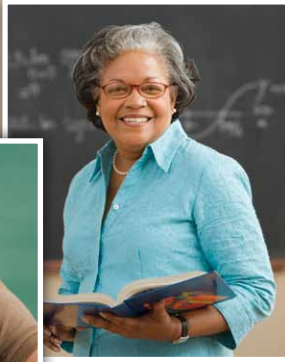


● ● ● Approach—Rolling Up Our Sleeves ● ● ●



Effective communications around all of the issues that schools face is an enormous task. Engaging an implementation partner that helps communications managers to keep their focus, maintains direction, and stays the course with them can be extremely valuable. We roll up our sleeves to offer expertise, navigate the landscape, and keep the necessary changes in front of district leadership and school communications managers while they address the myriad other responsibilities that come with engaging stakeholders across a school, district, or state.



Battelle for Kids begins each partnership by exploring the unique communications needs of the individual education organization, assessing its internal structures and opportunities, and then offering our expertise to complement its work. We know each school and district situation is shaped by its individual culture and context. Our approach leverages best practices and industry-recommended strategies and tactics, yet is not one size fits all.

Our Strategic Communications Team works collaboratively on behalf of each district or state partner to leverage the subject matter expertise of our colleagues at Battelle for Kids—many of whom have had 30-plus years of experience serving in school leadership and in the classroom. This synergy of communications skills and school-based experience allows us to craft solutions that resonate in schools and achieve educational-improvement goals.



● ● ● Services and Solutions ● ● ●

Battelle for Kids provides full-service development, design, and implementation of communications strategies to help education organizations effectively engage with and gain the support of their stakeholders using a variety of communications mediums, including:

- Awareness-Building Campaigns (Message Development, Fact Sheets, Letters, Memos, Flyers, Brochures, Videos, and Webinars)
- Brand Strategy and Development (Brand Promise, Attributes, Values, Partners, and Messaging, Logos, and Identity Packages)
- Community Relations (Grassroots Outreach, Collateral Materials, Community Forums/Town Hall Meetings, Strategic Alliance-Building with Business, Community, and Education-Related Organizations)
- Event Management (Planning and Execution, including Material Development, Speechwriting, and Coordination of Multimedia Production)
- Focus Groups (Internal and External Stakeholders for Input/Support)
- Internal and External Communications (Change Management, Message Development, Newsletters, E-Newsletters and E-Blasts, PowerPoint Presentations, FAQs, Webinars, and Podcasts)
- Media Relations (Media Strategy Development, Editorial Board Meeting Preparation, Briefings, News Releases, and Article Development)
- Public Relations, including Activities to Reach and Influence Target Audiences
- Promotion (Print Collateral and Online Media, such as Websites, Secure/Single Sign-In Portals, and Customized Social Media Sites)
- Social Media (Social Networking and Sharing Channels, such as Facebook, Twitter, YouTube, Wikis, Blogs, etc., Content Strategy and Management, Social Media Campaigns, Integration with Traditional Media, Monitoring and Analytics)
- Spokesperson Training (Talking Points, Speech-Writing, Presentation Coaching, and Training)
- Stakeholder Surveys (Teachers, Parents, Students, Community Members, and Business Leaders)
- Strategic Communications Planning and Implementation (Goals, Audiences, Strategies, Tactics, Timelines, and Metrics)
- Training Material Development (Packaging, Curriculum Guides, Print and Interactive Tools, Online Learning, Video Production, and Webinars)
- Video Scripting, Production, and Editing
- Website Design (Developing the Site Architecture, User Experience, Copywriting, Optimization, and Analytics)

● ● ● Commendations and Awards ● ● ●

Battelle for Kids has been honored with nearly 40 state and national awards for communications on behalf of the education organizations we serve, including:

American School Board Journal's Magna Award

In 2009, the Houston Independent School District Board of Education and district leadership received the *ASBJ* Magna Award for the ASPIRE educational-improvement and performance-management model. ASPIRE involves the use of data sources, such as value-added analysis, to develop human capital, improve teaching and learning, inform practice, and recognize excellence. Since its inception in 2007, Battelle for Kids has been involved in the development and implementation of this model.

Central Ohio Public Relations Society of America

- 2011 PRism Award, *Clear Learning Targets Guide*
- 2010 Award of Excellence, *Recognizing Teacher Excellence Through Strategic Compensation Video*
- 2010 Award of Excellence, *Highly Effective Teaching Practices: Study Resources*
- 2009 Award of Excellence, *Understanding Value-Added Analysis & Ohio's Accountability System: A Toolkit for School Leaders*
- 2008 Award of Excellence, *ASPIRE Communications Plan*
- 2007 PRism Award, *Survive or Thrive: Education in a Flat World Flat Pack*
- 2006 PRism Award, *Introduction to Value-Added Progress Measures Brochure*
- 2005 PRism Award, *Understanding Ohio's Testing System K–12: A Guide for Parents & Families*
- 2004 PRism Award, *Why Add Value in Assessment? Guest Column*
- 2004 PRism Award, *Standards Guide Series*
- 2004 PRism Award, *Success for Every Student Advertisement*

National School Public Relations Association (Ohio Chapter)

- 2011 Mark of Distinction, *A View to the Top: Exploring the Changing Trends that are Impacting our Children's Future* Discussion Map, Video, Facilitator's Kit, and Accompanying Resources
- 2011 Mark of Distinction, *Clear Learning Targets Guide*
- 2010 Mark of Distinction, *The Importance of Accurately Linking Instruction to Students to Determine Teacher Effectiveness* White Paper (commissioned to be written by the Bill & Melinda Gates Foundation)
- 2010 Mark of Excellence, *Highly Effective Teaching Practices—Exploring How HISD Teachers are Accelerating Student Progress and Increasing Results & Expectations* Research Report, Online Course, DVD, and Complementing Resources
- 2009 Mark of Excellence, *Understanding Value-Added Analysis & Ohio's Accountability System: A Toolkit for School Leaders* DVD
- 2009 Mark of Excellence, *Student Progress Accelerator* Publication
- 2008 Pyramid Award, Honorable Mention, *ASPIRE Strategic Communications Plan*
- 2007 Award of Excellence, *Survive or Thrive: Education in a Flat World Flat Pack*
- 2006 Award of Honorable Mention, *Introduction to Value-Added Brochure*
- 2006 Award of Merit, *How Value-Added Helps Improve Schools* Article
- 2006 Golden Achievement Award, *National Value-Added Conference*
- 2006 Pyramid Award, *National Value-Added Conference*
- 2006 Best of the Best, *Introduction to Value-Added Progress Measures Brochure*
- 2005 Best of the Best, *Understanding Ohio's Testing System K–12: A Guide for Parents & Families*
- 2005 Mark of Excellence, *Professional Development Resources Brochure*
- 2005 Mark of Excellence, *Ohio Assessment for Learning Brochure*
- 2004 Best of the Best, *Standards Guide Series*

Texas School Public Relations Association

- 2010 Silver Star, *ASPIRE Performance Management Video*, for Houston ISD; developed with Battelle for Kids
- 2009 Silver Star, *Gallegos ASPIRE Best Practices Video Vignette*, for Houston ISD; developed with Battelle for Kids

Communicator Awards

- 2011 Award of Distinction, *Strategic Compensation in Education: Exploring Practical Applications and Lesson Learned* White Paper
- 2010 Award of Distinction, *Great Teachers Make Great Schools Conference* Program
- 2010 Award of Distinction, *The Importance of Accurately Linking Instruction to Students to Determine Teacher Effectiveness* White Paper (commissioned to be written by the Bill & Melinda Gates Foundation)
- 2006 Print Media Distinction, *Introduction to Value-Added Progress Measures Brochure*

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