

Barnesville School of Arts & Sciences

- Situation** Barnesville School is an independent school in Barnesville, Maryland that provides a distinctive educational experience for pre-school through 8th grade students. Looking to broaden its appeal among area families seeking a nurturing environment that goes beyond the limits of standardized education, the school began a process to strategically move its identity from that of a country day school to a school of arts and sciences. To support this effort, Barnesville reached out to The Design Channel to strategically reposition and re-brand the school.
- Solution** In order to better understand and define Barnesville's positioning among its competitors, we interviewed administrators and board members, studied peer school identities and descriptions, demographic trends of area families, and reviewed secondary research conducted by board members of the school on perceptions of current families. From there, we synthesized the research into key takeaways and wrote a new positioning statement and underlying theme and tagline. We also developed a "One Voice" messaging platform that defined key values, characteristics, differentiators, and benefits of the school.
- We also created a new brand identity that reflected the evolution in Barnesville's identity, its unique location in the Montgomery County, and elements of its curriculum—paralleling the school's spectrum of offerings in arts, sciences, technology, and even outdoor education.
- As the next step in the process we developed an integrated marketing communications plan to roll out the new brand and multifaceted recruiting campaign. A major cornerstone of this was rollout was getting consensus to redesign and build a new website.
- Result** The school has enthusiastically embraced its new branding strategy. It has truly transformed the school and aligned the brand with its strategic vision for the future. In a short time of launching the brand and recruiting campaign, the school as seen dramatically improved awareness and a distinct preference for its unique "arts and sciences" positioning.

- o positioning statement and underlying theme
- o “one voice” message platform

The Barnesville School offers families an innovative Pre-School through 8th Grade academic program grounded in a culture of joy, support and excellence. Students are engaged in a rich curriculum that 1) balances arts, sciences, technology and outdoor education, 2) presents many opportunities for imagination, exploration and personal growth, and 3) embraces an individualized approach that goes beyond the limits of standardized education. Students gain critical thinking capabilities, valuable social and leadership skills, and greater awareness of their unique voice. Graduates leave with confidence and are empowered to succeed in life.

Research Modes Used:

Stakeholder interviews

Review secondary research

Competitive brand benchmarking

Communications audit

IMAGINE EXPLORE GROW ACHIEVE

The Barnesville School | "One Voice" Message Platform

Our Brand Promise (Positioning Statement)	<p>The Barnesville School offers families an innovative Pre-School through 8th Grade academic program grounded in a culture of joy, support and excellence.</p> <p>Students are engaged in a rich curriculum that 1) balances arts, sciences, technology and outdoor education, 2) presents many opportunities for imagination, exploration and personal growth, and 3) embraces an individualized approach that goes beyond the limits of standardized education.</p> <p>Students gain critical thinking capabilities, valuable social and leadership skills, and greater awareness of their unique voice. Graduates leave with confidence and are empowered to succeed in life.</p>				
Our Name	Barnesville School of Arts and Sciences				
What The Barnesville School Stands For (Underlying themes)	Imagination We nurture students' natural curiosity about the world and their creativity in visualizing, processing and expressing ideas.	Exploration We encourage students to investigate and participate in new activities and experiences.	Growth We help students enhance their intellect, talents and self-awareness.	Achievement We enable students to apply knowledge to reach goals and attain successful outcomes.	
Our Character (Values and brand attributes expressed in human characteristics and personality traits —e.g., "The Barnesville Way.")	Caring We are a community that values each student and emphasizes responsibility for self and others.	Broad-Minded We foster and promote independent thinking and expression, and urge respect for all students' ideas and views.	Encouraging We offer and enthusiastically support opportunities for students to pursue new interests and take risks in a safe environment.	Positive We emphasize situations that support healthy levels of competition and teamwork among students.	Genuine We maintain a grounded yet highly effective approach to learning.
Our Differentiators (Qualities that are credible, ownable, unique and telegraphic)	Balance We provide broad-based engagement in arts, science, technology and outdoor education.	Subject Matter Linkage We actively connect teaching across different subjects to strengthen understanding, critical thinking and relevance to the outside world.	Location The campus setting and protected surrounding acreage provides significant opportunity for hands-on learning experiences.	Individualization Highly skilled and creative teachers have freedom in small classes to tailor their instruction to each student for maximum engagement and comprehension.	Qualifications Teachers are well-qualified and experienced; in addition, the school has been in operation since 1969 and is accredited by AIMS.
Our Benefits to Families (Aspirations)	Empowerment Students gain the intellect and self-assuredness needed to thrive in the classroom and beyond.	Confidence Graduates are poised to think through problems, persevere and meet new challenges.	Maturity Graduates are well-rounded and have gained valuable social and leadership skills.	Opportunities Graduates have many educational choices available to them, including public magnet/honors programs and elite independent schools.	
Our Vision	<p>Guided by its mission, The Barnesville School must maintain its core values—a nurturing environment, dedicated teachers, strong academics, a close community and moderate tuition.</p> <p>We envision The Barnesville School as a school of arts and sciences, grounded in a culture of joy, support and excellence.</p>				
Our Mission	We are dedicated to providing a joyful and supportive learning environment for the development of excellence in each of us.				

- o logo
- o stationery package
- o spirit wear



BARNESVILLE
SCHOOL OF ARTS & SCIENCES



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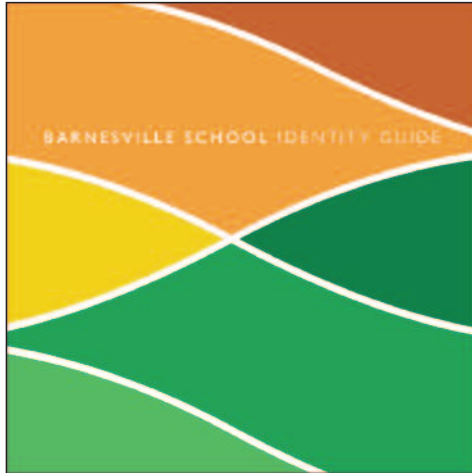
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BARNESVILLE, GA 31703



- o identity guidelines
- o messaging handout



IMAGINE
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- viewbook
- hot cards handout



Barnesville School of Arts & Sciences is an independent institution that celebrates the unique values and perspectives of every child. We will continue to provide all students with personal support to ensure each student reaches his or her own academic goals in a culture of joy, support, and excellence.

Our program is designed for families seeking an academically challenging environment. In our classroom settings, our children are given the right to speak. We ensure you feel a way that can be followed at home & school as a model place to engage your child's imagination and intellectual curiosity.



Our vision of learning

Our campus is located in the Montgomery County Agricultural Reserve. It provides daily opportunities for children to have hands-on learning experiences where they can explore the natural world and develop respect for their environment.

Unique Approach

We employ a cross-curricular framework that helps students understand key relationships between subject matter. This strengthens critical thinking and understanding of real-world concepts.



NOT ALL MINDS THINK ALIKE



of every child. We provide of his or her academic path.

designed for families that goes beyond the limits. Barnesville School of Arts & Sciences is an ideal place



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- open house postcards
- print ad
- website

