



INVITATION

School District Identity Enhancement Focus Group

On behalf of School District 71 Superintendent Dean Lindquist and Board of Education Chair Janice Caton, I invite you to be a part of our first Identity Enhancement Focus Group.

The hour and a half long session is one of many initial steps toward enhancing the district's brand.

In the Strategic Communication Plan, approved by the Board in January, SD71 recognized that enhancing and protecting our brand is a priority toward meeting our goals of building stronger relationships with stakeholders, garnering support and increasing transparency.

As a special, hand-picked participant, you have been recognized as a valuable member in the community representing one of our key stakeholder groups who share a vested interest in public education and, most importantly, the success of our Valley's students. As such, your input and candor will help guide the next steps in redesigning our logo and our website.

For this first focus group, logo design concepts will be discussed and reviewed. Follow-on sessions may be required. A separate website design focus group will be organized for a later date.

DATE: Thursday, April 12

TIME: 6:00 – 7:30 PM (A catered dinner will be provided)

LOCATION: School Board Office, Board Room, 607 Cumberland Road, Courtenay

Recently, SD71 launched an online survey asking parents, staff, students, and the public about the current website and logo design and what they would like to see changed and improved.

The survey is to benchmark the public's perception on website aesthetics and accessibility of information and to gauge the public's impression of the district logo. Although an organization's identity (brand) is more than its logo and website, both facets impact overall brand satisfaction.

You are encouraged to review the survey in preparation for the focus group. The [online survey](#) can be accessed on the district website under *News and Announcements* at www.sd71.bc.ca and is available until April 11.

The overall objective of the identity enhancement project is to create an amazing experience for parents, students, staff, and the community and to build a strong sense of district spirit, belonging and pride. Identity enhancement, however, has the greatest impact and more likely to succeed when it's based on research and when key stakeholder groups are involved in the process.

You participation is very important to us and we look forward to having you be a part of the district's Identity Enhancement process. Please RSVP no later than 6 April to Mary Lee, Communications Consultant School District 71 at mary.lee@sd71.bc.ca or via mobile at 250-792-3428. Please indicate if you have any food allergies at that time.

Sincerely,

[Original Signed By]

Mary Lee
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School District 71
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