



Situation

With new state legislation placing even greater fiscal mandates on the shoulders of public educators, Carlisle Area School District and its Superintendent, Mary Kay Durham, recognized that effective communication was essential to the district's community support and ongoing success. The district, which serves a vibrant and growing region and is home to a leading liberal arts college and nationally-ranked law school, wanted to more effectively reach taxpayers and businesses with a positive and proactive message about the district's many successes and creative projects.

Strategy

In working with Wendt Partners to create Herd News & Views, a sophisticated district-wide publication, the district was able to systematically report on major projects ranging from the implementation of best practices in teaching to the use of classroom technology and the recruitment of new faculty. Also featured are the achievements of students and staff and updates that explain how the district's strategies lead to educational advancement.



strategic consulting  
branding & messaging  
organizational development  
integrated communications

Awards  
Award of Excellence, Pennsylvania School Boards Association

advise

design

engage

deliver

“Wendt Partners has worked closely with us in the development of each and every issue, performing extensive interviews and providing comprehensive research.”

■ **Mary Kay Durham**

Superintendent  
Carlisle Area School District

**Solution**

Wendt Partners began the engagement by performing an analysis of how other similar school districts compared in their district-wide communication efforts. Working closely with Superintendent Durham, Wendt Partners developed a dynamic design for the new publication and developed themed categories for development of new stories. As a result, the publication provides the district administration with a professional and regular platform for communicating the district's progress and achievements. The award-winning newsletters are distributed to all residents, as well as to community business through a partnership with the area chamber of commerce. “Wendt Partners has worked closely with us in the development of each and every issue, performing extensive interviews and providing comprehensive research,” says Durham.

**Sectors**

Education

**Services**

Strategic Consulting, Integrated Communications

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