

## Lowell School

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**Situation** Founded in 1965, Lowell School is an independent school in Washington D.C. that serves children age 2 through 8th grade. The school promotes collaborative learning with an emphasis on conceptual understanding and creative, critical, and analytical thinking. Its progressive approach is rooted in the educational philosophy of Haim Ginott, a prominent child psychologist and educator, which emphasized equity between students and teachers, and honored the individuality of every child.

Lowell was seeing its enrollment level off in an intensely competitive private school marketplace. Leadership realized that the school lacked a strong brand presence and messaging that clearly conveyed Lowell's distinctiveness among like-minded institutions. It sought a partner that could guide it through a comprehensive rebranding process to identify its most compelling strengths and establish a new brand that would effectively support enrollment, retention, fundraising, and school pride.

**Solution** After Lowell selected TDC to help it achieve these objectives, we implemented a wide-ranging discovery campaign that included focus groups, phone interviews, and one-on-one discussions with a broad spectrum 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 but were 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. Furthermore, we developed a revised brand identity that reflected the essence of the new positioning, a fresh brand look and feel, and a marketing strategy for a Phase 2 rollout.

**Result** The resulting work was enthusiastically received by Lowell School's leadership and board members. As a result, we are currently in the process of implementing the initial rollout of Lowell's new brand for the 2016–2017 academic year.

- positioning and signature
- new brand identity
- preliminary brand standards

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

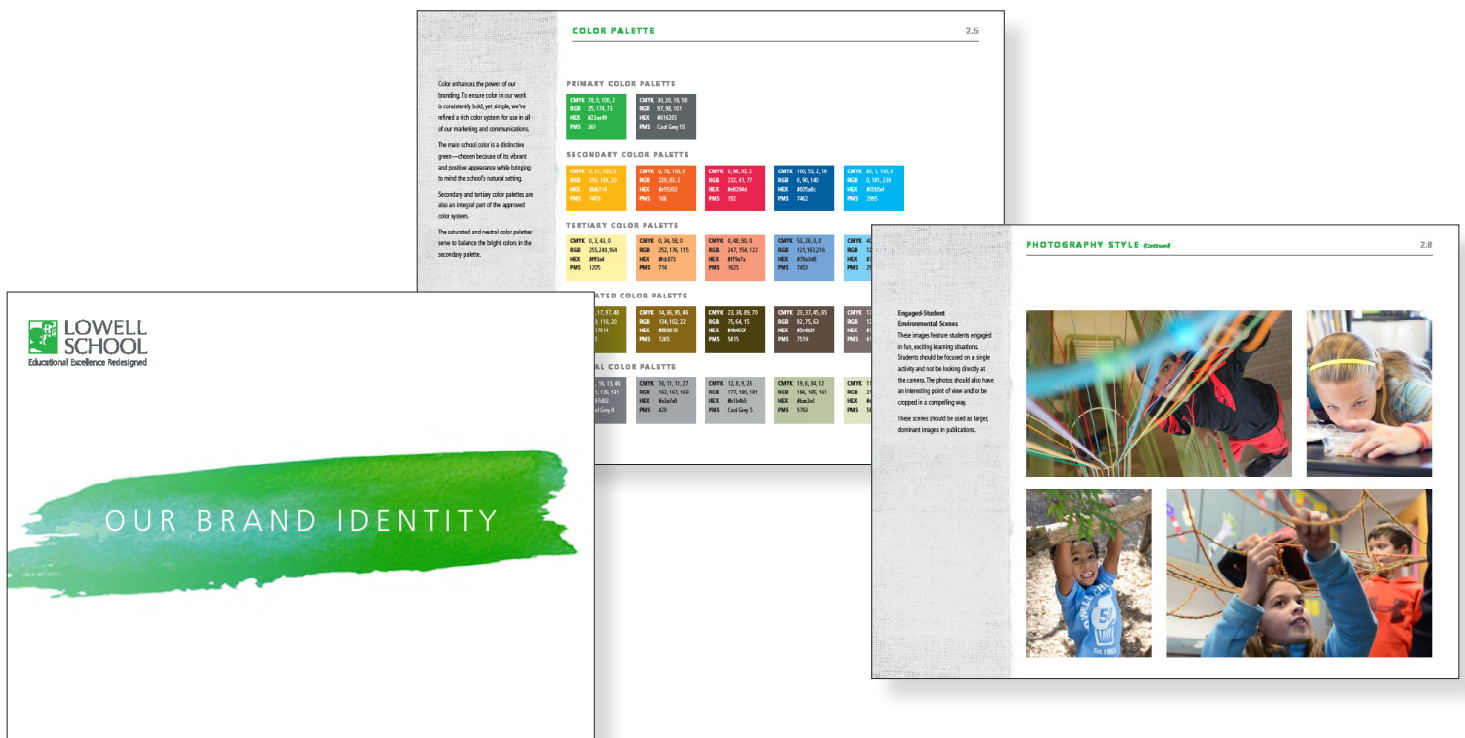
Donor Interviews

Competitive Branch

Benchmarking

Communications Audit

## Educational Excellence Redesigned



- one voice message platform
- internal consensus building brochure

## Lowell School | “One Voice” Message Platform

<b>Our Brand Promise</b> (Positioning Statement)	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.					
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	<b>Our Signature</b> (Signature theme or tagline)					
<b>What Lowell School Stands For</b> (Themes and concepts that are integral to Lowell's legacy)	<b>Educational Innovation</b> Lowell offers an experience-based progressive education that prepares students to be in-depth thinkers, effective problem-solvers, and engaged citizens.	<b>Engaged Diversity</b> 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.	<b>Energetic/Insightful Teachers</b> 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.	<b>Love of Learning</b> In addition to developing practical skills, the Lowell experience instills curiosity and a lifelong desire to expand knowledge and mastery in any pursuit.	<b>Individual Voice</b> Students build social and emotional literacy, learning how to articulate needs and interests, and gain confidence in advocating for themselves and others.	<b>Dynamic Community</b> Lowell students, families, and staff support and celebrate one another while also actively engaging with other communities and the world at large.
	<b>Joyful</b> There is an atmosphere of fun and excitement every day resulting from children being captivated by their learning experiences at Lowell.	<b>Supportive/Caring</b> We provide a safe and caring environment that fosters connection and compassion among all members of the Lowell community.	<b>Intentional</b> 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.	<b>Collaborative</b> Teachers work in cooperation with students to engage their interests, and with other teachers to develop integrated learning experiences and thematic content.	<b>Down-to-Earth</b> Lowell supports an environment that values the intrinsic qualities of individuals and families over those of social or economic standing.	<b>Responsive</b> Lowell is sensitive to the needs of its students, staff, and community, and looks to find thoughtful solutions that provide benefit for all.
	<b>Leading-edge Curriculum</b> Our uniquely designed curriculum features seamless integration across subject matters, enabling students to gain greater understanding of important themes and concepts.	<b>Unwavering Optimism</b> Lowell faculty, staff, and administration are relentlessly committed to helping students discover and develop talents, broaden perspectives, and realize successes.	<b>Respect for Children</b> 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.	<b>Academic/Intellectual Rigor</b> Lowell's innovative curriculum, teaching methodologies, and real world experiences grow students' skills and deliver depth in every subject area.	<b>Lovely Campus Setting</b> 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.	<b>Pursuit of Social Equity</b> Lowell encourages students to value all dimensions of diversity and social justice, and effectively enables them to express themselves and take action.
	<b>Empowerment</b> Students are empowered at every stage of their learning to succeed in the next steps of their education, personal development, and individual pursuits.	<b>Preparation</b> 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.	<b>Confidence</b> Students trust in their own ability to solve problems, persevere, and overcome challenges within and beyond the classroom.	<b>Partnership with Parents</b> 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.	<b>Empathy/Compassion</b> Students leave Lowell with a broadened view of the world and a heightened understanding and appreciation of others' perspectives, values, and capabilities.	<b>Personal Transformation</b> Lowell creates transformational experiences for students that enable them to discover new capabilities, passions, and pathways to their most fully actualized selves.
<b>Our Mission</b>	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.					

## The Lowell School Branding Story

July 2016

is get a very  
gorous,  
on and a place  
they take risks,  
and their voice, and  
feel safe—gaining  
21st century skills.”

### Journey of Discovery

In Lowell School's 2015 Strategic Plan, one of the primary goals set forth was to support ongoing growth by strengthening the school's profile throughout the community and region. Priorities outlined included:

- defining the unique features of the Lowell curriculum,
- developing and executing a marketing strategy that expresses Lowell's values and benefits,
- and communicating clear and targeted messages that can also support word-of-mouth marketing.

For families who have chosen Lowell, the school is a well-understood, highly valued, and critically important choice for their children's education and development. They have grown on their own journey of discovery and have become witnesses to the extraordinary qualities and values of Lowell. But for prospective families who are searching for an independent school and are not familiar with Lowell, how do we motivate them to learn more about what we have to offer?

An important first step is to make a positive and compelling initial impression to this audience—which is the primary objective behind our branding project.

### Key Takeaways

The following presents the key research takeaways:

- Lowell creates individuals who are ready to engage the world.**  
Students are empowered to think deeply and broadly about the world at large and their surrounding community. They know the skills, social literacy, and confidence to be impactful members of the “citizens class” that will constitute tomorrow's leaders and problem-solvers in a wide range of fields.
- Lowell offers a transformational learning experience.**  
Students are challenged and supported in a multitude of ways to help them overcome barriers, bring out hidden values, and gain new perspectives. They leave Lowell as individuals who are capable of achieving far more than even they ever imagined.
- Lowell's personal vulnerabilities can be strengths.**  
While questions arise about Lowell's 100+ year history, rooted in a special north school, and depth of students' ages, they can be addressed and dismantled through managing responses to each specific concern.
- Lowell has an unwavering optimism for learning.**  
Lowell's rigorous curriculum, extraordinary teachers, encouragement for children to take responsibility for their education, and affirmation of diversity are all underpinned by a relentless commitment and energy to making success for each student.
- Lowell is nurturing the also independent school citizenry.**  
Every aspect of the Lowell experience is intentionally and intentionally designed to shape the children who we want to enrich tomorrow's world. The resulting knowledge, capabilities, and self-awareness gained by Lowell students are comparable to those earned at the most prestigious independent schools in the area, yet are cultivated in an unpretentious environment that embraces all.

### Brand Positioning

In addition to being informed by the aforementioned key takeaways, the positioning statement answers the following essential questions:

- What does Lowell School do best?** What is the most important point of differentiation between Lowell and comparable schools?
- For whom?** How do we describe the families and students who will find Lowell appealing?
- Why?** What are the essential reasons Lowell is the best choice for these people?

Our Positioning Statement:

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 students' 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.

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### Messaging Platform (Continued)


Lowell's Differentiators (Qualities that are unique, ownable, and adaptable)

<b>Leading-edge Curriculum</b> Our uniquely designed curriculum features seamless integration across subject matters, enabling students to gain greater understanding of important themes and concepts.	<b>Respect for Children</b> 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.	<b>Lovely Campus Setting</b> 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.
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Lowell's Benefits to Families and Students (Aspirations)

<b>Empowerment</b> Students are empowered at every stage of their learning to succeed in the next steps of their education, personal development, and individual pursuits.	<b>Confidence</b> Students trust in their own ability to solve problems, persevere, and overcome challenges within and beyond the classroom.	<b>Empathy/Compassion</b> Students leave Lowell with a broadened view of the world and a heightened understanding and appreciation of others' perspectives, values, and capabilities.
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- print advertising
- website



**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](http://LowellSchool.org) to learn more.**

**LOWELL SCHOOL**  
Educational Excellence Redesigned

1640 Kalmia Road NW  
Washington, DC 20012  
T 202-577-2000  
[admissions@lowellschool.org](mailto:admissions@lowellschool.org)



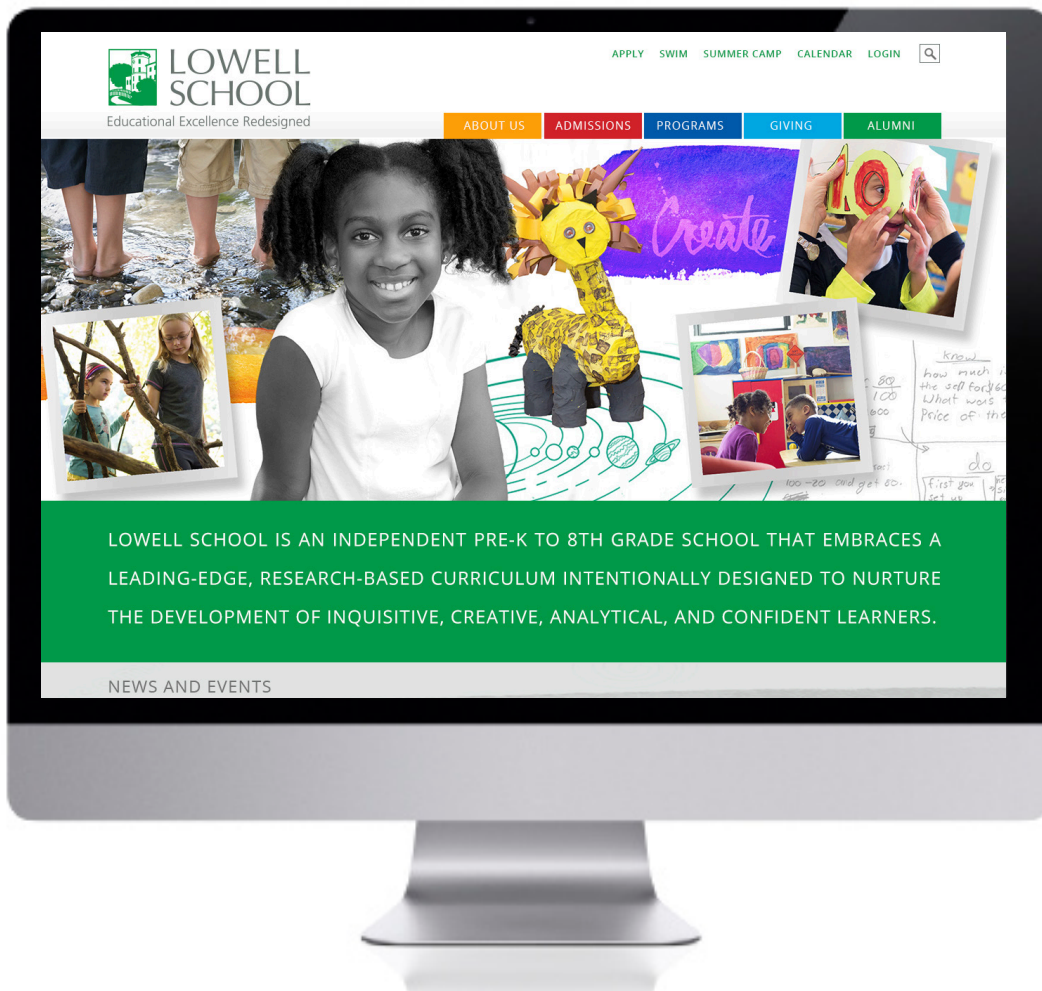
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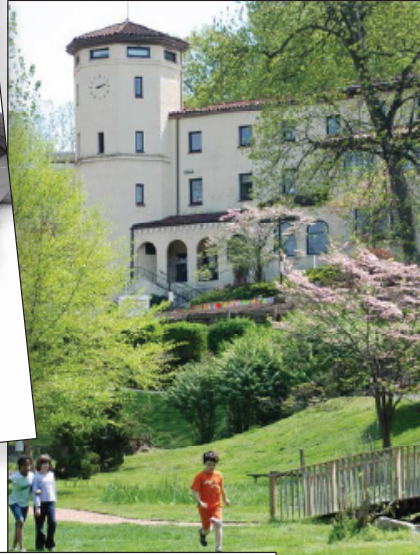
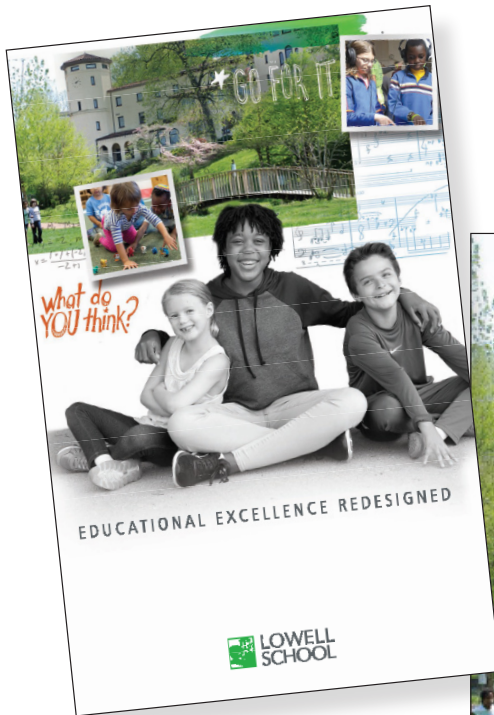
APPLY SWIM SUMMER CAMP CALENDAR LOGIN

ABOUT US ADMISSIONS PROGRAMS GIVING ALUMNI

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

NEWS AND EVENTS





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 GIVETHEM 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.

[illegible]

**MB PICTURE THINGS**  
**OUR INTEGRATED CURRICULUM**

The following information was obtained from the records of the Department of Health, Education and Welfare, Washington, D.C., regarding the activities of the Communist Party, U.S.A., in the United States during the period from January 1, 1960, to December 31, 1960.

Our Customer Care team is available to assist you with any questions you may have regarding your order or account. We are committed to providing you with the best possible service and experience.

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Հիմնականում Երևանում ապրում են հայկական և ռուսական ընտանիքները, որոնք համարվում են Երևանի հայկական և ռուսական համայնակները։ Երևանի հայկական համայնակը կազմված է հիմնականում հայկական ընտանիքներից, որոնք ապրում են Երևանում և համայնակում են հայկական ընտանիքների հետ։ Երևանի ռուսական համայնակը կազմված է ռուսական ընտանիքներից, որոնք ապրում են Երևանում և համայնակում են ռուսական ընտանիքների հետ։

**Abstract**

1. *Phragmites australis* (Cav.) Trin. ex Steud.  
 2. *Scirpus americanus* (L.) Pers.  
 3. *Eleocharis acicularis* (L.) Rostk Schmidt  
 4. *Sagittaria arifolia* (L.) Link.  
 5. *Alisma plantago-foliosa* (L.) Rostk Schmidt

**"THE HUNDREDO-MILLION IS  
CAPITULATING. WE CAN'T AFFORD  
FURTHER LOSS TO THE ENEMY  
THAT MIGHT BRING."**

— **1999**



**ENGAGED DIVERSITY**

**DIVERSITY AND RACISM**

It is well known that a community that actively solicits input from all those that may be vulnerable to either a broad range of problems, solutions, or aspects of diversity and multiculturalism is more likely to succeed.

**Engaged diversity**

Engaged diversity is a community that actively solicits input from all those that may be vulnerable to either a broad range of problems, solutions, or aspects of diversity and multiculturalism is more likely to succeed.

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**EMBRACING DIVERSITY AND  
MULTICULTURALISM**

Rehabilitation during 1999, 2000 and 2001, a community and individual rehabilitation and training for all women who only do an outdoor job and have also suffered a broad range of hardships, including, wife battery, sexual abuse, sexual harassment and discrimination in the workplace, and domestic violence. The training was general growth.

**စာအုပ်အကြောင်းအရာ**

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[illegible]

"I HATE TO THINK I COULD HAVE  
ASKED FOR A BETTER COMMUNITY  
THAN THE ONE I GROW UP IN  
AT ADAMS."

— — — — —

