

March 16, 2011

*“FROM CLUB TO
COMMUNITY”
ROLLOUT PLAN*

CRITERIA FOR SUCCESS

A successful transition "*From Club to Community*" would require:

- ◉ Clearly Articulated *Objectives*
- ◉ Consistency of *Logo*
- ◉ Consistency of *Message* Across Stakeholder Groups
- ◉ Detailed *Communication Plan* Targeted to each Stakeholder Group
- ◉ *Change Champions* (Room Parents and Grade Level Coordinators)

OBJECTIVES

We identified 5 specific objectives for the change from Club to Community to be successful:

- To **convey** a sense of belonging, inclusivity, and "community" that the Blue Ribbon Task Force identified as a parental concern
- To **clarify** the misperception that parents must "join" by informing them that as a Woodward parent, they are automatically part of the community
- To **convince** parents that our name change is also a change in our approach, by clearly articulating "what's different"
- To **connect** the association between PC (Parent Community) and the many activities and events that it organizes.
- To **consistently communicate** our message across schools and across stakeholder groups. A name change of itself cannot be successful without consistency of logo and consistency of message.

LOGO



Woodward Academy Parent Community
Include → Involve → Enrich

- The Parent Community INCLUDES every parent so they may become INVOLVED and thereby will necessarily ENRICH the Academy.
- This logo will be placed on all Parent Community sponsored events, to promote easy recognition, consistency of communication, and a clear connection between all PC events and activities (somewhat similar to the easy recognition of the “Good Housekeeping” seal).

Key Messages

- Simply by being a parent, you are already part of the Woodward Academy Parent Community. *Now all you have to do is decide how you'd like to be involved!*
- There is *Something for Everyone*:
 - Want to be more involved in your child's classroom and get to know the teachers and other parents? Volunteer to be a Room Parent!
 - Love taking on projects? Consider chairing an event or committee.
 - Feeling a creative urge? There are many opportunities to bake, decorate, read and review books, whatever appeals to you.
 - Is time a scarcity? Volunteer for shifts as your schedule permits, or drop off goods for an event.
 - No time at all? You can still help by spreading the word about all the wonderful activities we have planned!

Communication Plan

- We have a detailed communication plan that rolls out the new name and logo to all our stakeholders, including faculty, the parent body, alumni, vendors, etc.
- The rollout will begin the end of March and continue through May. By early June, the official name change to Parent Community will be pervasive:
 - Presentation to the Governing Board
 - You may have seen our “Teaser” at the Mardi Gras Social.
 - Email to Faculty from Mr. McCollum on March 14th
 - Academy-Wide Room Parent Meeting Today
 - Email to Parent Body from Dr. Gulley on March 20th, along with messages in Woodward 360 and School Newsletters
 - Updated Parent Community Website over the Summer
 - Summer Woodward Magazine Article

Change Champions

- ⦿ We need YOU, our Room Parents and Grade Level Coordinators, to champion this change...
- ⦿ Your role is a critical one to ensuring successful transition:
 - Demonstrate support for and commitment to the change.
 - Be able to answer questions regarding the reason for the change, and our desired result.
 - Act as role models by reinforcing our key messages.
 - Provide feedback - *We value your ideas and input!!!*