

PRESENTATION DISCUSSION POINTS: School Building Brand Through Mentors, Teachers and PTA Meetings

Question: What words pop up into your mind when we say Vidya Sanskar?

This is an image that name gives. Two other words are reputation and brand

Branding: What and Why

- To determining essence of institution and communicating it
- Establish a distinct personality or reputation
- Talk about ourselves clearly and consistently

Why should you mentors and teachers care?

- More respect for institution and its education system
- Wider appreciation of quality of our faculty
- Stronger ties with students, parents and alumni
- Better reputation for our students, when they pass out

What will happen if we do not develop our brand?

The public perception/opinion will become brand. From the way school represents itself, there will be more prudent management of resources, recognition of ability and attract top quality students, researchers etc

We want you to be part of the solution

- Help us Unify our community of students and parents
- To tell our story professionally

Who is leading this effort? How decisions will be made?

Initiative is led by Iur Directors. This process will be collaborative effort of mentors,

international representatives and board of directors. Entire school community is involved in branding process – faculty, teachers, students, board of directors and other staff.

Key Messages of Vidya Sanskar

- We are giving students an international learning experience
- We have a Right Thinking school with a school wide Value based education and discipline system

What do we hope to accomplish by this drive?

- Strong brand is essential for long term reputation
- Align internal and external communication objectives
- One Integrated plan and strategic direction
- Reduction of wide variety unrelated messages to parents and other
- Uniformity to messages outside school and gives a distinctive school character

What have we done so far?

- Completed review of our identity
- Setting up standards and guidelines and survey
- Visual Identity is related to brand

How to we proceed from here?

- We will collect more information through feedback from parents, surveys at regular intervals
- To begin, we can start promoting above on telephone and improve visual identity –using school Logo, on all letters for better recognition and credibility of information

STRATEGY FOR NEXT YEAR ADMISSIONS

1. First comes First: Determine the Decision Making Factors

Traditional deciding Factors	Director's perspective Yes/No	Parents View Yes/No	For Students Yes/No
Price			
Quality			
Value Addition			

My opinion: Price = No, Quality = No; Value Addition = No

What are the Decision Making Factors for Parents?

Answer:

What are the Decision Making Factors from children point of view?

Answer:

2. Branding - What is our USP? Or what does Vidya Sanskar represents?

We stand for Ethics and Philosophy. Right Minded School, offering international multi-cultural learning environment based on good sound ethics and philosophy. Vidya Sanskar is about humanity and morality; care and compassion; being good, fair and righteous. Correct? Why do you think this will keep selling in long run?

**Ques: Should we change? To Corporate Enterprise?
Or just Intn'l school?**

3. Statistics Required

Such as, profession of parents, Parents perception about school, priorities of parents, admission trends, international student demographic, admission activities of other schools,

4. IMPORTANT: For Marketing Plan

Clear point wise specifics of “*To who are we selling*” and “*How*”

5. Focus on Word of Mouth Publicity

Most easy way to get students is by word of mouth publicity via our existing students. A drive similar to Mr. Late Mr. Pramod Mahajan’s feel good strategy, of last elections could be useful? Personally I do not agree but it could be useful

6. We MUST understand:

- We need to use the language which parents understand
- Translate our ideas into meaningful benefits for parents and children

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