To: Gary Murphy, Principal

From: Martha Osei-Yaw, Assistant Principal

Date: September 2, 2014

Subject: Alexander D. Sullivan School “branding”

In an effort to increase parental involvement and community relations we should consider the idea of “branding” our school. The “branding” of our school should include a mission statement, our school colors, a school logo and a school song. All of these elements could tie in together as we showcase the great things happening at Alexander D. Sullivan School. School “branding” would not only promote our academic programs, it would also greatly enhance our existing relationships with the parents and the community.

In order to get started with our school “branding,” it is essential that we explore the best methods of communicating with our parents. Many of our parents are using social media to gather information and we should certainly tap into that market. Principals that embrace digital forums soon find out that they are actually building communities of enthusiastic supporters (Ferriter, Ramsden & Sheninger, as cited in Wejr, 2011). I have developed a parent survey for your review which will allow us to gain a deeper insight on this matter.

Please reach out to me at your earliest convenience to discuss your thoughts on the “branding” of Alexander D. Sullivan School. I can be reached via email at moseiyaw@jcboe.org.

Enclosure

**References**

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Alexander D. Sullivan School

171 Seaview Ave.

Jersey City, NJ 07305

(201) 915-6530

September 12, 2014

Dear Parent/Guardian:

I would like to take the time to welcome you and your family to a new academic year at Alexander D. Sullivan School. We are committed to maintaining an open line of communication with all of our parents. Our goal is to keep you informed of important dates and various school-related functions that will be taking place throughout the course of the year.

Your feedback can help us improve how we disseminate information to you and your family. Your answers, along with those of others, will help to identify how we can improve the manner in which we communicate with our parents.

Please take a few minutes now to complete the questionnaire and forward it to your child’s teacher by September 30. If you provide your name and address, you will be entered in a drawing to win a $50.00 Target gift card.

Thank you for joining us in our efforts as we continue to work towards establishing meaningful ways of keeping you informed. I look forward to seeing you and your child on campus.

Sincerely,

Martha Osei-Yaw

Assistant Principal

Enclosure

ALEXANDER D. SULLIVAN SCHOOL

PARENT SURVEY

Instructions: Please select one adult from your household to complete this questionnaire. The person should answer the question as it applies to him or her. The completed form should be returned to your child’s teacher by September 30.

1. What is your child’s grade-level? (Check all that apply.)

 Pre-K\_\_\_\_\_ K\_\_\_\_\_ 1\_\_\_\_\_ 2\_\_\_\_\_ 3\_\_\_\_\_ 4\_\_\_\_\_ 5\_\_\_\_\_

2. How many children in your household are currently attending our school?

 (Indicate number of children)\_\_\_\_\_\_\_

3. What is the primary language spoken at home?

 English\_\_\_\_\_ Spanish\_\_\_\_\_ Arabic\_\_\_\_\_ Other (Indicate language)\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Do you have internet access? (Check all that apply.)

 At home\_\_\_\_\_ At work\_\_\_\_\_ On my cell phone\_\_\_\_\_ No internet access\_\_\_\_\_

5. What is the best way to communicate information with you?

(Rank your preferences on a scale of 1-6.) (A rating of a 1 being your preferred method

and a 5 your least preferred method of communication.)

 School flyers \_\_\_\_\_

 Facebook \_\_\_\_\_

 Twitter \_\_\_\_\_

 Automated Phone Messaging \_\_\_\_\_

 Text \_\_\_\_\_

 Email \_\_\_\_\_

6. Do you use social media?

 Yes\_\_\_\_\_ No\_\_\_\_\_

7. If you responded yes, please indicate the type of social media that you use?

 (Check all that apply.)

Facebook\_\_\_\_\_ Twitter\_\_\_\_\_ Instagram\_\_\_\_\_ Other (Please indicate)\_\_\_\_\_\_\_\_\_\_

8. What type of school related information would you like to see posted on social media?

(Rank your preferences on a scale of 1-6.) (A rating of a 1 being your preferred method

and a 5 your least preferred method of communication.)

Early dismissal/school closings \_\_\_\_\_

PTA meetings \_\_\_\_\_

School functions \_\_\_\_\_

Report card/progress report distribution \_\_\_\_\_

Student activities \_\_\_\_\_

Parent workshops \_\_\_\_\_

9. List any other type of school related information that you would like to receive.

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Optional: To enter our drawing for a $50.00 Target gift card, please provide your name and

 address.

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_