**YANJEP Branding Project Update & Timeline**

**FY18**

**YANJEP STAFF:** Denyce Mylson, lead; Ann Betterton, Michele Russo

**YANJEP Sales & Marketing Task Force:** Chair Barbara Coe, Steve Runk, M’Lou Walker, Belinda Roll, New Members: Sebastian Clarke, Michele Siekerka, Michelle Thompkins

**MAY / JUNE 2017**

* $50,000 grant received from The Burke Foundation
* YANJEP sent RFP to branding firms
* Review proposals
* Met with top firms (Taft Agency and Oxford Communications) to aide in selection process

**JULY 2017**

* Checked referrals
* Selected [Oxford Communications](http://oxfordcommunications.com/) (www.oxfordcommunications.com) for the project
* Finalize project scope & budget; sign contract

**AUGUST 2017**

* Onboarding meeting with Oxford Communications
* Secondary Research Set Up – Stakeholder Survey (School contacts and donors)
* Draft goals and KPI’s (Key Performance Indicators) for Project

**SEPTEMBER 2017**

* Finalize Goals and KPI’s with input from Sales & Marketing Task Force; Goal Setting Meeting with Oxford
* Draft and Finalize Interview Questions for Survey
* Send survey to 1,000-1,500 stakeholders
* Schedule and Plan Discovery Session (in person meeting with selected stakeholders)

**OCTOBER 2017**

* Oxford Attends YA Showcase in PA
* Compile research from surveys
* Discovery Session at YA (Sales & Marketing Task Force invited as participants or observers)

**NOVEMBER 2017**

* Develop strategy document and brand identity exploration
* Tentative: Sales & Marketing Task Force meets to review draft

**DECEMBER 2017**

* Brand Identity revisions and finalization of positioning statement
* Tentative: Sales & Marketing Task Force meets to review draft and inform rollout strategy

**JANUARY 2018**

* Finalize brand rollout strategy and recommendations

**FEBRUARY 2018**

* Oxford presents strategy and rollout to educate YANEP Board and Staff
* Put together a plan to roll out the new communication strategy and brand essence throughout all YANJEP channels.

**YANJEP TRUSTEE ROLE:**

* Complete stakeholder survey
* Encourage donors and school contacts you know to complete survey
* Provide feedback on brand identity and strategy as needed
* Attend brand rollout strategy meeting, which may need to occur outside of board meeting (TBD)