

Tuesday, April 19, 2011

From: The Colorado Lutheran High School Association

Concerning: The marketing and branding of Lutheran High School for 2011-2012

As the consolidation process of Denver Lutheran High School and Lutheran High School Parker moves forward, the leadership team for the 2011-2012 Lutheran High School is making every attempt to make quality decisions about the branding and marketing of the school.

The two schools are consolidating. This has been the approach from the beginning in all communications, as staffing decisions were made, and how the Colorado High School Activities Association views the school. This consolidation is allowing for incredible opportunities to be claimed. The legacy of outstanding Lutheran secondary education is far from over in the Denver metro area. Buoyed by the resources, history, students, and staff from DLHS, and the location, untapped potential, and early positive brand association of Lutheran Parker, the Colorado Lutheran High School Association can grow, expand its relevance, and more positively engage its mission and ministry.

In that regard, LHS administrators have been dialoging with *PurePR*, a marketing and public relations company since the end of February. An initial analysis and report has been generated for Lutheran High School and subsequent meetings have produced a plan to quickly complete a brand analysis to establish a brand identity (key messages, communications goals, visual identifiers, etc.) and determine a communications strategy for the 2011-2012 school year.

The most frequently asked question about Lutheran High School from the current Denver and Parker communities is: *What is the mascot going to be?*

This is a difficult question. Lutheran High School needs to maintain a connection to its history by maintaining a connection to its alumni. Put simply, Lutheran High School wants to maintain the relationships, heritage, and support of the Lights. It is that connection that “birthed” Lutheran High School Parker and has helped support it for the last ten years. Is this connection best maintained by having “Lights” as the mascot? Or, do we allow for the continuation of the brand of success being associated with “Lions?” Can a different method to keep 56 years of DLHS supporters engaged in the future of Lutheran High School be found? Is a completely new mascot the solution?

Ultimately, any decisions about the branding and marketing of the school must be made with a focus squarely on the future of the school. The CLHSA is going to invite the Lutheran High School community to join in the conversation. Please look for a link to an electronic survey in an email soon after Easter. Thanks.