



DON'T STOP BELIEVING

HOW GOSHEN COMMUNITY SCHOOLS HAS SUCCESSFULLY
ADDRESSED STUDENT RECRUITMENT AND RETENTION CHALLENGES



VILLING & COMPANY



believe

BELIEF IN THE BRAND

Indiana's voucher program and open enrollment policies have had a profound impact on many of the larger school corporations in the state. In late 2015, Goshen Community Schools, like many others, began experiencing the realities of an increasingly competitive environment. Although Goshen was more than holding its own in maintaining its population base of approximately 6,500 students, threatening clouds were clearly on the horizon and a proactive approach was needed.

Time was of the essence. Goshen promptly hired Villing & Company to prepare a strategic branding and marketing communications plan with a goal of launching a marketing campaign prior to the start of a new school year. Following a deep dive into research and competitive analysis, the essence of the Goshen Schools brand was precisely identified and the corresponding message strategies articulated.

LOGO AND POSITIONING

Villing & Company developed the new brand positioning line “Learning Today. Leading Tomorrow.” as well as a new logo treatment to reinforce Goshen’s brand promise – that they prepare students personally and academically for the real world. As a result, the possibilities are endless.

The logo is aspirational and features students from each of the three education levels, with high school graduation serving as the pinnacle.

Tactical campaign elements included highly targeted digital/social ads, television, streaming video, a campaign website “splash” page, outdoor, print and movie theater advertising.



Goshen Community Schools

Learning Today. Leading Tomorrow.

believe

CAMPAIGN THEME

The profound sense of pride shared among Goshen's stakeholders was obvious. It was clear the campaign needed to project this strong affirmation about the quality of Goshen Schools and the exceptional academics and life experiences it provides. Thus was born the simple yet powerful theme "I believe."



TELEVISION

For the campaign to resonate with prospective parents, the words had to come from the heart – and the mouths of the students and teachers themselves in the Goshen Schools.





WEBSITE SPLASH PAGE

The campaign was strategically designed to drive visitors to “IBelieveInGoshen.com” – a branded campaign splash page on the GCS website. Here, the viewer could access compelling testimonial video and discover additional reasons to believe in GCS. This crucial campaign component tells the “why” of what makes GCS a special place.





DIGITAL/SOCIAL DISPLAY ADS

Cascading from the traditional campaign creative, digital ads were developed to drive traffic to the campaign website splash page. Placement strategies included contextual, retargeting, whitelisting, geographic and demographic layers, with ongoing optimization based on performance analytics.

Total sessions on ibeiveingoshen.com increased 21% from year one to year two.

Total clicks and conversion outperformed category benchmarks by 300%.



At Goshen Community Schools the world is our classroom. In addition to fundamentals and a full range of advanced courses, field trips, labs and workshops play a vital role. In high school, students have the opportunity to visit countries like Spain, France, and Germany through World Language trips, study marine biology in the Florida Keys or travel to Canada for a world Shakespeare festival. Students can also experience destinations like Disney World and New York City through the music program, backpack in Colorado, or visit Washington D.C. From day one, it's our mission to inspire students to achieve every day as we prepare them for challenges they will ultimately face in the real world.

Now Welcoming New Students. For more information about Goshen Community Schools, visit us online or call 574.533.8631. Classes begin 8/4/16.



Goshen Community Schools
Learning Today. Leading Tomorrow.

IBelieveInGoshen.com



In Goshen Community Schools, teachers do more than teach. They challenge students to excel academically and personally. Our goal is to provide experiences that will prepare them for challenges and opportunities they will face in the future. That's why we offer some of the most unique and innovative curriculum choices in the state. Our New Tech program involves project-based learning designed to encourage students to be highly engaged in the collaborative exploration of real-world problems. And our International Baccalaureate program is recognized as the highest diploma currently offered by any high school in the world. We believe in setting high standards for students because that is what it will take to succeed in the global community.

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PRINT AND OUTDOOR

Outdoor was high-impact and awareness-generating, as well as serving as a community pride-point for GCS employees and parents. Newspaper and magazine print ads told more stories and provided additional reasons to believe.





MOVIE THEATER PROMOTION

A “coming soon” summer promotion brought our message to moviegoers in the form of an on-screen commercial, self-standing floor displays and posters mounted alongside actual movie posters in the theater lobby. The promotion not only added a new twist to the campaign, it kept Goshen Community Schools top-of-mind as students and parents were considering fall enrollment.

THE OUTCOME

By 2017, the campaign ROI was producing real dividends. Enrollment increased by 58 students, which of itself represented an immediate return of more than \$358,000 in additional state funding for the district that year – approximately 75% more than that year’s budget. And that ROI grows exponentially when considering the impact of students who enroll in kindergarten or early primary grades and stay through 12th grade.

““ *Their research and strategic planning process revealed the uniqueness of our brand. And once we set strategy, their creative work brought our brand to life, telling our story in a truly compelling, authentic way. The campaign really became a touch-point for our community.* ””

Diane Woodworth, Superintendent
Goshen Community Schools



VILLING & COMPANY
marketing communications

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