

Let's Make History Together!

BRAND FOCUS

2017

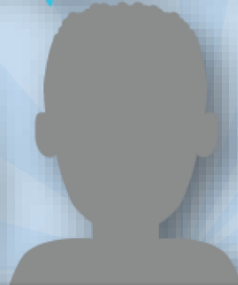
Why create a new brand?

Will a new slogan deliver success?

A brand is just a logo...right?

What's brand equity?

How do students benefit?



Detroit Public Schools Community District wants your input as we build a new brand that reflects our commitment to educating and empowering our students, and aligns with our strategic plan. DPSCD is hosting focus group meetings to gather feedback from families, students, faculty, alumni, and business and community partners. Food and beverages will be provided.



Please Join Us - Seating is Limited!

Register Today!
www.dpscd.eventbrite.com

Meetings for Families, Parents, Students & Alumni

Southwest

October 9 @ 6 - 7pm
Academy of the Americas ES/MS
5680 Konkel Street

Eastside

October 11 @ 6 - 7pm
Brenda Scott Academy
18440 Hoover

Westside

October 12 @ 6 - 7pm
Henry Ford High
20000 Evergreen Road

Central

October 14 @ 9 - 10am
Martin Luther King Jr./Sr. High
3200 E. Lafayette Street

If you cannot attend, please take our online survey at: <http://bit.ly/2y2KDis>

For more information, questions about accessibility or to request accommodations:
313.873.3494 | communications@detroitk12.org