

Greetings!

The Harrison Twp School District is currently in the investigative phases of a branding initiative for our two schools. With the assistance of students, faculty, the Board of Education, and community members, a Branding Committee is being formed to begin the process. Parental involvement is important as we aim to create one brand that pulls in both schools and the entire community. Local businesses, the Historical Society, and other public figures will be invited to participate in the process. Mullica Hill Connect is currently in a similar process and we hope to connect the schools to even more members of the community.

Currently the district operates a website, Twitter account, and Facebook page as a way to convey our brand and mission to the world. The Branding Committee will brainstorm to create such things as a District Seal, mission statement, additional slogans, a potential new mascot and logo(s), new clothing and apparel, refurbishing the district website, and other considerations. Furthermore, school culture will continue to be reinforced and encouraged by our building principals and staff as our Brand will be more than a hashtag or catch phrase. Our initial meeting date & time will be determined once we know how many interested individuals there are. Then, the Branding Committee will delegate responsibilities and timelines for specific goals. This initiative is slated to last the entire 2018-2019 school year which will include regular meetings of the committee with a potential Brand release for the 2019 school year. The timeline is subject to change as we want to assure the district represents itself and the community with high regard.

Please understand that your time and commitment for this is a needed, but involving our families is something imperative for our district to continue to grow and innovate.

Please fill out this [Google Form](#) if you would like to participate.

Thank you for your consideration and please check out the following accounts to support our schools! Please follow both as we begin to build our Brand!

- [Facebook Page](#)
- [Twitter Page](#)

Sincerely,

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Academic Innovations & STEM Coordinator
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