

Avon Old Farms School on

BRANDING **BOLDLY**

**Empowering Your Marketing Team to
Lead, Shape, and Inspire**





Meet the presenters



SUSAN KOHN

Chief of Staff to the Head of School
and Director of External Relations

Susan serves on the senior leadership team and provides strategic oversight of the school's external messaging and presence. With more than two decades of experience in public relations and communications, she works across departments and with campus leadership to ensure a cohesive and forward-thinking external image. Her focus at Avon is on clarity and consistency, strengthening the school's presence in a competitive independent school market.



JACQUELINE KELLER

Director of Marketing and
Communications

With degrees in communications, counseling, and information design & strategy, Jacqueline has found joy working in the nonprofit sector. Currently, she is the director of marketing & communications at Avon Old Farms School where she leads a team of three. Her office manages all marketing and communications for the school, including: email, social media, photography, video, graphic design, print collateral, and the bi-annual school magazine. The three largest departments they serve are development, admissions, and athletics.

Agenda

01 DARE TO BE DIFFERENT

02 BUILD RELATIONSHIPS

03 BE AN AMBASSADOR

04 LEAD CONFIDENTLY

05 ELEVATE YOUR BRAND

DARE TO BE DIFFERENT

BREAK THE CYCLE OF 'EVERYTHING LOOKS THE SAME' MARKETING

Discover Saint John's High School Where Tradition Meets Excellence

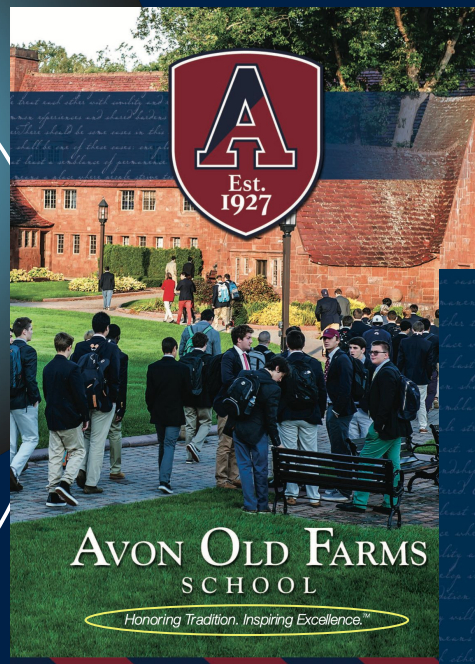
Looking for a school that prepares young men to thrive in college, career, and life? Saint John's High School in Shrewsbury, MA, offers a transformational education rooted in faith, service, and leadership.

What Sets Saint John's Apart:

- ★ Challenging Academics that Prepare Students for College Success
- 🏆 Championship-Level Athletics Across 20+ Sports
- ☀️ A Mission Centered on Character, Brotherhood & Service
- 🎨 Vibrant Arts, Clubs & Co-Curricular Activities
- 🌍 A 125-Year Tradition of Forming Leaders Who Make a Difference

At Saint John's, students are empowered to grow as scholars, leaders, and men of character supported by a community that believes in them.

Learn more about Saint John's at www.stjohnshigh.org

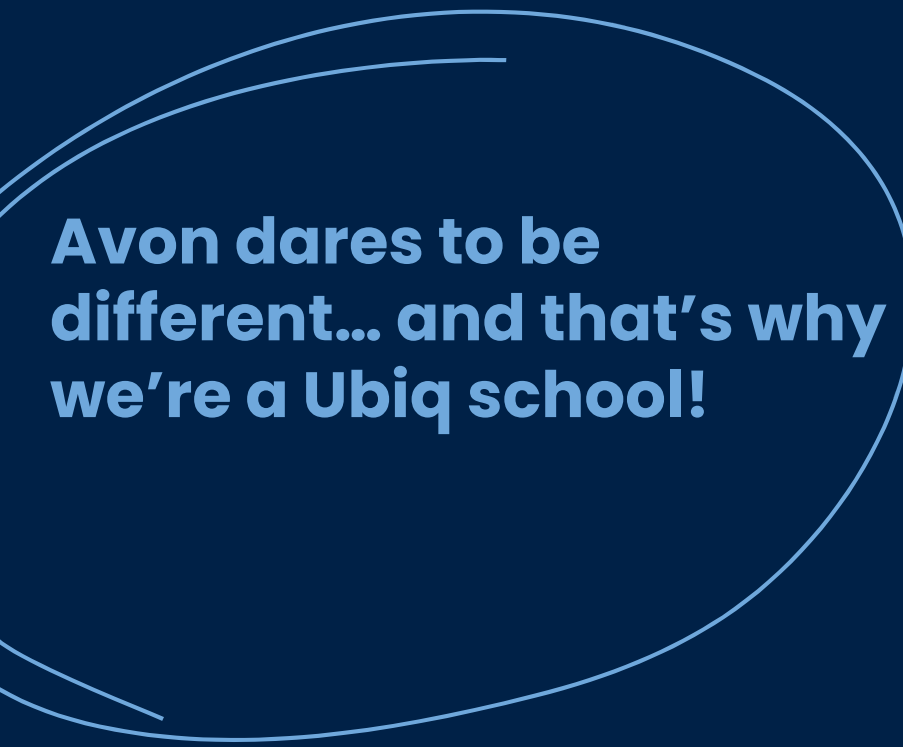


Avon Old Farms School helps boys find their excellence.

At Avon Old Farms, we understand boys, inspiring them to aspire and persevere in the pursuit of self-discovery. Our curriculum challenges students and prepares them to thrive and advance in higher education. Throughout this process, students are immersed in a nurturing environment and find unwavering support. For Avon Old Farms graduates, the transition to college is seamless; students are equipped with the necessary infrastructure to continue pushing academic and personal limits.

Nestled among Cotswold-inspired architecture on 860 acres in the Farmington Valley, Avon Old Farms is conveniently located just two hours from New York and Boston. Since 1927, the lessons learned on campus extend beyond classroom walls and are forged through a shared experience with faculty and brothers. Our core values of Brotherhood, Scholarship, Integrity, and Sportsmanship serve as the foundation to enduring life lessons at Avon Old Farms.





**Avon dares to be
different... and that's why
we're a Ubiq school!**

We're here because we wanted to stand out,
and we found out where to get it.

- Strategic Marketing
- Data-Driven Decisions
- A Website as Unique as Avon

BUILD RELATIONSHIPS

**HIGHLIGHT MARKETING
AS A DRIVER OF
GROWTH AND ENGAGEMENT**
(not a department that makes things pretty)



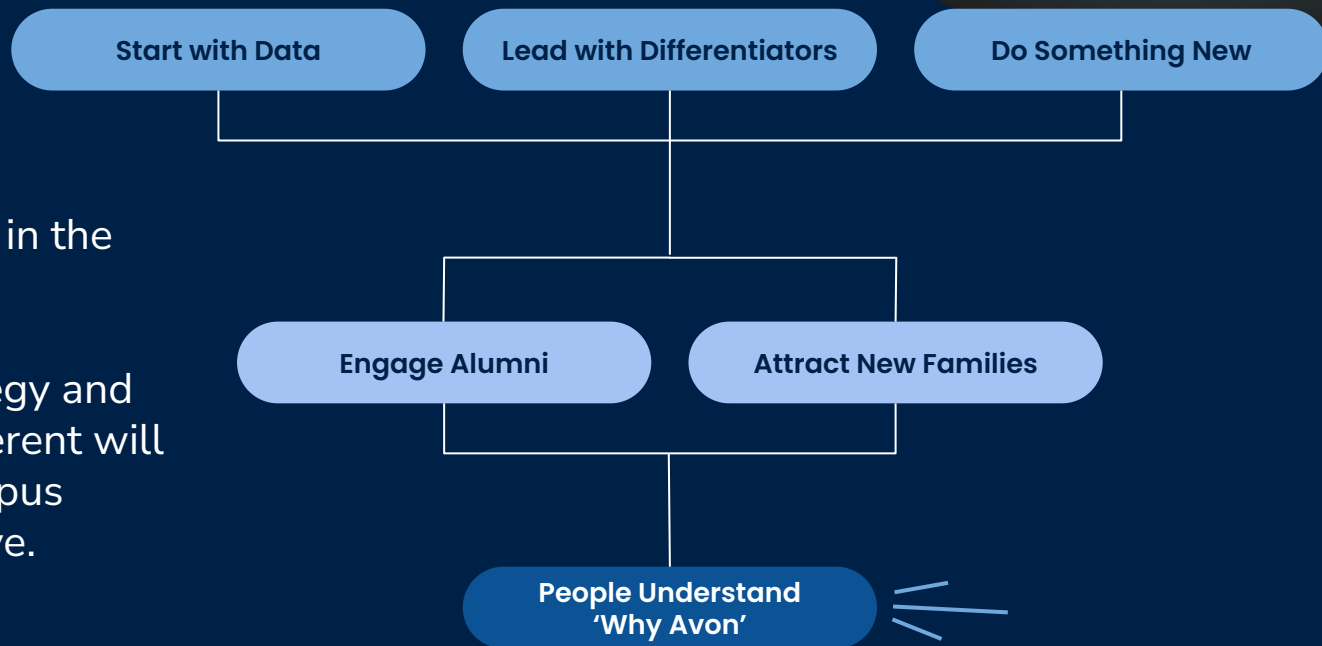
You Can Be Different When You Earn Trust

- Building and maintaining relationships are key
- Clear communication is essential
- Change takes time

Show Them the Strategy

No one wants to be stuck in the past, **but change is scary.**

If you can lead with strategy and showcase why being different will offer greater returns, campus partners will be supportive.



BE AN AMBASSADOR

INFLUENCE CULTURE, STORYTELLING, AND STRATEGIC DIRECTION FROM WITHIN

Onboarding: Take Time to Engage Faculty



As school marketers, our product isn't our school, it's our teachers.

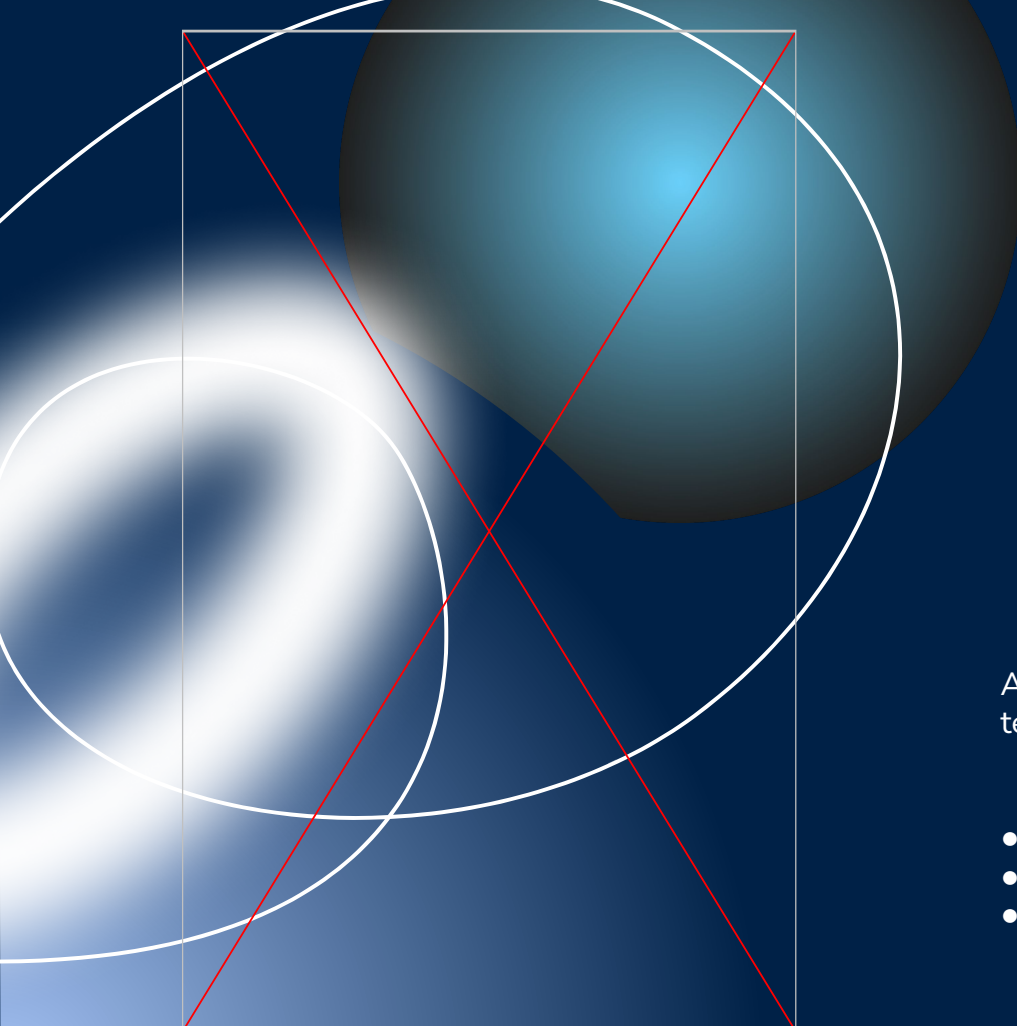
- New-Hire Onboarding to Share Brand Identity



Collaborate: Offer to Help Elevate Their Work

As school marketers, our product isn't our school, it's our teachers.

- New-Hire Onboarding to Share Brand Identity
- Explain How You Can Help Them



Collaborate: Learn What They're Doing that's Different!

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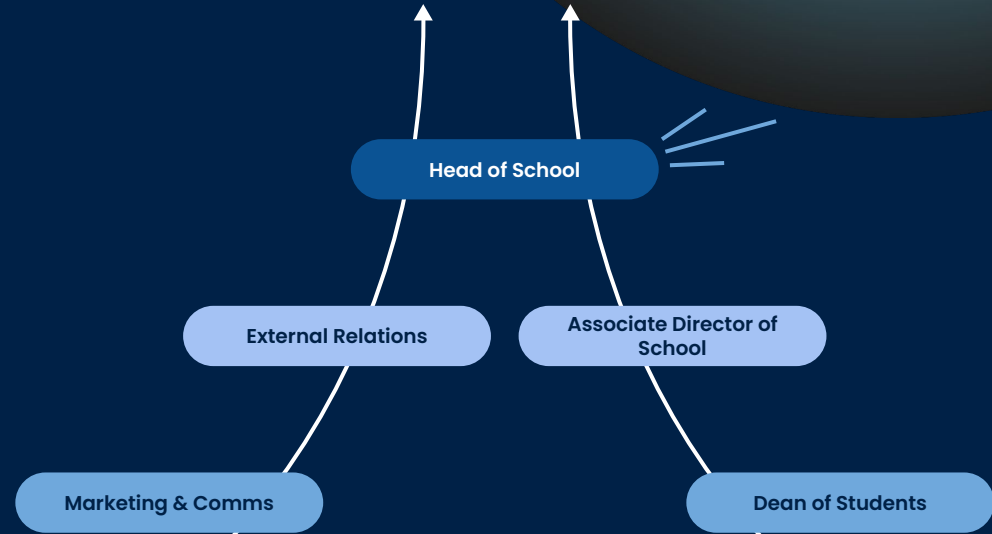
- New-Hire Onboarding to Share Brand Identity
- Explain How You Can Help Them
- Ask Them to Help You!

LEAD CONFIDENTLY

LEVERAGE DATA, CREATIVITY,
AND CONSISTENCY
TO CREATE ALIGNMENT

Org Charts Matter

In many schools, admissions and development often shine as the powerhouse departments—while marketing and communications quietly carry the weight of storytelling, visibility, brand reputation, and community perception. It's time to shift that narrative.



Create Your Own Space for Thought Leadership

Senior Leadership Team

- Head of School
- Associate Head of School
- Director of Development
- Dean of Enrollment
- Director of External Affairs
- CFO
- Director of Human Resources
- Director of Strategic Initiatives

Strategic Leadership Team

- Director of MarComms
- Director of Financial Aid
- Director of Development
- Director, Campaign & Major Gifts
- Director of Donor Relations & Operations
- Dean of Enrollment
- Director of Strategic Initiatives

Internal Comms Team

- Dean of Students Office
- College Counseling Office
- Admission Office
- Development Office
- Head of School Office
- MarComms Office
- Special Events Director

ELEVATE YOUR BRAND

COHESIVE MARKETING AND DESIGN BUILDS UPON SUCCESS

WHY AVON?



BECAUSE WE'RE THE
EXPERTS IN EDUCATING BOYS



AVON OLD FARMS
SCHOOL

HONORING TRADITION. INSPIRING EXCELLENCE.™



AVON OLD FARMS
SCHOOL

Honoring Tradition. Inspiring Excellence.™



AVON OLD FARMS SCHOOL

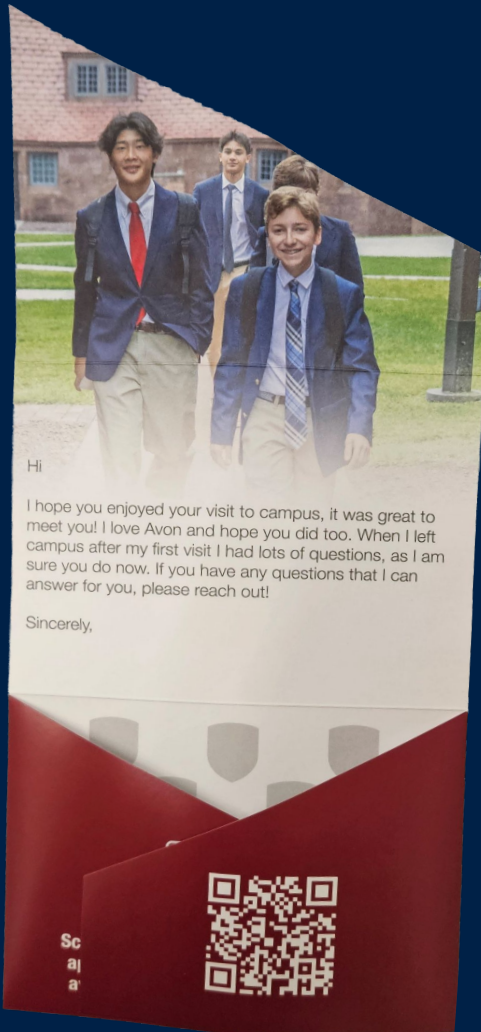
Honoring Tradition. Inspiring Excellence.™



AVON OLD FARMS SCHOOL



Honoring Tradition. Inspiring Excellence.™





In the classroom, a long-established tradition of small class size and active participation is blended with cutting edge innovation and exploration.

Your generosity makes it happen. Support Avon's engaged, perceptive, and talented students.

Support the faculty who teach because the future depends upon it.

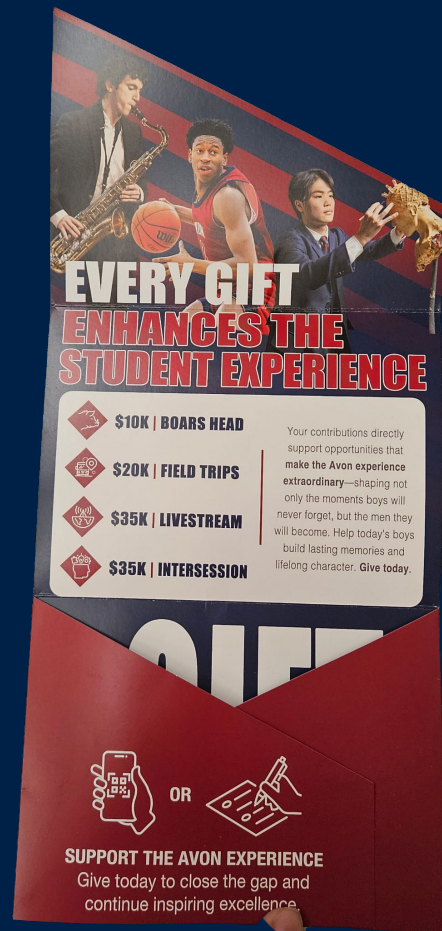
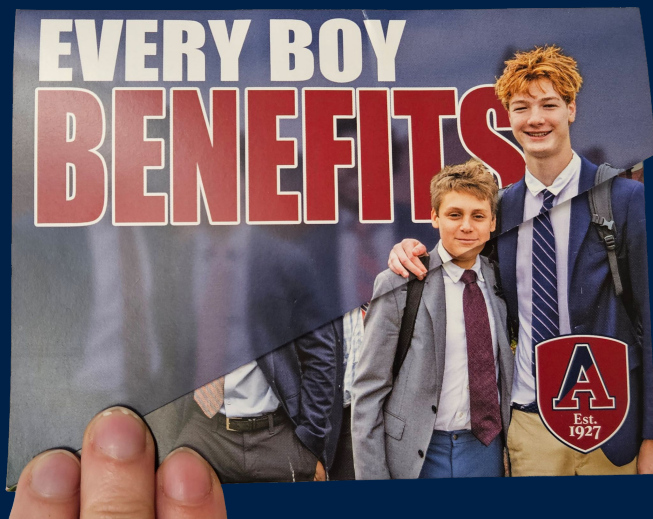
Contribute to the Annual Fund.



THEY'RE ALL IN FOR AVON



ARE YOU?





AVON OLD FARMS SCHOOL



Open House Events October 14th & November 5th

To RSVP or schedule an interview, please call us at
800-464-2866, or email us at admissions@avonoldfarms.com

500 Old Farms Road, Avon, Connecticut 06001

Avon Old Farms School welcomes students of any race, color, national and ethnic origin.



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AVON WANTS YOU.



AVON OLD FARMS
SCHOOL

To RSVP or schedule an interview visit
www.avonoldfarms.com/admission

Come see why our young men are so successful in the classroom as well as on the ice.

Key Notes



Step 1

Dare to be different!

Step 2

Build internal trust, buy-in, and support through cross-functional teams and communication.

Step 3

Lead with confidence!

Thank you!

Connect with Us!



JACQUELINE
KELLER



SUSAN
KOHN