

Guilford Day School

November 25, 2009

Dear Guilford Day School Community,

It's an exciting time to be a part of the Guilford Day School family! On behalf of the Board of Trustees and the administration, we are delighted to inform you of several important and exciting new initiatives.

In September Guilford Day School's leadership began focusing on several projects related to the school's public image: new branding, website development, print materials, advertising, etc. We retained the services of North Star Marketing-Communications, Inc. and started the process with a focus group to clarify the concepts that should be present in our new brand. The results were both affirming and enlightening.

The focus group indicated that Guilford Day School has several noteworthy strengths:

Small class sizes ♦ Individualized attention ♦ Comprehensive programs
An atmosphere of respect ♦ A caring environment

While we're pleased to be affirmed by these positive findings, we are keenly interested in negative perceptions, as well. The feedback indicated there is a lack of clarity in the local community about the core offerings of Guilford Day School, as well as misperceptions about the student base we serve. Furthermore, we were reminded that we are often confused with Greensboro Day School, as the names (GDS/GDS) are similar.


The focus group findings were presented to the Board, along with recommendations to address the misconceptions. Clarifying the mission of the school in the local community is priority one. After considerable deliberation and discussion, the Board of Trustees gave its full support to changing the name of the school, recognizing this initiative as a key piece of the equation to advance the school. With a new name in place, we will continue to progress through the branding process, including a new logo, tagline and colors.

We need your help. As we create an action plan and timeline for implementing the new name, we want to engage the entire Guilford Day School community. We value your ideas and want to give you an opportunity to submit recommendations for the new name and tagline. We will release an on-line survey in the coming weeks to get your feedback. Of course, we won't be able to use everyone's name recommendations (or we would have an extremely long name), but we want to make sure we consider everyone's input as we evaluate the options. Your participation is a key part of the plan! Upon completion of the process, we will schedule a kickoff event to unveil our new name, tagline and logo, and celebrate the exciting changes. We are committed to keeping you informed as we progress through these important projects to advance the School.

In summary, we don't want to be the Triad's best-kept secret. As a member of the Guilford Day School family, you already know that we are an incredible educational resource for students with learning differences. We believe these important initiatives will give us a strong platform to tell our amazing story to the local community, helping them better understand who we are, whom we serve, and what our educational program entails.

We appreciate your continued support and are honored to work with you as we embark on this new chapter.

Sincerely,



Linda Hale, Board of Trustees Chair

Laura Mlatac, Head of School