

# Branding Cole School

## School Committee Presentation



September 18, 2017

# Mel: Cole School's Mascot

- Why is Mel a miner?
- How was Mel chosen?
- Where would you see Mel at Cole School?



# Gems

- What do gems have to do with Cole School?
- How can students earn gems?
- What happens when students earn gems?



# Dream Big, Dare Greatly & Shine Brightly

- What does the slogan mean?
- What are some of the classes doing?
- What are the expected behaviors?



# Sharing the Brand with the Community

- How are we sharing the brand with the Cole School community?
- How are we sharing the brand with all of Norwell?
- What are we contributing to the community of Norwell?

[Cole Miners' Dig Newsletter](#)

