

Market Assessment and Brand Messaging Results

The Rise School of Austin

Market Assessment and Brand Messaging

Project Scope

- ***Communication Audit*** – A review of current marketing materials will identify the current messages to the school's various constituencies.
- ***Competition Analysis*** – A competition analysis will be conducted to assess the marketing messages of the key competitors of the school. This will aid in creating a brand that effectively positions the school against that of its competition.
- ***Three Day Investigative Visit*** – Liz Cherry, president Branding Focus Groups will conduct an onsite visit to hold Branding Focus Groups as well as a half-day Brainstorming Session with school leadership.
- ***Branding Focus Groups and Brainstorming Session*** – Focus Groups will be held in a room provided by the school and will represent key constituent groups.
- ***Brand Distinctives*** – Cherry+Company will develop the key message differentiators for the School. These brand distinctives will serve as the future talking points for both internal and external marketing efforts and provide the foundational messaging for your marketing materials.
- ***External Messaging and Visual Concept Boards*** – External messaging will be developed and showcased on Visual Concept Boards that will demonstrate how your brand platform translates to your marketing efforts.
- ***Tagline*** – Distilled from the Brand Distinctives, a compelling Tagline will be developed that will strategically position the School within the competitive landscape.

Tagline

The Rise School of Austin

Where every student shines.

Brand Distinctives

- 1) ***The Rise School of Austin Inclusion Model –***
The best possible start for any child.
- 2) ***A Dream Team of Early Childhood Experts –***
Led by Master's-level teachers in every classroom.
- 3) ***A Research-driven Curriculum –***
High-performance learning, tailored to diverse abilities.
- 4) ***Integrated and Enriching Therapies –***
Fostering growth in each domain of a child's development.
- 5) ***An Intentionally Designed Environment –***
Where preschool becomes state-of-the-art.
- 6) ***Family & Parental Support –***
A loving and supportive community.

Brand Distinctive #1

The Rise School of Austin Inclusion Model –

*The best possible start for
any child.*

The Rise School of Austin provides a high-quality early childhood education for preschool children ages 12 months to five years of diverse abilities. Our classrooms blend an equal ratio of students with developmental delays and traditional learners. In this inclusion model, all students learn side by side in a loving, enriching environment where every child feels safe, accepted, and included.

Small class sizes and a 4:1 student-teacher ratio allow our team of early-childhood experts to provide the differentiated instruction and individual attention that ensure each student is learning at their highest level. Learning is encouraged with an engaging, research-driven curriculum that sets high expectations and provides the support needed to achieve them.

This inclusion model not only produces outstanding academic and developmental outcomes, but also fosters exceptional levels of empathy and compassion. As our students learn to value, support, and embrace those of diverse abilities, they become effective advocates for not only themselves, but for others. Our students are tomorrow's change agents, helping to create a more loving and inclusive world in which to learn and live.

Brand Distinctive #2

A Dream Team of Early Childhood Experts –

*Led by Master's-level teachers in
every classroom.*

All our children benefit from a “dream team” of early childhood education and developmental specialists who know how to unlock individual potential and help preschoolers of diverse abilities meet and exceed high expectations. In our unique co-teaching model, every classroom is guided by a lead teacher, a teacher, and a teaching assistant. Rise teachers are caring, dedicated and highly trained, with every lead teacher working towards or holding a Master's degree. This core team is augmented by licensed speech, occupational, music, and physical therapists.

Our child-to-caregiver ratio of 4:1* allows teachers to provide the support each child needs to achieve their physical, social, emotional, and academic potential. Continuous training and a high-standard of professional development keep faculty and staff on the leading edge of research and best practices.

Rise preschoolers are encircled with the warmth and encouragement that builds self-confidence and fosters a love of learning. Students develop strong bonds with their school family and feel known, safe, and supported in a nurturing and loving environment.

Brand Distinctive #3

A Research-driven Curriculum –

*High-performance learning,
tailored to diverse abilities.*

Our research-based, comprehensive curriculum offers a whole-child approach to preschool, fostering students' intellectual abilities, language skills, social/emotional intelligence, and physical and cognitive development. The program is academically intensive, developmentally appropriate, and highly-tailored to individual needs. High-performance learning is achieved through play-based, multisensory experiences that result in exceptional levels of engagement.

Faculty are trained in the Conscious Discipline® model for problem solving, which helps children understand their emotions and resolve conflict through cooperation. This proactive approach to discipline transforms classroom tantrums into teachable moments that allow preschoolers to gain a foundation of personal agency and accountability. Our students' increased capacities for self-awareness, patience, and the ability to maintain self-control contribute to the exceptional ambiance of order and calm that permeates our campus and are proven to have the same effect on home and family life.

Rise graduates are not only well-prepared academically for kindergarten and beyond with a strong foundation for success, they display the empathy and open-mindedness instilled in them since day one.

Brand Distinctive #4

Integrated and Enriching Therapies –

*Fostering growth in each area of
a child's development.*

Woven into the daily routine, play-based classroom therapies are an enriching part of the Rise School of Austin experience. Certified and licensed physical, occupational, speech, and music therapists partner with faculty as part of the classroom experience, supporting activities that foster holistic growth in small-group sessions throughout the day.

Because 90% of a child's brain development occurs before age 5, his or her future depends on the best possible early childhood development and education experience. All of our students benefit from the Rise team of specialists. With eyes on every child, they observe where preschoolers require extra help and offer comprehensive supports to advance each child's progress towards reaching developmental milestones.

Classrooms integrated with developmentally-appropriate technology, a specially-equipped sensory gym, and three playgrounds provide teachers and therapists with the tools they need to create engaging activities for children to enjoy as a natural part of the school day.

Brand Distinctive #5

An Intentionally Designed Environment –

Where preschool becomes state-of-the-art.

An intentional approach to early childhood education is evident from the moment you walk through our doors. Everything at the school has a purpose: From the classroom set-up to the daily routine, with its careful balance of active and quiet activities, each day is designed to maximize opportunities for learning and development.

Our state-of-the-art preschool facility features a soaring, two-story lobby enhanced with a vibrant mosaic mural created by staff, families, and students; a sensory gym well-equipped for students of diverse abilities; teacher-planning spaces that promote creativity and collaboration; and three playgrounds that offer preschoolers plenty of space to run, play, and socialize with friends.

Spacious classrooms feature all-natural wood furniture and a neutral color scheme to create a sense of harmony and provide the ideal backdrop to showcase the vibrant creativity of children's artwork.

Classrooms are clutter free and organized to focus children on interest centers and play areas that complement each week's unit of study and encourage them to learn through discovery and exploration.

This external structure fosters a sense of inner calm. With an exceptionally qualified team of early childhood experts guiding the day, children are happy and excited to learn.

Brand Distinctive #6

Family & Parental Support –

*A loving and supportive
community.*

At the Rise School of Austin, we are family — and we support each other as such. Welcomed as key members of the educational team, parents are equipped with the information and training necessary to help further their child's advancements in learning and development.

Ongoing communication is a distinguishing feature of the program: faculty and staff share weekly lesson plans and comprehensive 12-week reports, offer home enrichment ideas, and work individually with parents to provide supports and therapies for use at home. In addition, parent workshops equip families with the understanding and skills needed to support their early learner.

An active Rise Parent Committee helps organize frequent community-building events, weekly parent support groups, and learning opportunities throughout the year. Affiliations with the University of Texas and the Austin-based social service organization VELA connect parents with providers and resources that help families of children with developmental delays thrive. For families who require an extended school day, we offer the Rise Enrichment Program (REP), an aftercare program offering a variety of activities that include dance, art, yoga, and other forms of active and quiet play.

As graduation nears, step-by-step transition support services prepare students for the next stage of life and learning – ensuring every child is ready to shine.

Brand Promise

Because 90% of a child's brain development will occur before age 5, his or her future depends on the best possible early childhood development and education experience. At the Rise School of Austin, we deliver that experience 100% of the time.

Our state-of-the-art preschool program lays a strong foundation for success in a high- performance learning environment tailored to diverse abilities. In our inclusion model, an equal ratio of traditional learners and children with developmental delays learn side by side in a loving, purposefully-enriched setting that benefits all of our students. As our students learn to value, support, and embrace those of diverse abilities, they become effective advocates not only for themselves, but for others.

Intentionally-designed classrooms are staffed with a “dream team” of experts in each domain of early childhood development — from Master's-level lead teachers to licensed specialists in occupational, speech, physical, and music therapies. Small class sizes and a 4:1 student-teacher ratio allow for the differentiated instruction and individual attention required to unlock each student's potential.

Well-prepared academically, emotionally and socially for kindergarten and beyond, Rise School of Austin graduates are tomorrow's change agents, helping to create a more loving and inclusive world in which every child has the chance to shine.

Visual Concept Boards

At The Rise School of Austin, traditional learners and children with developmental delays learn side by side in a loving, nurturing environment. Here, intentionally-designed classrooms are staffed with a dream team of experts in each domain of early childhood development — from Master's-level lead teachers to licensed specialists in occupational, speech, physical, and music therapies. Small class sizes and a 4:1 student-teacher ratio allow for the differentiated instruction and individual attention that give your child the best possible start in life.

Experience what makes The Rise School of Austin an extraordinary start in life. Call 512.891.1682 to schedule your personal tour today.

12 months through 5 years | RiseSchoolAustin.org
4800 Manor Road, Building J, Austin, TX 78723 | 512.891.1682

the *Best*
possible
start for
your child

The Rise School
OF AUSTIN
WHERE EVERY STUDENT SHINES





A Dream Team of early childhood experts

At The Rise School of Austin, traditional learners and children with developmental delays learn side by side in a loving, nurturing environment. Each classroom is guided by three core teachers—a Master's-level lead teacher, a teacher, and a teaching assistant—who know how to unlock individual potential and help preschoolers of diverse abilities meet and exceed high expectations. Small class sizes and a 4:1 student-teacher ratio allow for the differentiated instruction and personalized attention that give your child the best possible start in life.



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the Power of three in every class

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WHERE EVERY STUDENT SHINES

Because 90% of brain development will occur before age 5, we deliver the best possible early childhood experience — 100% of the time.

In our high-performance learning environment, traditional learners and children with developmental delays learn side-by-side. Here, small class sizes and a 4:1 student-teacher ratio allow a dream team of experts in each domain of early childhood development — from Master's-level lead teachers to licensed specialists in occupational, speech, physical, and music therapies — to provide the differentiated instruction and individual attention that will give your child the best possible start in life.

Call 512.891.1682 to schedule a sunshine-filled personal tour.

To our parents,
it's high-performance
learning; to them,
it's just another

Fun Day



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What's Next?

Custom Website Design

Partial Content Migration and Buildout

Cherry and Co. will build out the homepage and approximately 15 pages of content including the top-level navigation pages. The client will be responsible for migrating the subpage content and building out the rest of the site through the WordPress Content Management System.

Partial Content Migration and Buildout

Project Scope

- A custom WordPress site — designed to your specifications, not limited to a template
- A site design you own — it will have no limiting license agreements
- Brand consulting and design services
- WordPress Content Management System
- Hosting company of your choice (For example, Bluehost, Network Solutions, etc.)
- Two hours of training included — additional training available on an hourly basis
- The site will link to your existing portals (teacher and parent portals)
- Form Builder Plug-in
- Faculty search/bio/photo plug-in
- Google Calendar and Google Analytics implementation
- Installation of SEO tools plug-in
- Blog tool

Partial Content Migration and Buildout

Design Process

- Select or acquire new school stock photos
- Hosting decision and information (BlueHost or Network Solutions recommended)
- Creative brief
- Cherry and Co. will present proposed design concepts
- RSOA will provide input and revisions will be made to selected design
- Homepage and navigation design will be approved
- Approximately 15 additional pages built out
- New brand messaging will be incorporated
- Additional message editing available as needed (based on hourly cost)
- Once site build out is completed, Cherry will optimize the site and prepare the site to go live (mobile site included)

Thank you!

The Rise School of Austin