

# MARCOM

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# MARCOM | OUR MISSION

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We discover what is best and most important to Valley Christian.

With our distinctive knowledge of the school and its ongoing mission, we work together with faculty, staff, and students to create and deliver the right message to the right audience every time – at an unparalleled level.



# MARCOM | OUR VISION

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Communicate creatively through an authentic voice to impact and engage our students, faculty, staff, parents, alumni, and the broader community.

We protect and enhance our reputation, advance and strengthen our brand, and reinforce the school's relevance in the lives of our community.





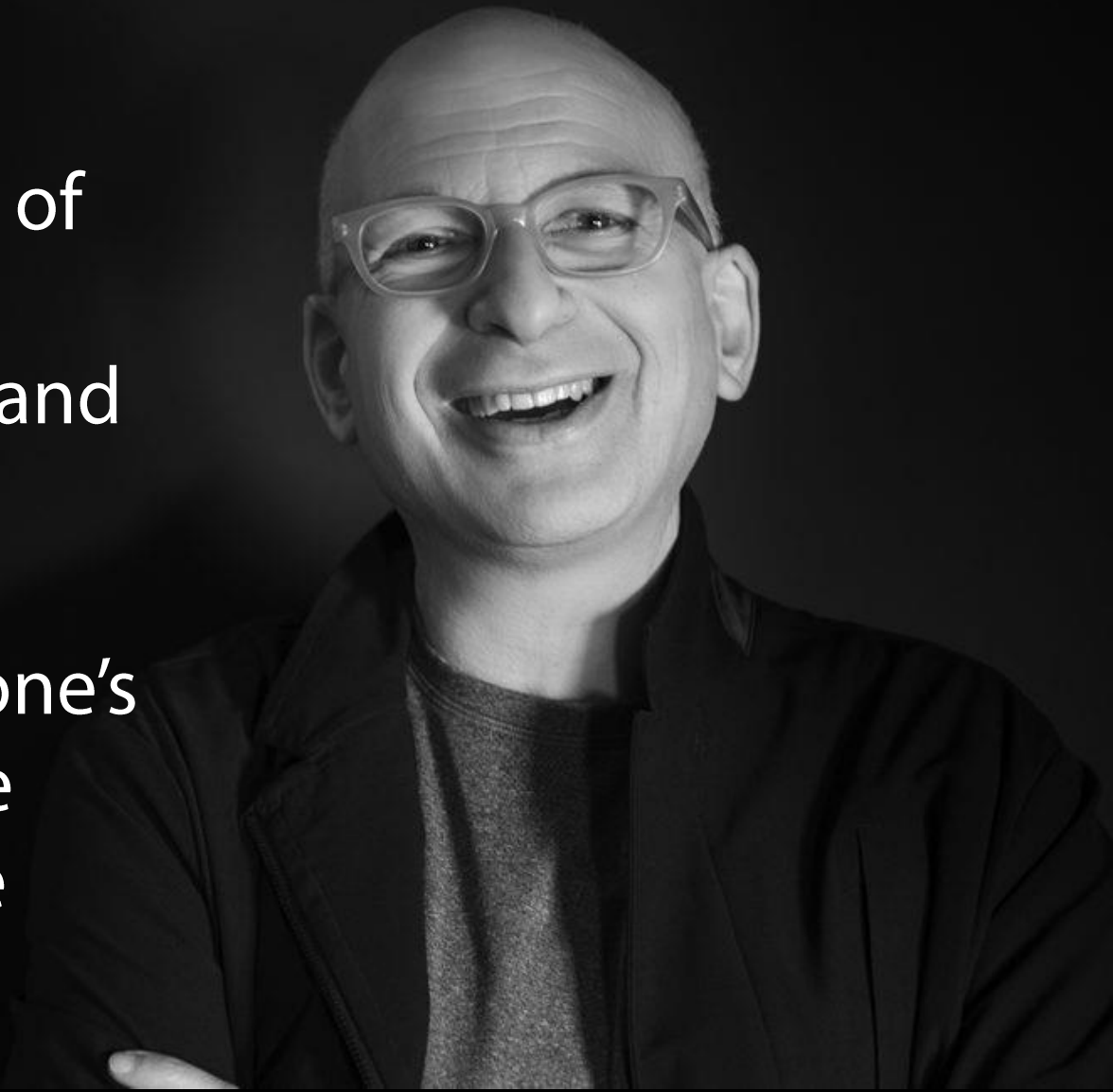
# MARKETING & COMMUNICATIONS

Communications & Marketing				Creative & Content		Social Media		Website		Public Relations		Branding	
Newsletters	Email Communications	Paid Advertising	Google Analytics	Photography	Video Production	Generate Captions	Scheduling	Management & Design	Content Creation	Inter-School Relations	Media Relations	Management & Policies	Logo Use
Online Calendar	Press Releases	Targeted Marketing	Promotional Items	Digital Asset Management	Story Generation & Creation	Facebook	Twitter	Domain Management	Event Ticketing	Government Relations	Community Relations	Trademarks & Licensing	Voice
Official Statements	Digital Magazine	Messaging	Online SEO	Print & Large Format Projects	Graduation Announcements	Instagram	YouTube	Parking	Camps & Clinics	Event Appearances	External Sponsorships	Apparel	Stationary
Surveys	Policies & Procedures	Award Nominations	Vision & Strategy	Flyers & Postcards	Signage A Frames and Posters	LinkedIn	Strategy & Trends	Transportation	Livestreams	Consultations	Sponsorships	Business Cards	Signage
ID Cards	Marquee	Campus Director	Online Profiles	Brochures & Print Materials	Admissions Materials	Graphic Generation		Forms	Job Postings	Committees	VCSA	Nettags	Style Guide
Hallway TV Monitors	Crisis Communications	Valley Way	Budgeting	Digital Graphics	Ad Copy & Creation			Bios	Page Updates			Classroom Signage	
Administrative Duties				Vision Casting	Videoboard								



“Our brand is a set of expectations, memories, stories and relationships that, taken together, account for someone’s decision to choose one thing over the other.”

Seth Godin



# WHY MARKETING MATTERS

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## Parents Are Shopping Schools

- > School Faculty and Staff
- > Safe and Caring Environment
- > Academically focused
- > Opportunities

## Belief that there's something better

- > Better value options
- > Lack of positive climate
- > Inadequate facilities
- > Safety procedures not established



# OUR MARKET

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## School Options

- > 104 Schools in Chandler alone
  - 93 Public or Charter serving K-12 students

## Chandler Unified School District

- > Second-largest district in Arizona
- > 45 schools serving 46,000+ students
- > A top-ranked district in the state



# OUR MARKET

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## Gilbert Unified School District

- > 39 schools serving 34,000+ students

## Tempe Union High School

- > 8 schools serving 13,000+ students in Tempe and Ahwatukee

## Kyrene School District

- > 25 schools serving 17,000+ students in Tempe, Ahwatukee, and Chandler





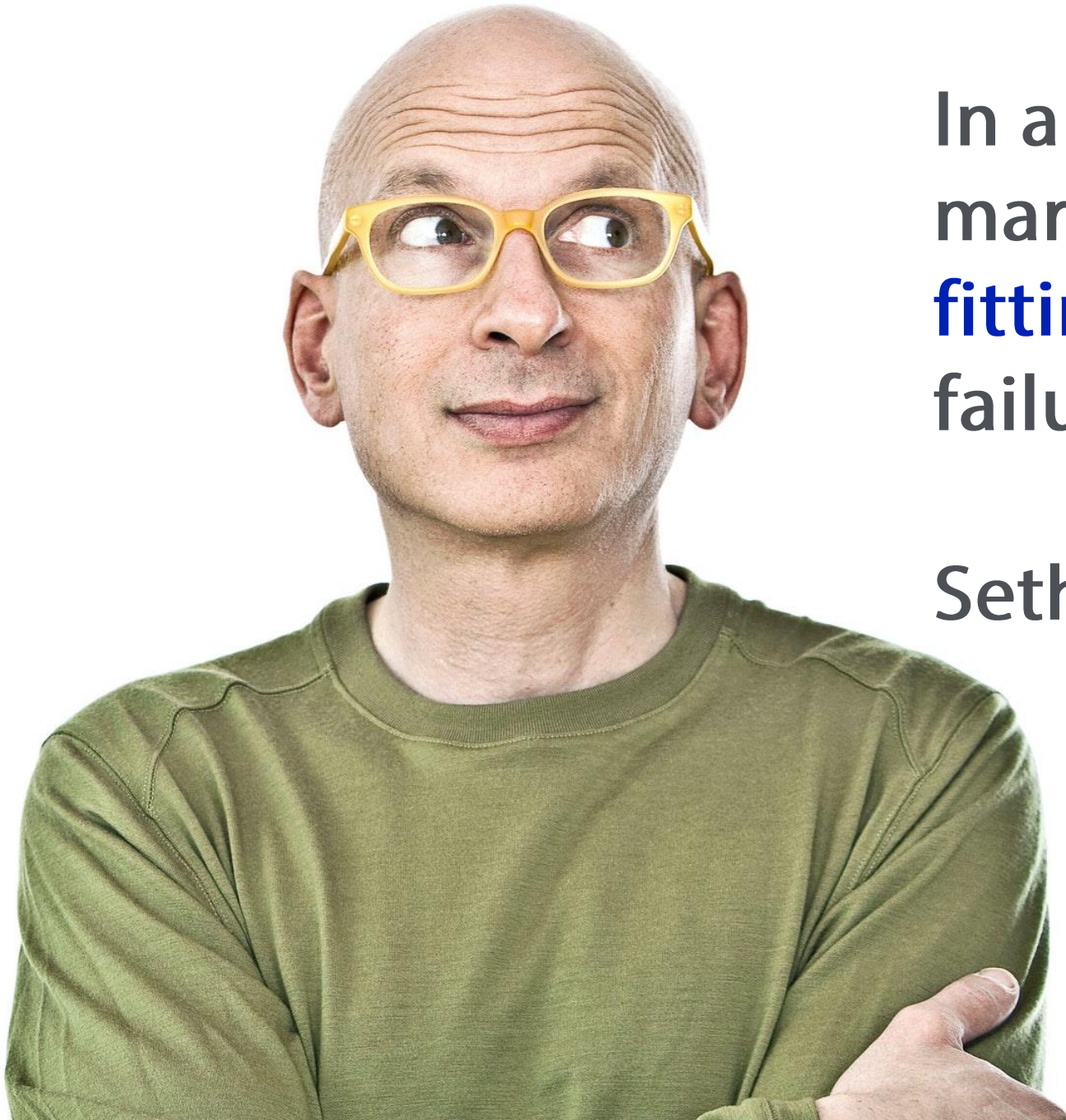
# WHY MARKETING MATTERS

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## Public Perception is the Key to Our Brand

- > Impactful school branding displays a positive learning environment
- > We can connect and drive perception with our story
- > Digital media allows us not only to interact, be authentic, transparent, and professional
- > Transparency is essential





In a crowded marketplace,  
**fitting in** is a failure.

Seth Godin



# SPEAK VICTORY

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# SPEAK VICTORY

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A key component of our brand is our “voice”: how and what we say about our school.

Shift your attention to the positive

Lift up one another in public

Aim to share one positive story per week with your personal network (and us!)

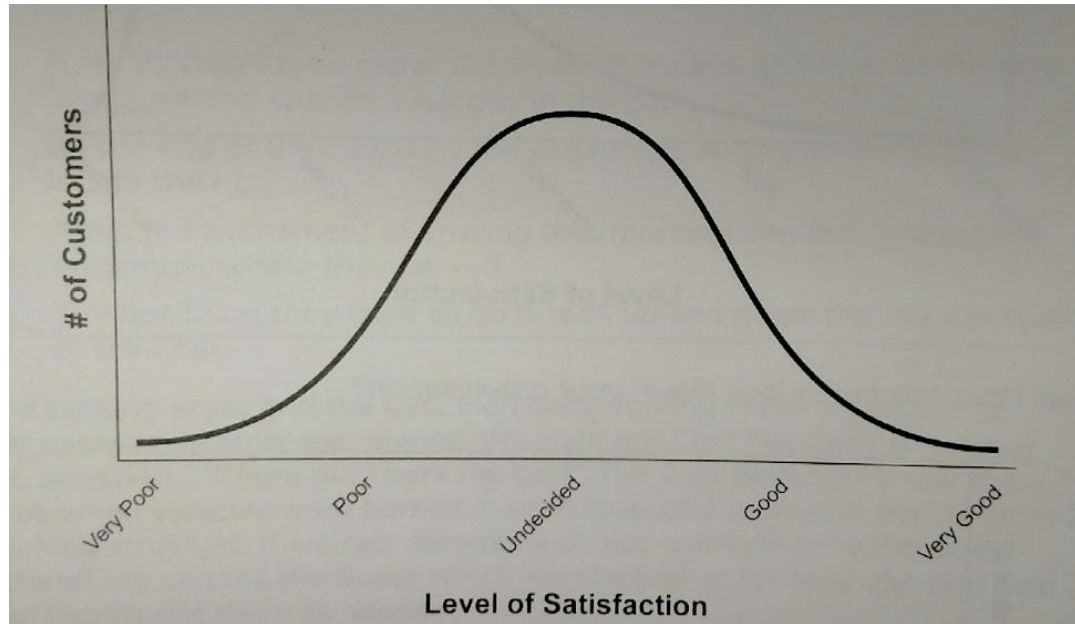


# SPEAK VICTORY

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People communicate experiences, good or bad.

We want to continuously shift the curve from what you would typically see from an organization, to more and more faculty and staff delivering exceptional service, every time.



# SPEAK VICTORY

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Ask, “what would be common in our situation?”; then, “How can we differentiate?”

Don’t make excuses or state the obvious but create a solution.

A unified and consistent message strengthens our brand and our school.

Our words matter. Our actions matter. Everything matters.



# OUR CHANNELS

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# SOCIAL MEDIA



## Valley Christian Schools

@vcschoolsaz Follows you

The official account of Valley Christian Schools (K-12) in Chandler and Tempe, AZ. Offering Big School Opportunities in a Small School Environment.

Chandler, Arizona [valleychristianaz.org](http://valleychristianaz.org) Joined October 2011

273 Following 884 Followers






# WEBSITE



Valley Christian Schools

HOME APPLY CALENDAR RENWEB PARENTS FACULTY ALUMNI QUICK LINKS

ABOUT ADMISSIONS ACADEMICS ARTS ATHLETICS STUDENT LIFE SUPPORT

DISCOVER ARIZONA'S NATIONALLY-RANKED K-12 CHRISTIAN SCHOOL

LEARN ABOUT VCS CONNECT WITH US

OFFERING BIG SCHOOL OPPORTUNITIES IN A SMALL SCHOOL ENVIRONMENT



# TANDEM CALENDAR

Today < July 2020 > Year Month Week Day List Take a tour

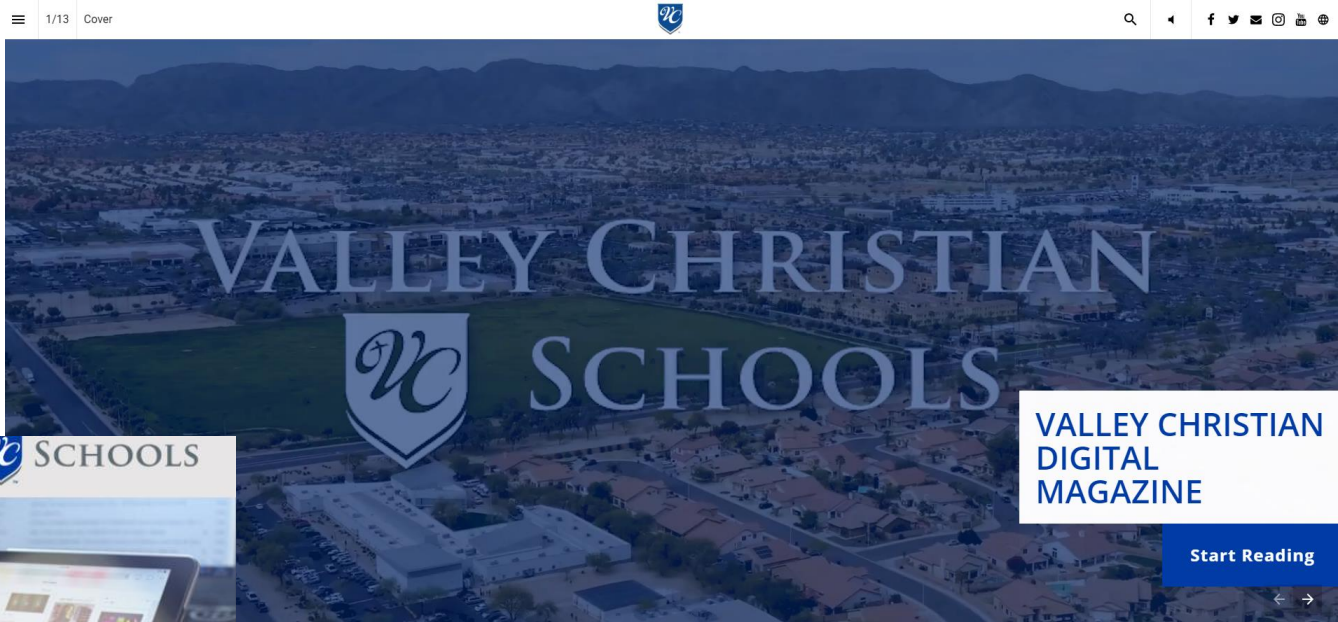
SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4
	HS Youth Basketball Camp 8:30a HS High School Boys BB practice 5:00p	HS Youth Basketball Camp 8:30a HS High School Boys BB practice 5:00p	HS Youth Basketball Camp 8:30a	HS Youth Basketball Camp 8:30a HS High School Boys BB practice 5:00p		
5	6	7	8	9	10	11
		HS Voice Lessons 9:00a				
12	13	14	15	16	17	18
					HS Musical-Theater-Workshop-Group Rehearsal 9:00a	
19	20	21	22	23	24	25
	HS Cheer Camp 12:30p	HS Cheer Camp 8:30a HS Voice Lessons 9:00a	HS Cheer Camp 8:30a HS Voice Lessons 9:00a	HS Junior High Volleyball Clinic 9:00a HS Cheer Camp 12:30p HS Voice Recital 7:00p	HS New Teacher Orientation Set-up 7:00a HS Junior High Volleyball Clinic 9:00a	HS New Teacher Orientation Set-up
26	27	28	29	30	31	1
HS New Teacher Orientation Set-up	HS New Teacher Orientation Set-up 12:00a HS New Teacher Orientation 7:30a HS High School Volleyball Camp 8:00a	HS New Teacher Orientation 7:30a HS High School Volleyball Camp 8:00a HS Vine Team Meeting 9:30a Faculty Orientation 5:00p	Faculty Orientation HS High School Volleyball Camp 8:00a	Faculty Orientation HS High School Volleyball Camp 8:00a	Faculty Orientation	Faculty Orientation HS Choir/Chorale Kick Off Event 9:00a Chorale Lunch 12:00p

- > Please preface your event name with the campus it directly involves (K6, JH, or HS)
- > Be sure to select one of the campuses or All-Campuses as a Participant so it color codes the event.
- > Also used for transportation requests



# ENEWS

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## Secure the Future Update

Check out our third construction update video, including the all-but-finished two-story classroom building on the high school campus, the completion of the Jimmy Cottrell Sports Performance Center expansion, information on the new 14-acre property, and more.



# TRADITIONAL MEDIA

## Valley Christian breaks ground for new high school

Tribune News Staff Jan 21, 2020 0



Breaking ground for Valley Christian's new high school are, from left: 5-year-old Roman Petersen, 13-year-old Allie Livengood, 18-year-old Haley Schmidt, Mike Rodrigues, Head of School Dan Kuiper, former state senator Steve Yarbrough, Dr. James Carpenter and Harold Molenaar.

Pablo Robles/Tribune Staff Photographer



# MEDIA POLICY

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We do not conduct any unscheduled media requests.

If you're approached or solicited by a member of the media, outside of an athletic contest, please contact us prior to conducting the interview.



# OUR LOGOS

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# OUR LOGOS

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VALLEY CHRISTIAN  SCHOOLS

VALLEY CHRISTIAN  
 SCHOOLS

  
VALLEY CHRISTIAN  
SCHOOLS



# OUR LOGOS

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Federally registered and licensed and have guidelines for their use within our brand.

Any use of our name or logos on printed or digital materials that will have an all-school or external audience needs to be approved prior to use.

Any apparel order must be approved prior to production.

We're here to help!





# OUR SERVICES

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# OUR SERVICES

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- > Graphic Design
- > Web Design
- > Apparel
- > Branded Items
- > Video
- > Photo
- > Public Relations & Promotion



# EMAIL SIGNATURE

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# EMAIL SIGNATURE

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## Campus Location: High School

**Bryan Winfrey '04** | Director of Communications and Marketing



Valley Christian Schools | 6900 W. Galveston St. | Chandler, AZ 85226  
P: (480) 705-8888 ext. 216 | [bwinfrey@valleychristianaz.org](mailto:bwinfrey@valleychristianaz.org) | [www.valleychristianaz.org](http://www.valleychristianaz.org)

## Campus Location: Junior High

**Bryan Winfrey '04** | Director of Communications and Marketing



Valley Christian Schools | 1005 E. Guadalupe Rd. | Tempe, AZ 85283  
P: (480) 900-7100 | [bwinfrey@valleychristianaz.org](mailto:bwinfrey@valleychristianaz.org) | [www.valleychristianaz.org](http://www.valleychristianaz.org)

## Campus Location: Elementary

**Bryan Winfrey '04** | Director of Communications and Marketing



Valley Christian Schools | 6304 S. Price Rd. | Tempe, AZ 85283  
P: (480) 752-8993 | [bwinfrey@valleychristianaz.org](mailto:bwinfrey@valleychristianaz.org) | [www.valleychristianaz.org](http://www.valleychristianaz.org)



# MARCOM

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# IT ALL MATTERS

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Our brand is more than our logo, colors, or website – it's the overall impression and experience we provide.

Everything matters.





“Our brand is what  
other people say about  
us when we’re not  
in the room.”

Jeff Bezos

