

Lowell School

Situation Founded in 1965, Lowell School is an independent school in Washington D.C. that serves children age 2 through 8th grade and promotes collaborative learning with an emphasis on conceptual understanding and creative, critical, and analytical thinking. Seeing its enrollment level off in an intensely competitive private school marketplace, school leadership realized that the school lacked a strong brand presence and messaging that conveyed Lowell's distinctiveness among like-minded institutions. It sought a partner to guide it through a comprehensive rebranding process to identify its most compelling strengths and establish a new brand that would help support enrollment, retention, fundraising, and school pride.

Solution TDC implemented a wide-ranging discovery campaign that included focus groups, phone interviews, and one-on-one discussions with a broad cross-section of the Lowell community. This included parents of current and graduated students, school leadership, faculty members, donors, and even parents of children accepted by Lowell who enrolled elsewhere. We also analyzed the branding and marketing communications of peer and aspirational schools in the surrounding area and around the country. In addition, we reviewed Lowell's recent marketing materials.

The findings from our research were synthesized into key takeaways that informed a new positioning statement, theme line, and message platform. In addition, we developed a revised brand identity, brand look and feel, and a brand standards guide, all of which were applied to a various marketing materials, in particular, a redesign of Lowell's website, as well as a viewbook and print advertising. We identified a number of critical photo imaging needs for Lowell and worked closely with the school's photographer to address them. We also implemented a digital marketing campaign that included search engine marketing, rich blog content, Facebook ads, and email blasts.

Solution The resulting work was well-received by Lowell's leadership and board, and was also recognized by the MarCom Awards with a Platinum Award, the highest honor.

- Stakeholder Interviews
- Faculty Focus Groups
- Parent Focus Groups
- Parents of Alumni Interviews
- Student Interviews
- Competitive Brand Benchmarking
- Communications Audit

COMPETITOR BRAND BENCHMARKING

tdc

Institution

<p>Using current research to education model</p>	<p>NCRB was founded in 1921 ative approach to preschool child, fosters partnership of children with special re- practices in a diverse, rang- using standing model of a</p>
<p>that develops each</p>	<p>Franklin Montessori uses is, and, and life skills. It al- strengths and weaknesses the real world.</p>
<p>education in a small class</p>	<p>Children at Concord Hill Sp each year with an integrat language arts, and social and technology. The schoo classroom environment the</p>
<p>provider of PreK to early el- and employer-sponsored</p>	<p>It helps children advance the and, and life skills. It al- The curriculum is re-</p>
<p>ive childcare</p>	<p>COBC believes that learning curious and flexible, solve p- develop a healthy sense of</p>
<p>A Jewish preschool</p>	<p>At TSG, children experience social and other research based materials.</p>
<p>ing program</p>	<p>Founded on child-initiated and on other research and based materials.</p>

Competitors

03/07/18

Mission:
Capital City Public Charter School enables a diverse group of students to meet high expectations, develop creativity, critical thinking and problem-solving skills, achieve a deep understanding of complex subjects, acquire a love of learning, along with a strong sense of community and character. We will graduate young adults who are self-directed, intellectually engaged and possess a commitment to personal and civic responsibility.

look and feel	Key Takeaways
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1031

COMMUNICATIONS BRAND AUDIT



Methodology

The analysis is based on visual and messaging content and objectively codes the existing brand communications material with a set of fundamental ideal qualities associated with good branding and marketing communications. The following fundamental elements are referred to as "observable characteristics." They provide the backdrop for evaluating an organization's existing communications.

These components are:

1. **Consistency** - uniformity within a greater whole
2. **Distinctiveness** - uniqueness, memorability

2. **Suitability** – appropriateness and compatibility with the organization's purpose and general nature
3. **Clarity of messaging** – coherence, simplicity, directness, transparency of content
4. **Attractiveness** – ability to capture attention, staying power
5. **Versatility** – adaptability to various media
6. **Nomenclature** – system for referring to yourself, your name, or set of ideas
7. **Technical quality** – execution of materials, photography, imagery, etc.

The following pages include an executive summary of the audit, specific recommendations for making improvements, and an overall strategy for next steps. The audit presents exhibits of the various communications material with annotated notes.

1. Consistency – is
2. Effectiveness – is

[illegible]

1000000

- positioning and signature
- new brand identity
- one voice message platform

Lowell is an independent Pre-K to 8 school that provides an innovative, rigorous, and experience-based curriculum for a diverse student body. Students gain the knowledge, skills, and social and emotional literacy to become members of a new generation of creative leaders and problem-solvers who value service to others.

The Lowell experience 1) instills a love of learning through the unwavering optimism and relentless commitment of the school's faculty and administration; 2) establishes critical thinking and problem-solving skills by employing leading-edge, research-based teaching methodologies; 3) includes diverse perspectives, cultures, and traditions as essential components of the curriculum, and 4) engages students in a down-to-earth and welcoming environment.

Students are encouraged to dream and are provided respectful support and direction to turn what they imagine into realities. They are equipped to move confidently on to the next stage of their academic and personal growth as a result of their participation in and guidance from a program that has redesigned educational excellence.

Research Modes Used:

Stakeholder Interviews

Faculty Focus Groups

Parent Focus Groups

Alumni Interviews

Donor Interviews

Competitive Branch
Benchmarking

Communications Audit

Educational Excellence Redesigned

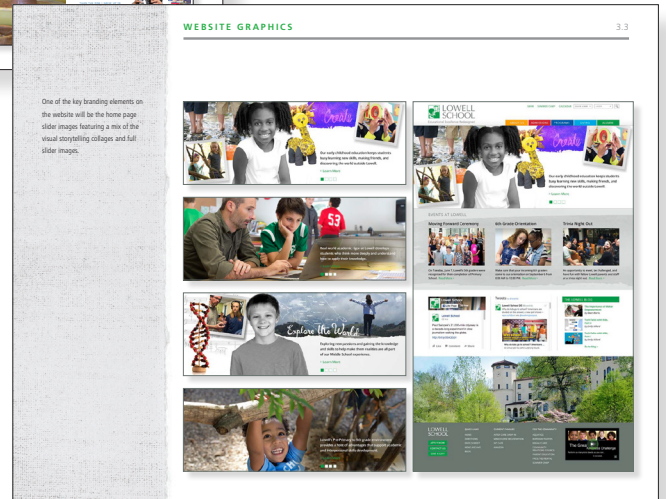
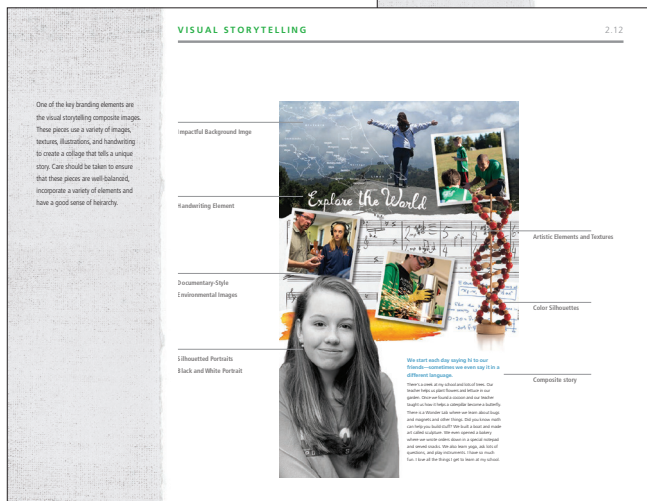
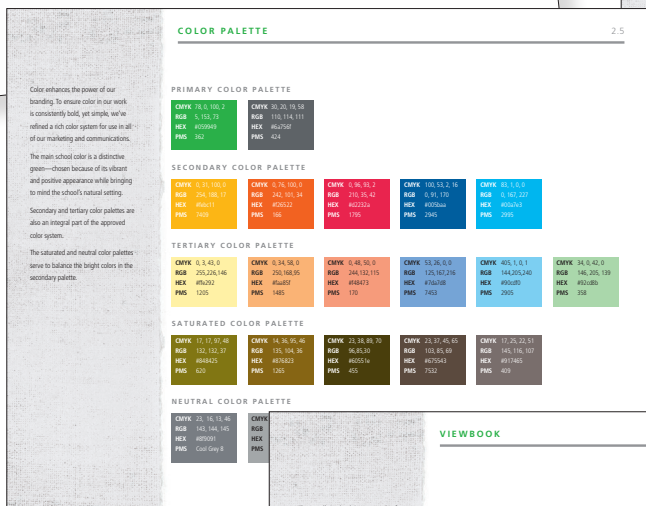


LOWELL SCHOOL

Educational Excellence Redesigned



Our Brand Promise (Positioning Statement)	<p>Lowell is an independent Pre-K to 8 school that provides an innovative, rigorous, and experience-based curriculum for a diverse student body. Students gain the knowledge, skills, and social and emotional literacy to become members of a new generation of creative leaders and problem-solvers who value service to others.</p> <p>The Lowell experience 1) instills a love of learning through the unwavering optimism and relentless commitment of the school's faculty and administration; 2) establishes critical thinking and problem-solving skills by employing leading-edge, research-based teaching methodologies; 3) includes diverse perspectives, cultures, and traditions as essential components of the curriculum, and 4) engages students in a down-to-earth and welcoming environment.</p> <p>Students are encouraged to dream and are provided respectful support and direction to turn what they imagine into realities. They are equipped to move confidently on to the next stage of their academic and personal growth as a result of their participation in and guidance from a program that has redesigned educational excellence.</p>					
	Educational Excellence Redesigned					
	Educational Innovation Lowell offers an experience-based progressive education that prepares students to be in-depth thinkers, effective problem-solvers, and engaged citizens.	Engaged Diversity Lowell embraces students, families, and staff who reflect a broad range of traditions, orientations, and cultures, and sees this aspect as a vital asset for learning and personal growth.	Energetic/Insightful Teachers Lowell faculty members are exceptionally dedicated to bringing out the best in every student by challenging and supporting each individual in accordance to his or her needs.	Love of Learning In addition to developing practical skills, the Lowell experience instills curiosity and a lifelong desire to expand knowledge and mastery in any pursuit.	Individual Voice Students build social and emotional literacy, learning how to articulate needs and interests, and gain confidence in advocating for themselves and others.	Dynamic Community Lowell students, families, and staff support and celebrate one another while also actively engaging with other communities and the world at large.
	Joyful There is an atmosphere of fun and excitement every day resulting from children being captivated by their learning experiences at Lowell.	Supportive/Caring We provide a safe and caring environment that fosters connection and compassion among all members of the Lowell community.	Intentional All aspects of Lowell are designed with a specific purpose in mind—to further the development of children with the knowledge, skills, and values to positively impact the world.	Collaborative Teachers work in cooperation with students to engage their interests, and with other teachers to develop integrated learning experiences and thematic content.	Down-to-Earth Lowell supports an environment that values the intrinsic qualities of individuals and families over those of social or economic standing.	Responsive Lowell is sensitive to the needs of its students, staff, and community, and looks to find thoughtful solutions that provide benefit for all.
Our Signature (Signature theme or tagline)	Educational Excellence Redesigned					
	What Lowell School Stands For (Themes and concepts that are integral to Lowell's legacy)	Leading-edge Curriculum Our uniquely designed curriculum features seamless integration across subject matters, enabling students to gain greater understanding of important themes and concepts.	Unwavering Optimism Lowell faculty, staff, and administration are relentlessly committed to helping students discover and develop talents, broaden perspectives, and realize successes.	Respect for Children The respectful relationship and language between students and teachers enable students to be active and accountable participants in their education and express their views with more confidence.	Academic/Intellectual Rigor Lowell's innovative curriculum, teaching methodologies, and real world experiences grow students' skills and deliver depth in every subject area.	Lovely Campus Setting The 8-acre campus, nestled in beautiful natural surroundings, provides plentiful opportunities for outdoor play and learning, and an appealing "home" for the entire Lowell community.
	Lowell's Character (Values and brand attributes expressed in human characteristics and personality traits)	Pursuit of Social Equity Lowell encourages students to value all dimensions of diversity and social justice, and effectively enables them to express themselves and take action.	Personal Transformation Lowell creates transformational experiences for students that enable them to discover new capabilities, passions, and pathways to their most fully actualized selves.	Empathy/Compassion Students leave Lowell with a broadened view of the world and a heightened understanding and appreciation of others' perspectives, values, and capabilities.	Partnership with Parents Parents receive tools and support from Lowell for connecting with and supporting their child. Lowell maintains an ongoing dialogue with parents to address their child's needs at school.	Confidence Students trust in their own ability to solve problems, persevere, and overcome challenges within and beyond the classroom.
	Lowell's Differentiators (Qualities that are unique, ownable, and telegraphic)	Preparation Students have many educational choices after graduation for which they have the skills to flourish academically and socially. Students develop critical thinking capabilities and are well-prepared for success in high school and beyond.	Preparation Students have many educational choices after graduation for which they have the skills to flourish academically and socially. Students develop critical thinking capabilities and are well-prepared for success in high school and beyond.	Preparation Students have many educational choices after graduation for which they have the skills to flourish academically and socially. Students develop critical thinking capabilities and are well-prepared for success in high school and beyond.	Preparation Students have many educational choices after graduation for which they have the skills to flourish academically and socially. Students develop critical thinking capabilities and are well-prepared for success in high school and beyond.	Preparation Students have many educational choices after graduation for which they have the skills to flourish academically and socially. Students develop critical thinking capabilities and are well-prepared for success in high school and beyond.
	Benefits to Families (Aspirations and anticipated rewards)	Preparation Students have many educational choices after graduation for which they have the skills to flourish academically and socially. Students develop critical thinking capabilities and are well-prepared for success in high school and beyond.	Preparation Students have many educational choices after graduation for which they have the skills to flourish academically and socially. Students develop critical thinking capabilities and are well-prepared for success in high school and beyond.	Preparation Students have many educational choices after graduation for which they have the skills to flourish academically and socially. Students develop critical thinking capabilities and are well-prepared for success in high school and beyond.	Preparation Students have many educational choices after graduation for which they have the skills to flourish academically and socially. Students develop critical thinking capabilities and are well-prepared for success in high school and beyond.	Preparation Students have many educational choices after graduation for which they have the skills to flourish academically and socially. Students develop critical thinking capabilities and are well-prepared for success in high school and beyond.
	Our Mission	Lowell's mission is to create an inclusive community of life-long learners in which each individual is valued and respected. Our charge, then, is to strengthen minds, ensure equity, and honor individuality.				



- print advertising
- website



Love of Learning

Academic Rigor for Today's World

Our leading-edge curriculum is carefully designed to invite learners of all ages to ask questions, think conceptually, and link themes and insights across subject matters.

Call us to schedule a tour or attend an Open House to learn about our transformational learning experiences.

Visit LowellSchool.org to learn more.

LOWELL SCHOOL
Educational Excellence Redefined

1640 Kalnia Road NW
Washington, DC 20012
T 202-577-2000
admissions@lowellschool.org



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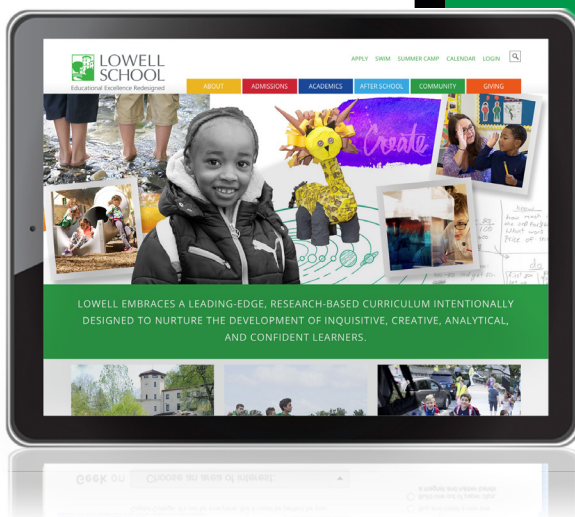
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ABOUT ADMISSIONS ACADEMICS AFTER SCHOOL COMMUNITY GIVING

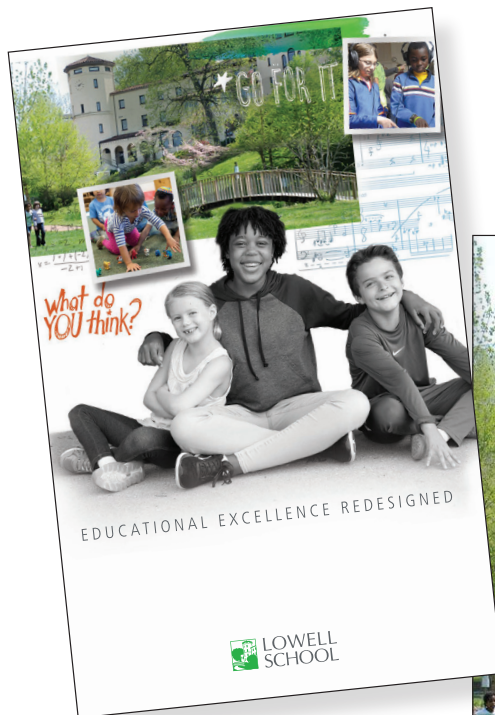
LOWELL EMBRACES A LEADING-EDGE, RESEARCH-BASED CURRICULUM INTENTIONALLY DESIGNED TO NURTURE THE DEVELOPMENT OF INQUISITIVE, CREATIVE, ANALYTICAL, AND CONFIDENT LEARNERS.



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LOWELL SCHOOL IS AN INDEPENDENT PRE-K TO 8TH GRADE SCHOOL FOUNDED IN 1965 THAT EMBRACES A LEADING-EDGE, RESEARCH-BASED CURRICULUM INTENTIONALLY DESIGNED TO NURTURE THE DEVELOPMENT OF INQUISITIVE, CREATIVE, ANALYTICAL, AND CONFIDENT LEARNERS.

OUR STUDENTS ARE GUIDED TO SEE LEARNING AS A JOYOUS PROCESS THAT BUILDS ACADEMIC AND LIFE SKILLS. WE GIVE THEM THE TOOLS TO BECOME CREATIVE LEADERS AND PROBLEM SOLVERS WHO VALUE SERVICE TO OTHERS. AND, OUR FACULTY IS AMONG THE BEST ANYWHERE, BRINGING PASSION AND MASTERY OF THEIR SUBJECT MATTER, ALONG WITH A LOVE FOR EDUCATING CHILDREN, TO OUR INNOVATIVE HANDS-ON LEARNING ENVIRONMENT.

FURTHERMORE, YOU WON'T FIND A MORE DOWN-TO-EARTH AND WELCOMING COMMUNITY THAN THE ONE HERE.

COME SEE HOW WE HAVE REDEFINED EDUCATIONAL EXCELLENCE TO EMPOWER CHILDREN WITH THE SKILLS THEY NEED TO TURN THEIR DREAMS AND ASPIRATIONS INTO REALITIES.



INTEGRATED CURRICULUM

BIG PICTURE THINKING: OUR INTEGRATED CURRICULUM

We're big believers in fostering expansive conceptual thinking in our students, even at a young age. That's why our emergent curriculum in Pre-Primary School intentionally combines concepts and skills from different disciplines in student-driven projects and investigations. And, why we've structured the curriculum from Kindergarten through Middle School around an essential theme or idea that integrates different areas of study that students encounter throughout each year. These choices include adaptation, change, systems, structures, diversity, community, and others.

Our curriculum encompasses a full complement of traditional academic classes as well as programs in the arts, technology, and physical education. This facilitates the acquisition of strong basic skills as well as deep, conceptual understandings, resulting in learning experiences that are rigorous in the best sense of the word.

Building knowledge

Students discover how an idea manifests across different subject areas—from math to science and gain knowledge and ways of thinking that build the scaffolding for future learning. For example, a 2nd grader at Lowell comes to understand how people adapt to their environments. In the 3rd grade, the student can apply that knowledge to analyze the forces of change that occur when people migrate and interact with an existing population. Then in the 6th grade, the study of systems enables students to assess human impact on natural environments and processes.

Advantages

This depth of integration in the Lowell thinking skills and across gender under a large. Most importantly, we recognize we connect across seemingly unrelated solutions in innovative ways.

"THE INTEGRATED CURRICULUM IS OUTSTANDING. NO OTHER SCHOOL PROVIDES THIS TO THE DEGREE THAT LOWELL DOES."

— Lowell Parent



ENGAGED DIVERSITY

EMBRACING DIVERSITY AND MULTICULTURALISM

Since its founding in 1965, Lowell has been a community that actively embraces diversity and inclusivity in all forms. Not only do we welcome students and families who reflect a broad range of traditions, orientations, and cultures, but we also regard diversity and multiculturalism as vital assets for learning and personal growth.

Navigating today's world

From our youngest learners to our Middle School students, we introduce and reinforce the understanding that diversity promotes collaborative and intellectual skills that are essential for developing solutions and leading meaningful lives. In our curriculum, we also examine cultural competency as a pathway to social equity and justice, how diversity manifests itself within other cultures, and even how biodiversity focuses into our future survival and evolution.

An integral part of Lowell

While we incorporate these values into the classroom and curriculum at Lowell, we also include them in administrative decision making, hiring, and professional development. Our diverse diversity and Diversity Committee of our Board of Trustees enable us to think strategically about identifying areas for growth and supporting diversity education for persons and all segments of the Lowell community.

"I DON'T THINK I COULD HAVE ASKED FOR A BETTER COMMUNITY THAN THE ONE I GREW UP IN AT LOWELL."

— Lowell Graduate



- email blasts
- Facebook ads

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SIGN UP FOR A TOUR AT LOWELL SCHOOL

Lowell School Summer Tours

Discover our leading-edge Preschool to 8th grade curriculum, hands-on learning, and beautiful campus! Register now for a tour—learn all about our:

- Programs for children 2½ and up
- Expertise in early childhood development
- Academically rigorous programs
- Spacious new Kindergarten wing and playground
- Welcoming and diverse community

**Click to register for a tour date,
email admissions@lowellschool.org,
or call 202-577-2004**

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Sign up for a tour today—your child will reap the benefits for a lifetime.

Lowell School Summer Tours
lowellschool.org

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Sign up for a tour today—your child will reap the benefits for a lifetime.

Lowell School Summer Tours

When you visit Lowell you'll see children actively engaged in their learning and exceptional teachers fostering their growth and development.

LOWELLSCHOOL.ORG

Like Comment Share