

## *GRCDC Marketing Subcommittee*

### Responsibilities:

- To create an annual marketing campaign – message that can be used in all areas of marketing and communication in the support of
  - Fundraising
  - Community Awareness
  - Student Enrollment
- To create a marketing plan for board approval that includes activities and their related budgets for:
  - Maintenance of Web Page
  - Production of Print Collateral
  - Release and Support of Press Releases
  - Creation of marketing language and scripts
  - Support of fund raising events
  - Support of school events that reach to the community
  - Support of brand development and a further reach to communicate the success of the GRCDC and Reggio Emilio method
- To capture important data that demonstrates the success of marketing agenda
- To recruit, motivate and recognize workgroup committee members, event and project volunteers.

### Deliverables:

- Monthly board reports
- Brand graphics (Standards, templates, annual brochures and as requested collateral artwork)
- Copywriting
- Comment and recommendations on any and all GRCDC outreach to assist in their alignment with brand and goals

### Connections:

- Swamp Side Studio (Web)  
r.o.i. Design (Graphics)
- Local and regional editors and publishers
- Local and regional media
- Printers and fabricators (in-kind and for pay)
- School leadership and administration including GRCDC and the GRPS

### Goals for this year (or whatever time frame is appropriate):

- Web page design and layout updates including any interactive components that further the goals of the board. Promote and assist in the real time updates to studio blogs
- Integrating the efforts of the GRCDC leadership, Family Team. Board and Stakeholders to create one main message, understood by all with sub-messages that are also understood by all. Promoting campaign messages.

- Attracting media for at least 2 local print features.
- Connecting the success of the school and our campaign message to at least 3 new corporate identities, 1 educational association, and 1 community leader.
- To support the schools goals to increase the visibility of the GRCDC facebook page , their videos and postings to achieve XXX Likes on face book and XXX Hits on You-Tube.