

# TIE TOGETHER

How branding your music  
department fosters an  
environment for CMP

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CMP Workshop Summer 2018

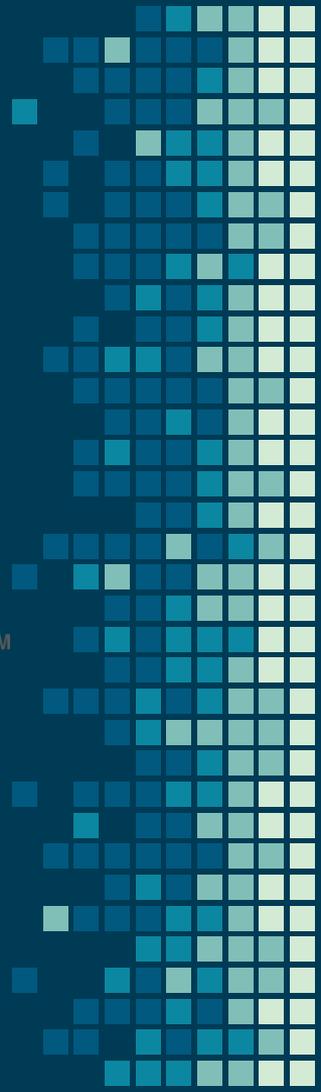


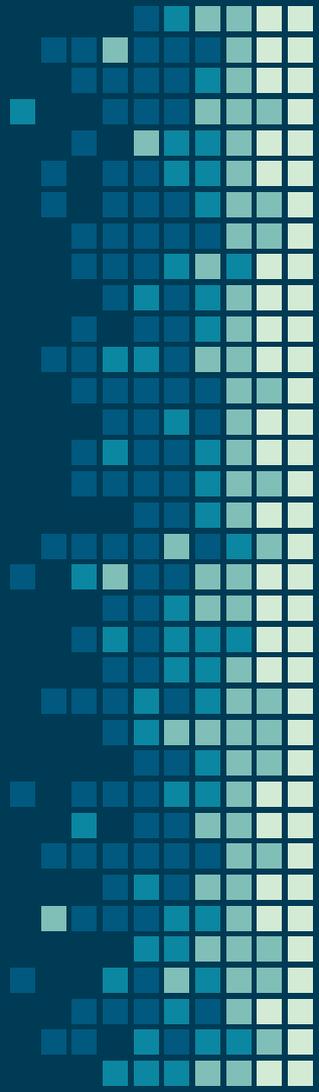
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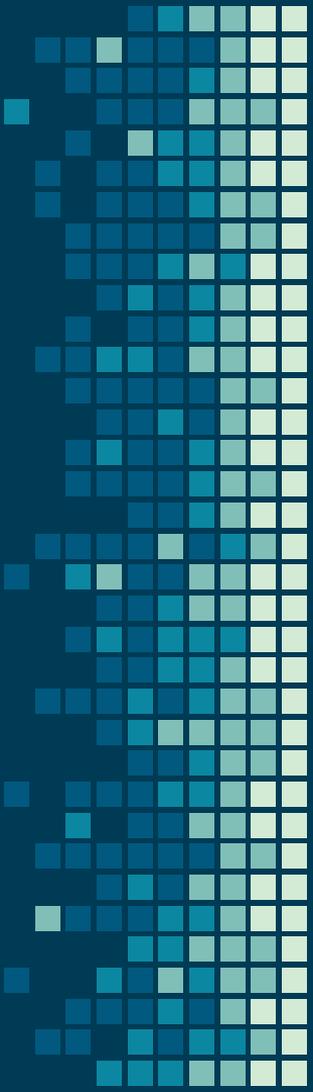


# ExxonMobil

Energy lives here™

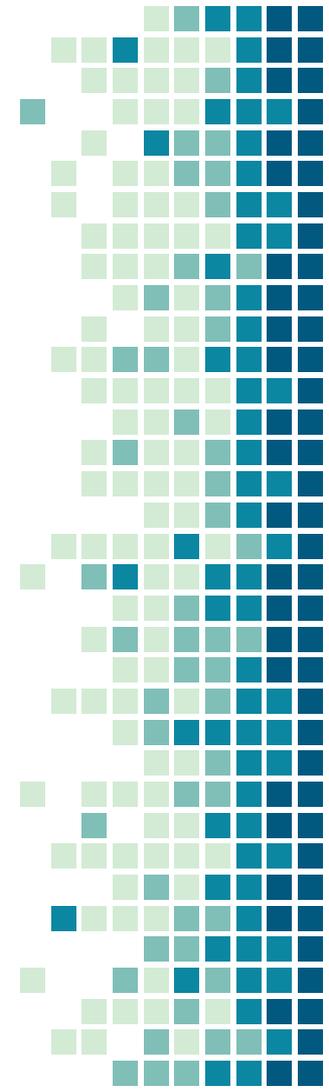






# Brands Define Who We Are

- **Displays a snapshot of the organization to the world**
  - Think about the thought many people put into their Facebook profile picture.
- **Powerful conversations amongst colleagues and stakeholders**
  - Often clarifies personal beliefs
  - Offers similar and differing perspectives
- **Demand detail and thought**
  - Strong brands are generated after long thought, wordsmithing, and articulate definition of what they represent





# How To:

**What is your brand and what does it represent?**

**10 Questions You Need to Ask to Build Your Brand**

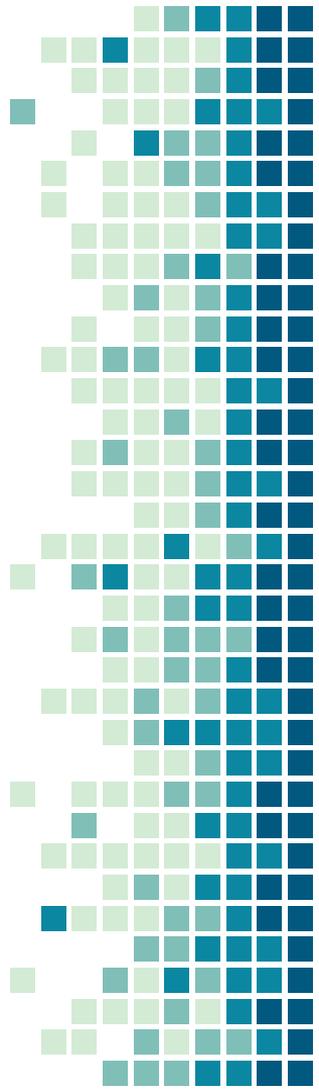




# How To:

## Teamwork!

- Having these branding conversations is vital
- Working with those who may not see the connection or worth of going through this process



# 10 Questions You Need To Ask to Build Your Brand

So now, you know you need a strong brand. The real question is, "How do you build one?" Building a strong brand is about having a clear understanding of what your brand stands for, and then making sure everyone else understands it too. It is as simple — and as complicated — as that.

If you're serious about building a brand, don't start advertising just yet. Marketing tactics are the last step. Building or re-energizing your brand starts with answering some questions about your product or business:

1. Who are my stakeholders?
2. What stakeholders do I want to have?
3. Who or what do we compete with?
4. What is the brand position of those we compete with?
5. What need does my department fulfil? Is anyone aware?
6. What is my value proposition? Is it distinctive? Is it relevant to my students and other stakeholders?
7. When people think about my music department, what are the feelings and associations I want them to have? Are they unique? Can we "own" them?
8. What are the functional benefits that we deliver to our students?
9. What are the emotional benefits that only we deliver to our students?
10. What kind of personality will my brand have?

1 - Shermer H.S.



2



3 - Hill Valley



4 - Rydell



5 - Angel H.S.

# What's the Brand?

## 10 Questions You Need To Ask to Build Your Brand

1. Who are my customers? - Students, Parents, Community, School Staff, Other Music Educators
2. What customers do I want to have? - More Parent involvement, Community, and Other Music Educator attention
3. Who are my competitors? - video games, pop culture musicians, other schools
4. What is my competitors' brand position? - endless entertainment, popular images, imaginative, creative, sexy, professional,
5. What problem does my company solve? Does anybody care? - creating MUSICIANSHIP (performers and in-takers of), preparation for next level, creative and critical thinkers, desire to be life-long learners (of music), pursuing perfection, always raising expectations - people do care: high school teachers, administrators, parents, students, other artists
6. What is my value proposition? Is it distinctive? Is it relevant to my customers? - hmmmmmmmmmm

# What's the Brand?

## 10 Questions You Need To Ask to Build Your Brand

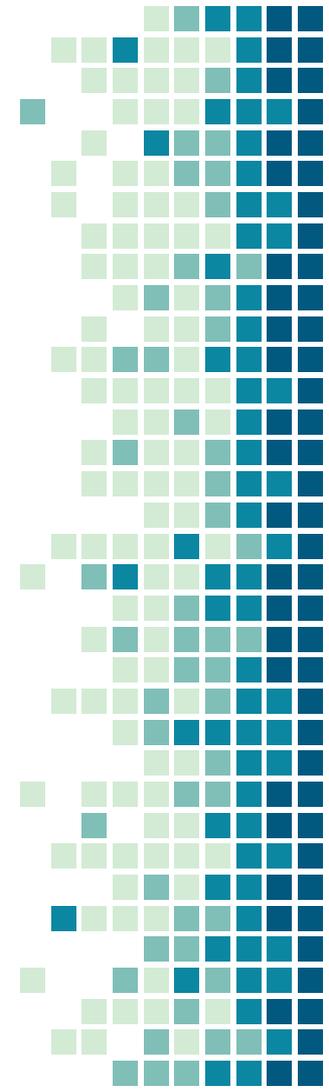
7. When people think about my company or product, what are the feelings and associations I want them to have? Are they unique? Can we “own” them? - **Musical, professional, educational, Modern, cutting edge - in CUSD 300, yes they are unique!**
8. What are the functional benefits that we deliver to our customers? - **music, learning skills, creative skills, thinking skills**
9. What are the emotional benefits that only we deliver to our customers? - **wow, where to start! Endless**
10. What kind of personality will my brand have? - **modern, simple, unique, cutting edge, identifiable, memorable**

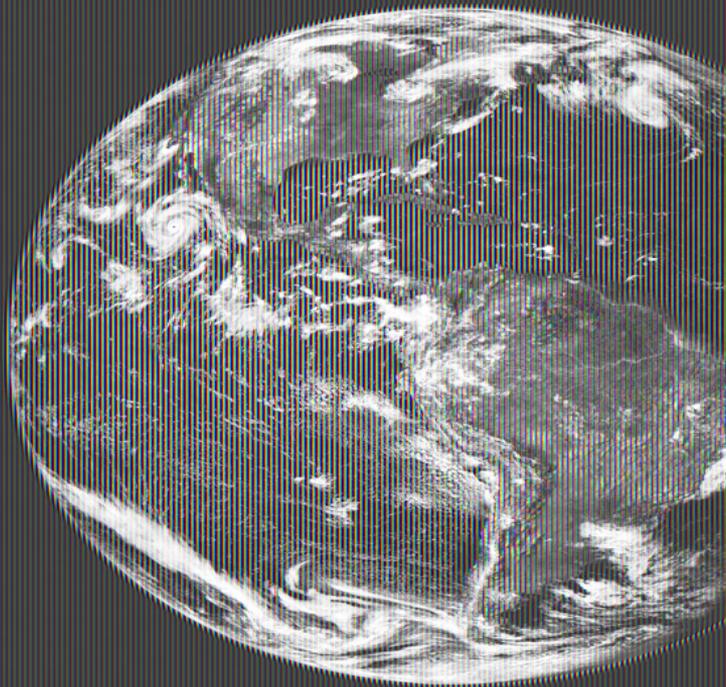
# Developing a Logo



# Brand Influence

- **Concerts are the brand on display**
  - Many stakeholders present
  - Work product presentation
  - Stakeholders remember why brand matters, why it has value
- **How do we as a department present consistent, brand worthy concerts?**
  - **CMP!**
- **Use CMP Model to build concert series theme**
  - CMP draws connections
  - Our hope in the concerts is to draw connections to the brand



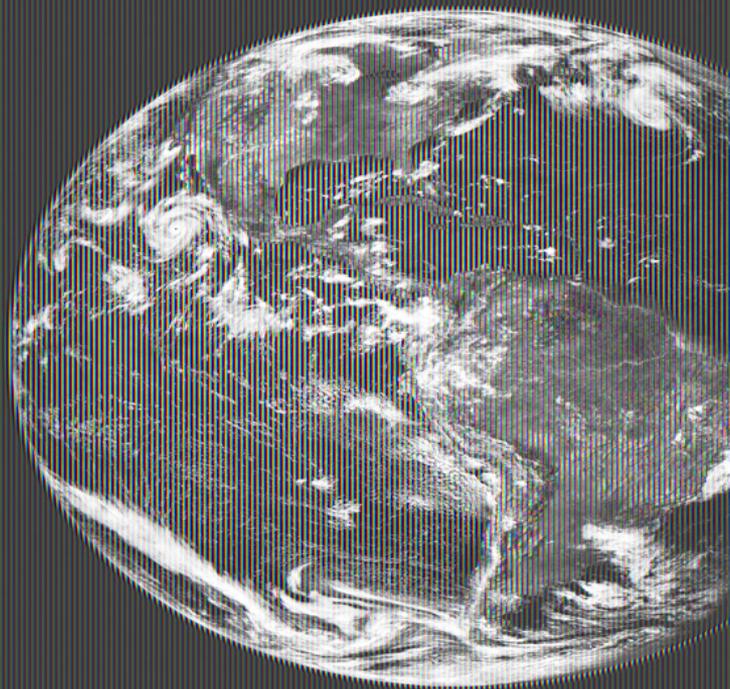


Earth

## Step 1: Choose a Macro Theme

This idea will last for the entire school year. The theme should be broad enough to cross many boundaries for stakeholders to develop the most connections possible.





Earth

- Connections between music and nature
  - Were composers influenced by nature?
  - Does music speak for nature?
  - How did earthly materials influence the development of music?



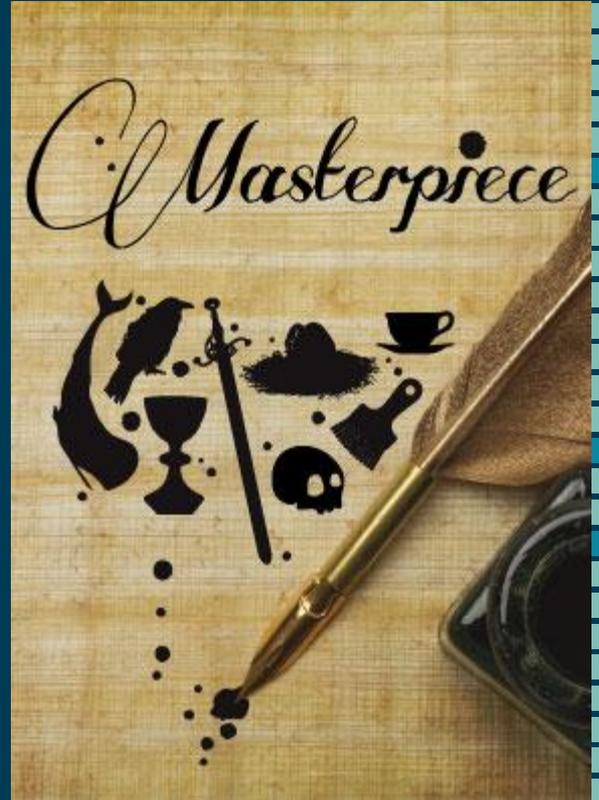
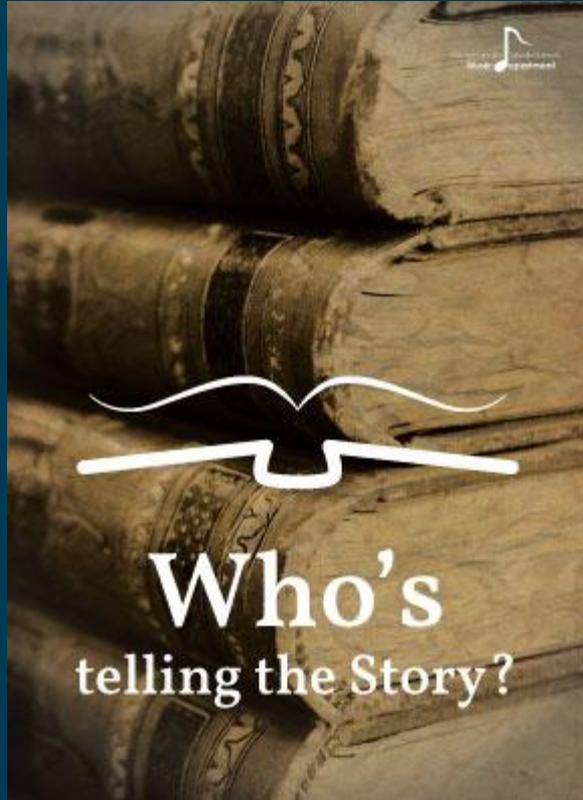
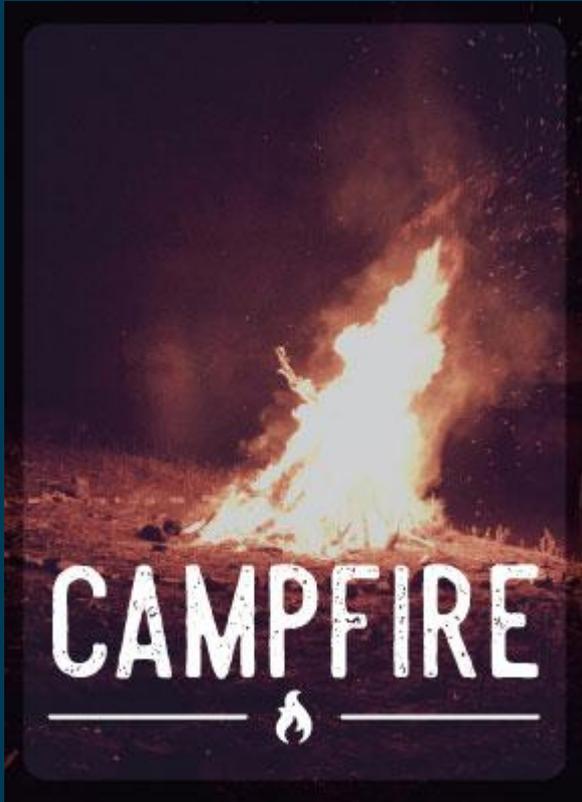


elements

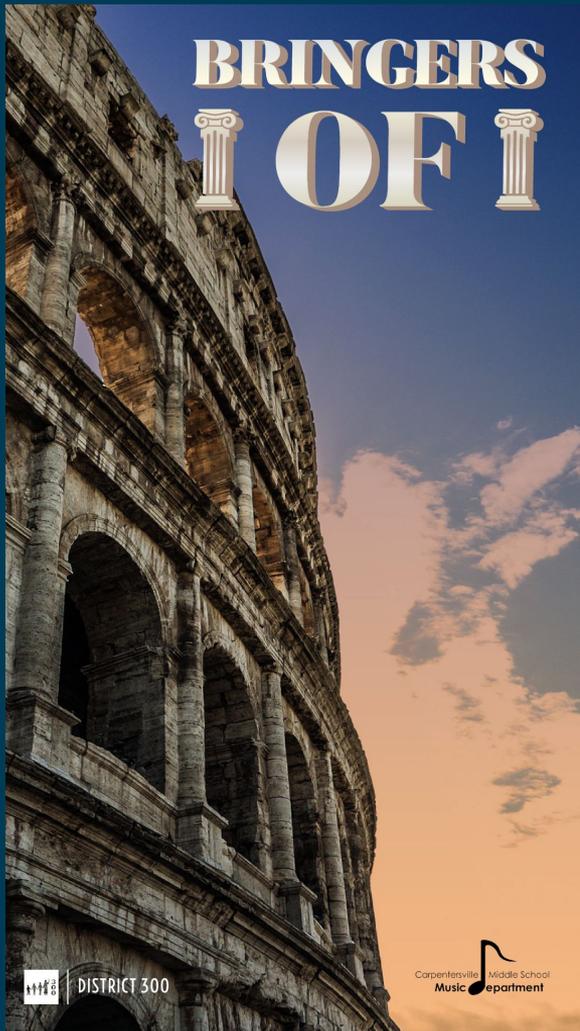


## Step 2: Choose a few Micro Themes

These ideas will be connected to a concert. The themes should be broad enough to enable music selection without many constraints. An outcome should accompany these themes so that the students have a take away from studying the music associated with the concert idea.



# BRINGERS OF



 DISTRICT 300

 Carpentersville Middle School  
Music Department

# HARMONY



 DISTRICT 300

 Carpentersville Middle School  
Music Department



# Eleanor

 DISTRICT 300

 Carpentersville Middle School  
Music Department