

LUTHERAN High School

Nurturing Academic Excellence
Encouraging Growth in Christ

Dear Lutheran High School Family,

The following is the press release concerning branding and marketing that was released in April:

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.

Saturday, July 23, 2011

Mascot Decision

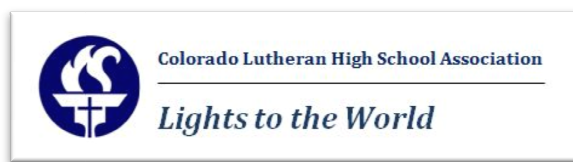
We have weighed the pros and cons of this decision almost daily for months, seeking input, professional advice, and praying for God's guidance in the process. We realize it has taken much longer than many would like, but we have been seeking an answer that would not divide the Lutheran High School community at a time when this consolidation process is making strides to make a great Lutheran high school for students to attend. More than that though, this decision boils down to the long-term vision that we have for a ministry that not only survives this next transition year, but thrives into the future. We are asking that the entire Lutheran high school

community be about the mission and vision of this Lutheran High School, and not just about “institution” or “mascot.”

The Decision – The athletic mascot for Lutheran High School will be the “Lions”, but there is more to the story. We encourage you to continue reading below!

The Legacy of the Lights – It is appropriate to refer to the last 56 years of ministry at Denver Lutheran High School as a legacy. It was well-known what it meant to be “Lights” for Christ and pursue academic and programming excellence at 3201 W. Arizona Ave. With that in mind, a strong push existed to use the mascot “Lights” at Lutheran High School. On the other hand, many DLHS alumni and supporters adamantly expressed a sense that Denver will always be the “Home of the Lights” and that connecting to ministry-minded people is not as simple as transplanting the mascot to another school.

One of the common desires was to elevate the “Lights” to something even bigger than a mascot. Hundreds of DLHS alumni showed up for the “Lights Forever” celebration. Being a Light has meaning to people, and it seems to be larger than something that was just chanted at basketball games or worn on a uniform. Being a Light has a larger meaning – and the Lights are now being challenged to embrace the ministry of “Lutheran High School.” This ministry of the Lights now has a new mission – to touch the lives of high school students in the same way that it did at 3201 W Arizona Ave. Currently, as part of our re-branding efforts, the “Lights” will be fused with our Colorado Lutheran High School Association logo with a ministry tagline – “*Lights to the World.*” Here is the initial concept for that logo:



Using both mascots - The “Lions” and “Lights” serve as reminders that we are called to both competitive excellence and as ambassadors for Christ. This also encompasses both components of our mission statement – “Nurturing Academic Excellence, Encouraging Growth in Christ.” In all that we do at Lutheran High School, we strive to bring glory and honor to Jesus Christ in the school setting and in the greater community of God’s kingdom. We look forward to incorporating both “Lions” and “Lights” in how the mission and vision of the school is presented. We look forward to using the torch logo and the theme of “being Lights” in the ministry outreach of the school, service projects, and the expansion of the ministry in the future.

History of the Lions Mascot – One of the resounding themes from the survey of DLHS alumni was a desire to have a Christian-themed mascot. Interestingly, that was precisely what the founders of the Lutheran High School in Parker had in mind. The “Lions” were chosen for its Biblical reference to the tribe of Judah in the Old Testament and as a reference to Jesus found in Revelation. It conveys strength and excellence.

“What do we get?” – It will be human nature for DLHS alumni, students, families, and the DLHS community to ask – “So, what did we get?” “Did Parker get the school colors *and* the mascot?” In retrospect, an early announcement about school colors may have played into this accounting of what each school would be “getting”. What was intended to responsibly recognize the colors that were already a permanent fixture in Lutheran High School and allow sports teams to begin ordering “Lutheran” apparel, seemed to prompt the response “If *they* get the colors, *we* get the mascot.” That was never the intent. The intent has always been to provide the best Lutheran High School with an eye on heritage and excellence – but also with an eye on proper stewardship of resources.

Rest assured, right now, everything on campus feels like a consolidation. We are certain that it is a coming together of two schools to be the best Lutheran High School we can produce! Consolidation has and continues to include:

- Blended faculty and staff
- Combined curriculum and course offerings
- New extra-curricular offerings
- Truckloads of equipment from DLHS
- Integration of both schools' athletic records and achievements
- Plans for a school archives and historical displays
- Compilation of historical data for both schools

Gym floor - Families at Parker have long lamented the "LR" in the middle of the gym floor. As most are aware, the school in Parker has been "Lutheran High School of the Rockies", "Denver Lutheran High School – Parker Campus", and "Lutheran High School – Parker". Through a generous lead gift from Foothills Credit Union, Lutheran High School is in the process of doing something that our operating budget would not have allowed us to do – redoing the gym floor! When it's finished, you will see rich purple with "Lutheran" on the baselines and a new logo in the middle of the floor that is the result of the diligence of Ryan Bredow (Admissions & Marketing) and Mark Hollenbeck (Art Teacher) and in consultation with marketing firm, *PurePR*.



We recognize that for many, the decision on mascot has become a focal point of the consolidation process. The focal point for us has never been to "keep score," but to do everything that we possibly could from the announcement of consolidation to the start of the school year to provide an excellent Lutheran secondary school. In reality, the history of excellent Christian education at both schools has had little to do with mascot and everything to do with God's people being faithful to His Word and His ministry. We continue to look *forward*, honoring our past in the process, but pressing on toward the implementation of our vision: to provide excellent Christian education at the highest level.

Looking forward to the start of the school year at your Lutheran High School – you won't want to miss it,

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