

# Spreading the word about SAC

## The Standards-Aligned Classroom Initiative



It's not just about elevating scores.  
It's about elevating students.

## Illinois schools are facing very real challenges. Fortunately, SAC can help.

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Since 2001, the No Child Left Behind laws have exerted a profound effect on schools throughout the United States. While the specific components of NCLB may be cause for debate, the mission we share to improve our schools, better our teachers, and help our students is not. And because standardized tests are not going to go away, we all must work together to find ways to use them as a means to improve the academic performance of our students. Thankfully, SAC can help Illinois schools make the grade.

The Standards-Aligned Classroom Initiative, more commonly known as SAC, is an opportunity for schools to use the philosophies of student-led assessments and instruction to not only raise scores, but also improve the overall quality of education for their students.

Currently, the overall awareness of the SAC Initiative is very low.

At the present time, a full 22% of the schools in Illinois have adopted the SAC Initiative. Yet even within these schools, many teachers are unaware of the SAC Initiative.

- Of the dozens of teachers polled, none, other than those affiliated with SAC, had knowledge of the program.
- While those interviewed consisted of a small sample, SAC personnel voiced the same belief.

Fortunately, those who know us, love us.

- Among those teachers aware of the program, acceptance of the SAC Initiative was high.
- More importantly, those who have completed the program typically become disciples with numerous success stories to share.

The good news is that once we educate teachers and administrators about the benefits of SAC, they are very apt to adopt the initiative. Therefore, the most daunting challenge we face is finding the correct way to spread the word about SAC, so that teachers will be more likely to try SAC in their classrooms.



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## The right SAC message is a must.

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As a Professional Development initiative, SAC's primary communication objective is to establish a more compelling message beyond "standards-alignment." For this reason, we have crafted the following positioning statement to point all of our marketing materials in the same direction:

**"SAC offers proven strategies for curriculum and assessment development, designed to target instruction and accelerate student achievement and motivation for a more powerful learning experience."**

With this message in hand, we now need to share it with every principal and teacher who will listen.

- Principals are our primary target audience, and represent the key to our success.
- Teachers constitute the vast majority of participants, and need to believe in the program if they are to commit their time and energy, especially during SAC's rigorous first year.



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## Now that we know what to say, we also need to identify the best way to say it.

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To deliver our SAC marketing message clearly and effectively, we have produced a comprehensive marketing campaign complete with a full array of sales and promotional materials. All are based on proven communication components:

- **Appealing Design**

We chose the clean, uncluttered design because of its ability to stand out from the litany of cluttered, unprofessional-looking educational literature that already fill every teacher's mailbox.

- **Engaging Photography**

Rather than reuse "typical" stock photography, we commissioned a professional photographer to take photos in several schools around Illinois. This allowed us to showcase actual SAC success stories and demonstrate how SAC is currently being adopted in schools throughout Illinois.

- **Compelling Headlines**

In order to generate maximum interest from our target audience, we have composed arresting headlines that demonstrate a sense of empathy, as well as a sense of humor.

- **Actual Quotes**

In our research, we repeatedly heard that principals and teachers were most influenced by success stories from peers, such as case studies and testimonials. Real-life examples and endorsements reduce apprehension and provide instant credibility for the SAC Initiative in the minds of our prospects. For those reasons, we have included an array of inspiring quotes and testimonials from actual educators who already believe in the power of SAC.

- **A Consistent Message**

The new SAC marketing campaign provides every tool you'll need to educate and inform others about SAC. And because we have employed a consistent look and tone, these marketing materials create a distinct and recognizable "brand" for SAC. Moving forward, as we expose more educators to our campaign, our message will not only be stronger, but our unique brand will be reinforced by every marketing piece.



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## The campaign.

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### Logo & Tagline

Both have been created to convey a sense of teamwork and success, while reminding people that SAC does much more than simply raise standardized test scores.



### 8-page Brochure & Folder

These pieces provide a comprehensive overview of the entire SAC program. The folder pocket allows you to customize your message by including the info pages you deem most important to your audience.



### Info Pages

Designed to cover a range of topics, each info page can also be downloaded from the Web site. The five Info Pages that will be used most frequently have been pre-printed, and can be downloaded at [www.sac-success.org](http://www.sac-success.org) under Tools & Resources. These have been noted below.

The remaining info pages can be customized to meet specific messaging needs. To view these customizable templates, visit [www.sac-success.org](http://www.sac-success.org) and click on Extranet.



- Participation Costs (Pre-Printed)
- The MetriTech Research Study (Pre-Printed)
- Professional Development Course Overview (Pre-Printed)
- Success Story – Galesburg (Pre-Printed)
- Success Story – Oswego (Pre-Printed)
- Success Story – Generic
- Level I Learning Team Agreement
- Level II Learning Team Agreement
- Coaching Agreement
- SAC School-Wide
- Corporate Sponsorship
- Corporate Support Costs



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## The campaign.

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### Event Posters

We have created five distinct posters with space for customized information in order to help schools and administrators inform and excite our participants and prospects about SAC meetings, fairs, and other SAC-related events.



### Web site

[www.sac-success.org](http://www.sac-success.org)



We encourage you to visit this dedicated Web site to help others learn more about SAC. Users can download any of the materials as well as request more information from the SAC project manager.

### Sales Video & PowerPoint Presentation

Two detailed and informative tools to help you educate others about SAC.



## All the sales and marketing tools you need are ready and waiting.

Because we have created a new marketing campaign with a consistent and uniform look, the key to our success will be dependent upon our ability to remain true to the essence of our brand. That's why we've created a comprehensive array of materials with a consistent look and feel, so that no matter where you're presenting SAC information, your messaging will stay consistent. So now, wherever you talk about SAC, you have the right materials and the right message. And now that you can download the entire marketing campaign from our new Web site, spreading the word about SAC couldn't be easier.



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