

MONTVILLE TOWNSHIP PUBLIC SCHOOLS

BRANDING COMMITTEE

Presentation of Proposed Mission & Values Statements
to the Montville Township Board of Education
February 7, 2017

BRANDING COMMITTEE:

- Susan Marinello (District Communications Officer)
- Dr. René Rovtar (Superintendent of Schools)
- Michael D. Johnson (Board of Education)
- William Koch III (Supervisor of Athletics)
- Rebecca Sheehan (Montville Township High School Faculty)
- Andrea Orris (District Parent & Communications Volunteer)
- Alana Gomez-Solist (Brand Ambassador – MTHS)
- Amanda Gorski (Brand Ambassador – MTHS)
- Douglas Sanford (MTHS Principal)

OVERVIEW:

- The goal of the Branding Committee is to develop an overall brand for the Montville Township Public Schools (the “District”).
- Each of our seven schools already have their own, individual sense of identity (mascots, mottos, traditions, etc.)
- The Committee seeks to construct an “umbrella” brand that unites these individual components into a unified identity.
- To guide this process, the Committee has revisited the District’s Mission statement to ensure it aligns with current values and projected priorities.

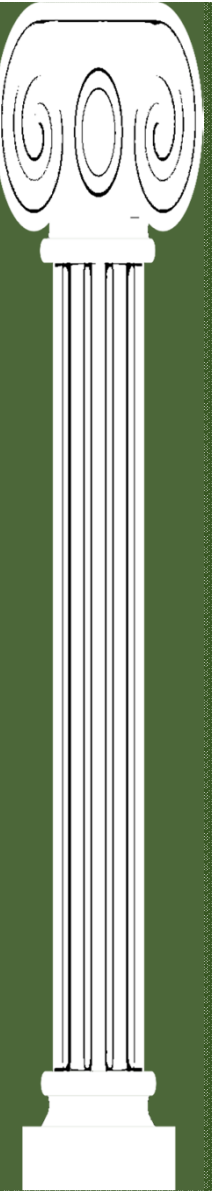
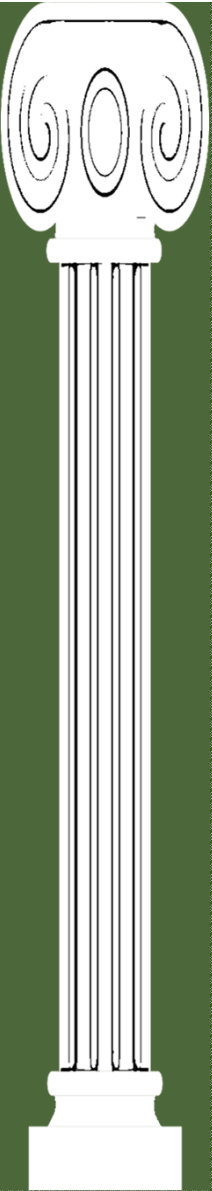
PROPOSED MISSION:

Montville Township Public Schools strive to develop well-rounded, invested, and inspired students by engaging them in an experience of collaboration with educators, parents, and community that fosters a culture of innovation, character and inclusivity, in a shared spirit of pride.

PROPOSED VALUES:

Montville Township Public Schools believes that all students possess the tools necessary for achievement, and it is our role to guide them in crafting a life-long passion and curiosity in fulfilling their potential. The platform on which our students stand, learn, and grow is supported by three pillars:

- Innovation
- Character
- Community



VALUE PILLAR,
INNOVATION:

Montville Township Public Schools
believes in being a leader in
education by creating authentic
active learning opportunities in the
classroom and beyond.



VALUE PILLAR, CHARACTER:

Montville Township Public Schools values service, engagement, and kindness in connecting our students to one another and the broader community. Through a wide assortment of experiences, course offerings, extracurricular activities and athletic opportunities, we afford our students the means to explore their world and participate in a personalized educational journey designed to help them discover their passions and achieve their goals. We believe that all students should be ethical, self-motivated, caring and contributing members of the global community.



VALUE PILLAR, COMMUNITY:

Montville Township Public Schools seeks to cultivate a safe and inclusive environment that champions a sense of spirit and a respect for tradition. Our students are encouraged to break down barriers and bridge divides to create and participate in opportunities for service within their school, the district and the community at large.

NOTES:

- The Branding Committee is supplemented by a Branding “BrainTrust” consisting of building administrators, local community members, and two student Brand Ambassadors. Many of these volunteers possess professional experience in marketing/brand development. Through surveys and in-person meetings, they brainstorm, respond and react to mission, motto and branding questions and ideas to help guide the process of defining the district brand.
- The “Values” pillars reinforce our Mission Statement by further emphasizing the foundation of core concepts upon which the mission is based.
- The three pillars selected (Innovation, Character, and Community) were selected as the best representation of a wide array of values and concepts identified by the BrainTrust.
- The Brand Ambassadors, presented the Mission and Values statements to the Branding BrainTrust for final comments at our last meeting in January. Tonight’s presentation of the Mission and Values Statements represents the culmination of BrainTrust and Branding Committee input.

QUESTIONS