



Situation

Regional education service agencies operate in a paradox. They provide much of the infrastructure that is essential to every school in an entire community, from teacher development to technology deployment. Yet they generally operate quietly, in the background, and away from public awareness and familiarity. The Capital Area Intermediate Unit realized that being outside of the public eye also presented them with the risk of being distant from public support, and decided to focus on creating a new strategy that would position the organization as the region's leader in achieving educational excellence.

Strategy

The CAIU hired Wendt Partners to support four related needs: strategic planning, branding, interactive and communications. Wendt Partners met with the senior leadership team and helped them think differently about how their mission could allow the CAIU to benchmark the region's educational progress. Key to this process was a fundamental shift in the strategic planning approach. In the new model suggested by Wendt Partners, the CAIU team looked at the region as a whole, and then analyzed their



strategic consulting

branding & messaging

organizational development

integrated communications

Awards

Award of Excellence – Website,
 Pennsylvania School Boards Association



advise

design

engage

deliver

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■ **Amy C. Morton**

Executive Director

Capital Area Intermediate Unit

operations in light of external opportunities first and foremost. In cooperation with Amy C. Morton, Executive Director, Wendt Partners captured the essence of the CAIU’s recently adopted mission statement in a comprehensive brand identity and communications strategy. In addition, Wendt Partners developed the design and functional plan for a new website, and created processes to help the 600 employee organization “pull” newsworthy stories from across the organization’s 24 member school districts to create a consistent messaging platform.

Solution

The new, mission-driven visual identity helped the CAIU establish its leadership role and a new website provided dynamic functionality. In addition, the CAIU has harnessed major events to generate strong press coverage and public support. Concurrently, Wendt Partners’ approach to strategic planning offered new messages that are achieving impact. In just one example, the enhanced strategy enabled the CAIU to dramatically increase participation in a critical regional guest teacher certification program. “The internal and external response to the changes Wendt Partners helped us make has been outstanding,” says Amy C. Morton, Executive Director. “Their thinking, probing and investigating of who we are has led us to a better strategic plan, and we are continually focused on the questions which drove their facilitation and the success of our rebranding.”

Sectors

Education

Services

Strategic Consulting, Branding & Messaging, Organizational Development, Integrated Communications

wendt Partners

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