with age at first birth having the largest increase, up from 24.9 years in 2000 to 26.3 years in 2014.

Increases in the average age for all birth orders were most pronounced from 2009 to 2014.



# Communicating with Millennials

## 1. Partake in Mobile Communication

- Millennials love their phones as if it were a permanent attachment.
- Their phone is a very important asset for them.
- It is in our best interest to take advantage of this. Entire conversations can be had through text.
- You should use text to communicate with millennials. They will be more receptive to this form of communication.

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343

# Communicating with Millennials

## 2. Create Community

- Millennials like engaging within a movement that feels authentic and fun.
- Experiences are important; involve them in your vision and mission.
- Schools and districts are a community already. We have a leg up in this area already.

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343

# Communicating with Millennials

## 3. Leverage the Power of Social Media & Understand the 24/7 Communication Cycle

- Social media is the form of communication that millennials frequently use to socialize.
- Social media platforms are where millennials receive their news and other important information.
- Your brand must engage with millennials consumers by making them a key focus of the conversation. Ask what they like and don't like.



# Communicating with Millennials

## 4. Demonstrate You Understand Their Values

- Connections, experiences, purpose, encouragement, and innovation are important values.
- Leverage your millennial employees
- Their generation is constantly being talked down upon, so it gives them great satisfaction when people are willing to give them a chance to prove themselves.

# Communicating with Millennials

## 4. Be Brief & Not So Serious

- Millennials have mastered the art of saying something meaningful in 140 characters or less. The more concise your own message, the more likely they are to relate to or appreciate what you say.
- Share the fun side of schooling.
- Think back to experiences.

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# Who is telling the story?



# Who was your favorite teacher?



Students, write your response!

# What are some challenges unique to education?

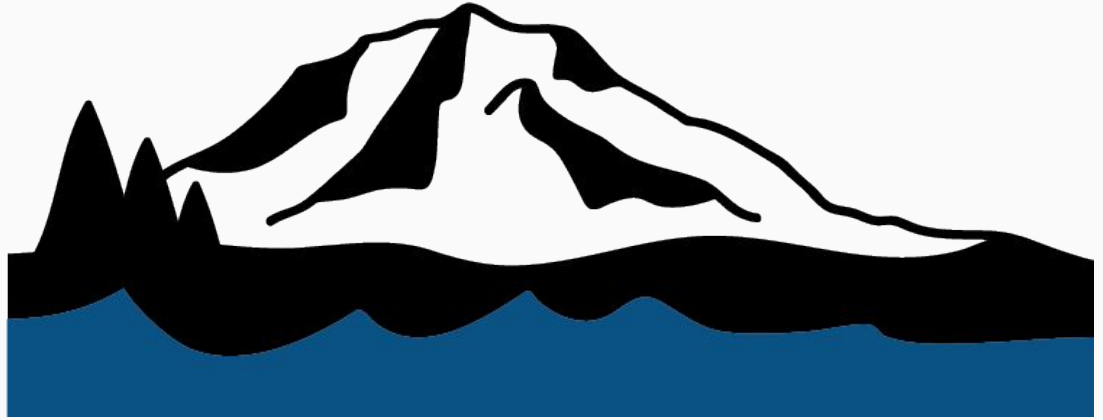


# Define Your Brand



# Define Your Brand

Logo



# Define Your Brand

Fonts

Poppins

Open Sans





# Define Your Brand

Colors



#085082



#726f6f



# Define Your Brand

Be Consistent



# Define Your Brand

Make Good Decisions



~~Times New Roman~~

~~Comic Sans~~

# Get Some Gear



# Get Some Gear

Decent Camera



Canon EOS REBEL T7 DSLR Camera|2 Lens Kit with EF18-55mm + EF 75-300mm Lens, Black

[Visit the Canon Store](#)

 1,060 ratings | 98 answered questions

**#1 Best Seller** in DSLR Cameras

Price: **\$699.00**

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.

<b>Model Name</b>	Rebel
<b>Brand</b>	Canon
<b>Form Factor</b>	DSLR
<b>Skill Level</b>	Amateur
<b>Special Feature</b>	Image-stabilization
<b>Color</b>	Black
<b>Shooting</b>	Aperture Priority

[~ See more](#)

**About this item**

- Improved Dual Pixel CMOS AF and eye detection AF 24.1 Megapixel CMOS (APS-C) sensor with is 100–6400 (H: 12800)
- Built-in Wi-Fi and NFC technology working temperature range: 32–104°F/0–40°C

# Get Some Gear

## Drone




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### DJI Mini 2 Aerial Camera Bundle

Item 1162016 | Model CPMA.00000367.01

★★★★★ 3.9 (70)

 Member Only Item

Your Price **\$439.99**

Shipping & Handling: \$0.00\*

#### Features:

- Less Than 249g Ultralight and Foldable
- 3-Axis Gimbal with 4K Camera
- 31-Min Flight Time and 10km Video Transmission
- 4x Digital Zoom and More Quick Shots
- Includes: Extra Battery, Mini Bag and 32GB MicroSD Card

# Get Some Gear

## Cell Phone Gimbal



### DJI Osmo Mobile 3 - 3-Axis Smartphone Gimbal Handheld Stabilizer Vlog Youtuber Live Video for iPhone Android

[Visit the DJI Store](#)

★★★★★ 9,145 ratings | 312 answered questions

Price: **\$99.00**

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.

Size: **OSMO Mobile 3**

**OSMO Mobile 3**  
**\$99.00**

OSMO Mobile 3 Combo  
\$155.00

Color	Osmo Mobile 3
Brand	DJI
Compatible Devices	Cellphone
Item Dimensions LxWxH	6.38 x 2.44 x 7.05 inches
Item Weight	405 Grams

# Get Some Gear





# Build Your Team



# Build Your Team

Amy



# Build Your Team

Mackenzie



# Build Your Team

John



# Build Your Team

Erica



# Put Things Into Action



# Put Things Into Action

Presence



# Put Things Into Action

New Website





# Put Things Into Action

Social Media



# Put Things Into Action

I Am Dieringer



# Put Things Into Action

Erica's Vignettes



# Put Things Into Action

Levy Materials



# Put Things Into Action

Job Fairs



# Put Things Into Action

The Game Ball



# Put Things Into Action

Swag



# Communicate





# Communicate

Website



# Communicate

Remind



# Communicate

Smore



# Communicate

ThoughtExchange



# Communicate

Social Media







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