

Jargon Capture

Capture throughout the workshop.

Capture every term, acronym, or piece of insider language that comes up: IB language, marketing acronyms, school-specific shorthand, all of it.

Don't filter or categorize.
We'll sort in Phase 3

Jargon / Acronyms / Technical Terms



Phase 1

Trial Project: The Open House

Brainstorm all the contributions needed to pull off an open house, and classify them under School Leadership, Brand, Marketing, Communications, or Admissions.

If one area feels thin, ask: what's missing? Sometimes the absence is real (this discipline doesn't contribute much to this project). Sometimes it just means we haven't thought about it carefully yet.

School Leadership

Brand

Marketing

Communications

Admissions



Phase 2

Real Project Application

Pick a real project on your school's calendar: a website redesign, a rebrand, a milestone year, a capital campaign, a major program launch, or anything significant. Brainstorm all the contributions needed to pull off this project, and classify them under School Leadership, Brand, Marketing, Communications, or Admissions.

If one area feels thin, ask: what's missing? Sometimes it just means we haven't thought about it carefully yet.

School Leadership

Brand

Marketing

Communications

Admissions



Phase 3

Reflection

Look at the two project worksheets together. Across both projects, what was Brand actually contributing? What was Marketing doing? Communications? Admissions? How did leadership engage?

For each zone, write a working definition or role description on this Reflection Sheet. Use the worksheets as evidence.

The definitions should reflect how this school actually operates, but should also stay grounded in accurate understandings of what each discipline is..



Brand at our school is:

Marketing at our school is:

Communications at our school is:

Admissions at our school is:

School leadership engages with all of the above by:

Jargon Zone

Look at the Collective Jargon Board. Choose three to five terms that need shared definitions at your school. Collectively define them below.

1.

2.

3.

4.

5.