

MEMO

TO: School-to-Careers Local Partners
FROM: Kelly Riley, Policy Liaison, Office of the Governor
DATE: June 13, 2000
SUBJECT: School-to-Careers logo

It was a pleasure to see all of you last month at the training institute. I hope you found it informative and beneficial. Thank you again for your commitment and service to School-to-Careers.

The State Partners have been working to position School-to-Careers in the best possible light among all constituencies and to reinforce such a positive position. The Cirlot Agency, the marketing/research firm hired by IHL, has held focus groups around the state involving students, teachers, and parents in order to gain input into the establishment of a "brand" name and logo to reach our diverse constituencies. As part of this research, we tested four brand names for the school-to-careers effort: "Fast Forward," "Mississippi's School-to-Careers Initiative," "Ready, Set, Go;" and "2Be." We also tested logos to coincide with these brand names.

In order to complete our research into identity development, we would like to receive your input as to the brand name and logo for School-to-Careers that would be most appealing to you. On the succeeding pages you will find representations of each of these brand names and logos. On the first enclosed sheet, please rank each logo/brand name independently on a scale of 1 to 10 as it appeals to you by circling the corresponding number at the bottom of each logo square. Then, using the second enclosed sheet, please rank your favorite logo/brand name against the other logos/brand names and provide any other general comments, **including any reservations in changing the current logo. The State Partners will consider your input in deciding whether we should amend the current logo or whether we should have one logo for student activities (i.e., web page, etc.) and one for official communications and correspondence.**

The State Partners appreciate your help in this matter. **Please fax a completed copy of both ranking sheets to the attention of Melinda Jordan of the Cirlot Agency at 601-664-2610 as soon as possible, but no later than Thursday, June 22nd.** Please feel free to contact me at 601-359-2528, or via e-mail at kriley@governor.state.ms.us, if you have any questions concerning this matter.