

Avance



RIGHT ON TARGET!

DPS – **Education...It's On!** *Om*

Challenge

Most urban school districts face some very significant challenges. While many are substantive – such as students attaining academic success, rebuilding aging facilities and finding enough teachers – others result from the poor image that a district may have in its community. Avance was hired to address the image issue in at the Detroit Public Schools (DPS). Avance's assignment was to find ways to tell the many good stories throughout the school system and within the community at large; to let the community know that DPS was making every effort to educate its children.

Solution

Working closely with the school district's staff and principals, Avance developed a strategic marketing communications campaign entitled, "Education...It's On!" Outreach efforts included branding, media, public and community relations activities. All were designed to highlight the many positive events and programs taking place in schools throughout DPS. The plan also included many strategic partnership and sponsorship opportunities. The most successful partnership was developed between the school district and one of Avance's national corporate clients. This relationship resulted in the production and airing of a summer-long television program created by DPS' students (under Avance's leadership), which highlighted DPS' accomplishments. This partnership also resulted in 30 of DPS' graduating seniors receiving \$1,000 each in college scholarships. Another strategic business partnership secured by Avance allowed "Education...It's On!" to gain visibility when the Avance team negotiated a deal with a local transit agency to display a positive message on 30 city buses. These activities, combined with ongoing media relations, gave the DPS the brand and image boost the district was seeking.

