

The background features large, expressive brushstrokes in shades of blue, green, orange, and red, creating a vibrant and artistic feel.

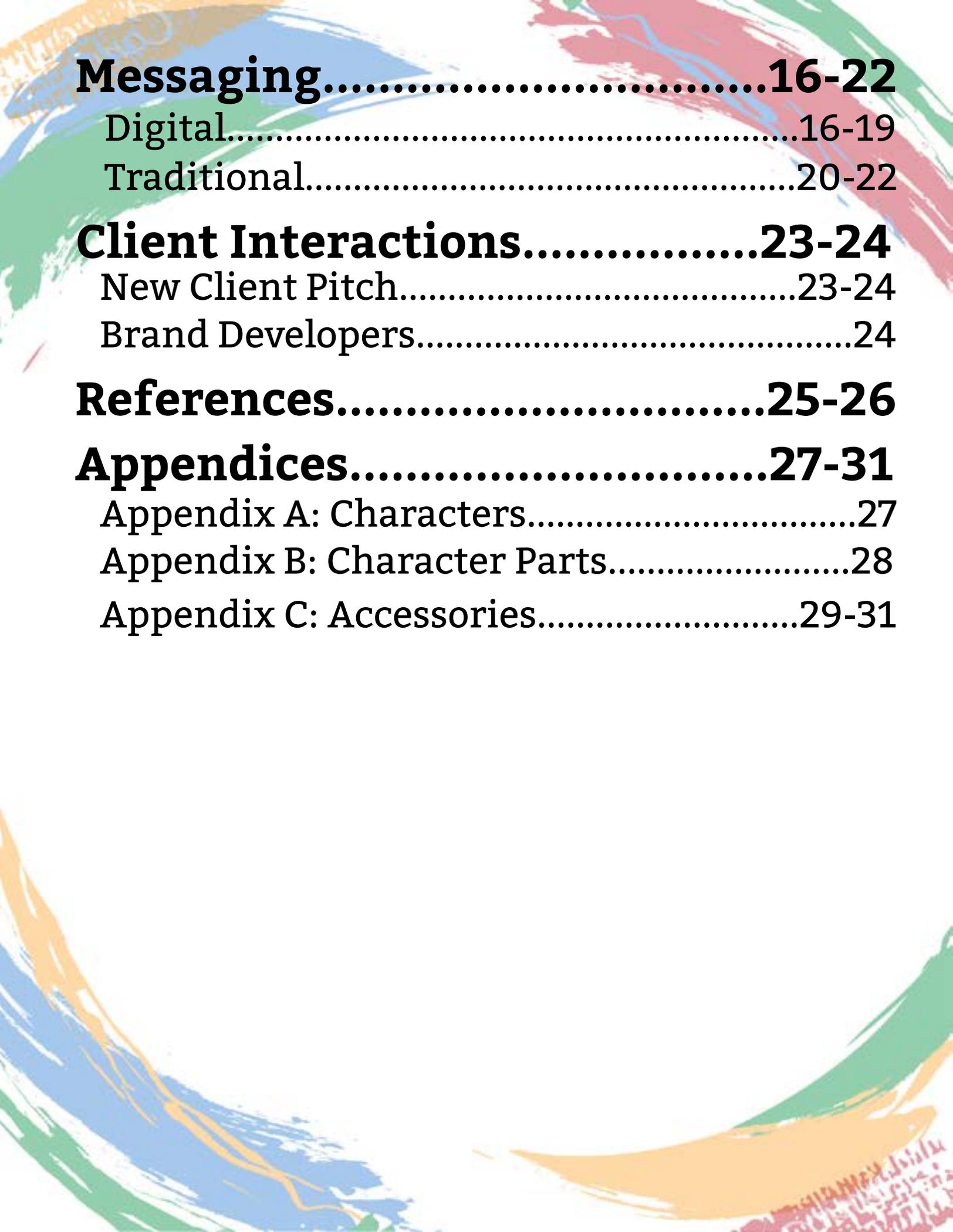
VERCHIOS™

Unleash your powers anywhere you learn™

Corporate Identification Guidelines

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Introduction

Welcome to Verchoos About the Founder

Backstory

Andrei is driven by a passion for using creativity, design and technology to deliver innovative user-centered solutions. The heart of his pursuits lie in the dedication to improving learner experiences through design. Andrei credits his first grade teacher for igniting that spark.

The foundation for his work began in the classroom where he cultivated a deep knowledge of learner behaviors and needs as a Science and Technology educator in Canada and the United States. During this time he achieved a high level of success in creating the “ultimate learner experiences.” Andrei’s brand revolves around unconventional, student-centered design principles, coupled with novel educational technologies. During his time in his master’s degree, he explored inclusive design. After he completed this degree, Andrei began working at Wiley Publishing as a Digital Learning Solutions Account Manager. In this role he began to further understand the needs of students in a way that allowed him to deliver meaningful, customized and valuable digital learning solutions. All of these experiences allowed Andrei to eagerly anticipate the next challenge in his journey - Verchoos.



Contact Information

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If you have any questions regarding this document, contact Andrei.



How Verchoos Got Started

The idea for Verchoos was conceived in 2009 after Andrei witnessed students struggling with self-agency and -identity during his many years of teaching. Also contributing to the idea was his deep desire to get away from the test score culture and shift the focus back to an experience based on individual learners and their abilities. He wanted to find a way to meaningfully figure out what learning and career pathways would be fulfilling to those students.

One day, one of Andrei's students approached him to discuss their struggles in finding a direction after high school. He responded by saying "choose a direction that focuses on your strengths and the things that you are good at which come easily" to which the student responded, "Wow! No one has ever told me that." This story and Andrei's personal experiences of not being able to fit into the educator's ideal mold of a student show the example of how many kids feel today. How many kids have similar experiences? How many kids take way too long to realize that who they really are and how they act is valid and likely the key to their future success?

After Andrei was laid off twice, feeling similarly to the aforementioned stories, he was matched with several personality assessments in the hopes of leading him to another career. While taking the assessments, he had the realization of "What if we could proactively do something like this for kids and reach them at a young age with a tool that could help them discover and celebrate their strengths early on and tie their learning outcomes both in and out of class to their strengths to help guide their learning journey without more tests?" After witnessing all of the suffering in his students, Andrei set out to develop a fun and visual assessment of students' "superpowers."

Verchoos Phase 1 is currently a paper-based version of the tool Andrei envisioned. Through a partnership with Bridgewater College Digital Media Strategy Masters students, the digitization of the program, Verchoos Phase 2, is in the works. Through this process, the Verchoos story continues to strive for easy deployment of Verchoos to all youth and clear articulation of the product and story to the masses.

What is Verchoos

Verchoos is a timely and transformative tool for youth that empowers them to embrace and celebrate their unique powers along their life-learning journey. Created by educator and youth champion, Andrei Dacko, Verchoos promotes self and peer actualization, acceptance and agency in a time where our youth can sometimes doubt their value and self worth.

The hope is that this program will:

- Enable learners to build a community around each other's strengths
- Quickly share their superpowers with their circle
- Keep track of and share any Verchoos-centered learning experiences they have with photos or videos
- Be able to collect that data over time as a part of their evidence-based Verchoos learning portfolio

Our Audiences

Verchoos was created to primarily assist individuals in the age range of 5th - 8th grade. With the use of this corporate identification guide (CIG), Verchoos will have potential to be expanded to other demographics in the future.

Purpose of the Guide

What the Guide Does

- Explains why employees should use the branding guidelines given and provides instructions for how to do so
- Communicates the Verchoos design standards to anyone needing to advocate for the program
- Ensures that all messaging is relevant and assists in Verchoos goals
- Helps build trust within the target audiences
- Ensures consistency throughout communications, branding, and the identity Verchoos portrays

How to Use It

The CIG serves as an employee and advocate introduction to Verchoos. This document acts as a reference for the expected standards. Providing guidelines for both digital and in person interactions empowers those involved with Verchoos. These employees and other individuals play a key role in the representation of the brand.

Thank You



Thank you in advance for using this CIG to help make the Verchoos brand become the best it can be. Following this guide helps keep the brand identity consistent and recognizable by defining the guidelines.

Verchoos Mission & Vision

Mission

Verchoos is an inclusive, highly visual, and socio-emotional learning tool designed for students; grades fifth through eighth. Verchoos will strengthen student self-agency, self-growth, and self-love while reducing misbehavior and bullying. We believe that through empowering students, schools as a whole will sense more of an excitement for learning and better understanding of each other.

Vision

Our vision is to provide meaningful, individualized learning as well as helping students appreciate each other based on their personal attributes. In the future, our goal is to impact students, teachers, and parents across the nation.

Values

- Strengthening student engagement, student-to-student, and student-to-teacher relationships
- Reducing the complexity of learning and decision-making pathways
- Providing an individual learning experience for both students and teachers
- Reducing the frequency of student misbehavior and bullying
- Creating a culture of warmth and belonging, where everyone is welcome



Branding Elements

Color Scheme



Color Descriptions

The Blue Badges mean you are friendly. You like to take care of others, keep the peace, and be kind.

The Green Badges mean you are intellectual. You like to work hard, learn new things, and ask “Why?”

The Red Badges mean you are active. You like to get moving and keep moving, push the boundaries, and be creative.

The Yellow Badges means you are responsible. You like to be organized, follow the rules, and help others.



Fonts

Logo - **LUCKIEST GUY REGULAR (85 POINT FONT)**

Tagline - *Caveat Bold (20 point font)*

Badges - **Jua Regular (size 35 font)**

Logo - **VERCHOOS**

Tagline - *Unleash your powers anywhere you learn*

Badges - **Sensible, Entertaining,
Inventive, Tender**

Logos

VERCHOOS™

Unleash your powers anywhere you learn™

VERCHOS™

Unleash your powers anywhere you learn™

**V
E
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O
S
™**

**V
E
R
C
H

O
S
™**

Badges



Badge Names, Descriptions, and Icons

VERCHOO	DESCRIPTION	ICON
Expressive	Being expressive means you say what you think! Whether it's speaking or writing you're good at communicating your thoughts with others and like talking about ideas out loud.	
Tender	Being tender means you are kind. You like being nice to others and are often described as "sweet."	
Compassionate	Being compassionate means you like to take care of others! You're good at being a friend and helping others in need.	
Spiritual	Being spiritual means you're a believer. You enjoy connecting with the world around you, especially nature.	
Inspirational	Being inspirational means you're a natural motivator. You like to encourage others and inspire them to do and be more than they thought was possible!	
Harmonious	Being harmonious means you like to keep the peace! You're good at resolving issues by having conversations about how to fix them instead of fighting.	

VERCHOO	DESCRIPTION	ICON
Logical	Being logical means you think things through. You like to analyze situations and come up with a plan before acting.	
Inventive	Being inventive means you like to create new things! You like to draw out designs and then make them come to life.	
Curious	Being curious means you question everything! You like doing research, learning new things, and solving mysteries.	
Ingenious	Being ingenious means you're a problem solver! You have a huge imagination and come up with creative solutions.	
Independent	Being independent means you like doing things your way or on your time. You're good at working alone and enjoy your "me" time.	
Precise	Being precise means you shoot for perfection! You like to double check everything to make sure it's correct.	

VERCHOO	DESCRIPTION	ICON
Creative	Being creative means you like to be artsy! You're good at coming up with unique ideas and like bringing those ideas to life, whether it's by drawing, painting, or creating physical objects!	
Energetic	Being energetic means you are lively! You have an animated personality and you're generally excited about life!	
Entertaining	Being entertaining means you love being the center of attention! You're funny and know how to put on a show.	
Charming	Being charming means you aim to please! You're charismatic and know how to get and keep people's attention.	
Active	Being active means you don't want to stop moving! You like to stay busy, whether that means creating art, playing a sport, or just keeping your body moving.	
Daring	Being daring means you like to take risks! You aren't afraid to try new things and push the boundaries!	

VERCHOO	DESCRIPTION	ICON
Detailed	Being detailed means you're observant! You notice the little things while also seeing the bigger picture.	
Prepared	Being prepared means you're a planner! You like knowing what will happen in advance so you can make sure you have all the supplies and knowledge you'll need.	
Sensible	Being sensible means you're responsible! You like to weigh the pros and cons before making a decision.	
Organized	Being organized means you like to keep things neat and tidy. You have a system for organizing and believe everything has its proper place.	
Punctual	Being punctual means you're always on time! You like to be on time or even early when you make plans so others don't have to wait for you.	
Helpful	Being helpful means you have a big heart! You're good at knowing what other people need and like making them smile.	

Messaging

Digital

Branding Elements

As they say, consistency is key. By ensuring the use of the branding elements mentioned previously, you are able to provide consistency for your audience. This consistency allows the audience to feel connected to the brand and messaging you are providing. Although there are guidelines, the suggestions still leave room to express creativity which we do encourage.

MEDIA	SIZING	POSTING
	Cover Photo: 852 x 315 px Profile Photo: 180 x 180 px Post: 940 x 788 px	Wednesday at 11am or Saturday at 5pm
	Cover Photo: 1500x 500 px Profile Photo: 400 x 400 px Post: 900 x 512 px	Wednesday at 9am or Saturday at 5pm
	Cover Photo: 1080 x 1920 px Profile Photo: 110 x110 px Post: 1080 x 1080 px	Wednesday at 11am or Friday at 10am



Social Media

Importance

Using social media as a marketing tool is a cost-effective way to form a relationship with consumers. Not only does it help search engine optimization, but also creates an online community and forum for Verchoos.

Questions to Find Your Goal

- What is my purpose for this post?
- Who is my audience?
- Which platforms do they use most?
- Which devices will they be viewing the posts on?

Appropriate Hashtags

- No more than three words
- Must be centered around education, individualism, “super powers,” or branding elements
- No more than 3-5 hashtags per post
- Examples include
 - #verchoos
 - #(insert badge name)
 - #STEM
 - #studentempowerment
 - #innovative
 - #empoweringthrougheducation
 - #techtrack



Email

Subject Line

The subject line is a critical element of email marketing. The subject line should be brief and compelling. This aspect of the email can potentially be the deciding factor of whether a viewer opens an email or not. As with most other parts of marketing, personalization of the subject line can lead to a higher open rate. Another tip is keeping the text under 30 characters. Despite the viewing device, the subject line needs to be compelling.

Concise Language

Emails with approximately 20 lines of text result in the highest click-through rates. Using branded fonts at 11pt for the body and 22pt will also lead to a higher click-through rate. Consciousness of the body text and avoidance of redundancy helps to maintain the audience's attention and lessen the chance of viewers unsubscribing or deleting the emails.

Layout

A single column design allows for easier resizing and responsive design that automatically resizes based on the screen size. Along with this layout, links placed to the left side or top of an email have a greater effect on the click-through rate. Make sure that these links lead back to the location you want the viewer to end up at. This call to action should remain above the fold, so that they do not have to scroll to find that action.



Optimization

Most emails are typically viewed on mobile devices today. Using these elements also helps in ensuring that your email is optimized for all devices. In order to have the most effective email, it must be designed well from the viewpoint of every device. We recommend using mobile-friendly email services which help your content automatically adapt to whatever device your reader is using.

Interactivity

Including something like a video, GIF, or meme into an email is an easy way to engage with your readers and create a positive experience for them. Using these interactive media will also grab the users' interest and make sure they look forward to emails from Verchoos in the future.

SIZING	SENDING
Logo: 200 x 200 px Other Graphics: 900 x 512px	Tuesday or Thursday at 10am



Traditional Flyers & Posters

Best Design Practices:

Keep it Simple

Limit your word choice, graphics, and spacing within the flyer/poster. Be careful with choosing fonts, an overwhelming amount of fonts can confuse readers. Ensure that you are listing only the major benefits and vital information that is trying to be conveyed.

Attention to Visuals

40% of people retain images provided on flyers/posters more than text. Ensure that only relevant images are being placed within the flyer/poster. Consider the golden ratio where images flow in a spherical design.

Paper Quality

Ensure that the quality of the paper can be handled by multiple people. Paper quality can present the company as caring about the finest details.

Understand the Audience

Create flyers/posters that are relevant to the audience you are trying to reach. Ensure that the flyer/poster is addressing the needs and desires that the target audience has presented.

Placement/Distribution

Face-to-Face

- Timing & Location
- Benefits
- Special Occasions

Business-to-Business

- Members of Staff
- Those Using the Service
- Customers





Color Scheme

See “Branding Elements” p. 8-15

Incorporate Logo and Branding

See “Branding Elements” p. 8-15

Font

Bitter font will be used for all mediums with the following specifications:

- **Heading 1 36pt font**
- **Heading 2 30pt font**
- **Heading 3 24pt font**
- **Heading 4 18pt font**
- **Normal Text 11pt font**

Lucky Guy font will be used for all Verchoos logo text

Direct Mail

How to Set it Up

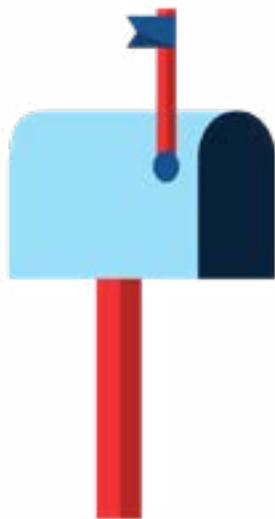
Identify a target mailing list for each campaign. Do not just use an accumulated mailing list that grows over time. Create a direct mailer that gets recipients to respond to an offer, which will lead them to a call to action. Mailers are never to inform a recipient, but to always get them to take action. Run a test campaign first before sending mailers to your complete campaign list. Keep track of recipient's responses.

How Often to Mail

Keep it short; use headings, bullets, and bold type to break up and organize content. The most important design practice is to create a sense of urgency. Graphics are good only if they are direct and aid the recipient to do the call to action.

Design Practices

Find a balance between too much and too little. You can conduct an A/B testing — create separate groups and mail them at different frequencies and different times to see which produces better results. During the course of the year when your peak sales are — sending information prior or during this time period is more effective. Start by sending your mail once every quarter. Track and measure the success of each mailing campaign and adjust the frequency accordingly.



Client Interactions

New Client Pitch

How to Create Your Pitch

Start by introducing yourself. Make sure to give your name, and start a rapport about Verchoos and the important facts.

Describe your role at Verchoos.

Describe Verchoos as a brand

- What is its purpose?
- Who benefits from Verchoos?
- What are some of the positive outcomes?

Explain what you need. This is a good opportunity to explain the value Verchoos will bring to the school industry and what the audience has to gain.

Finish with a call to action. Exchange contact information and ask to set up a meeting to talk about how Verchoos could help their specific school/student/community.

If they AGREE

Thank them for their time and gather the correct contact information. End the conversation with a concise and action-oriented farewell, such as, “Thank you for your time, I’ll send you a follow-up email tonight. Have a great day!”

If they DISAGREE

Gracefully end the conversation with a polite, “I understand, thank you for your time! If it’s all right, I’ll send you a follow-up email and see if there is a better time for us to connect.”

Implementation

Be Authentic

Review and practice your pitch, but sound conversational. Look for ways through your delivery to let your personality shine through. If you're not sure about your best personal qualities, ask friends for three words they would use to describe you. Use these characteristics to build your outreach messaging.

Make it Personal

Networking is most effective when it doesn't seem like networking. Try to connect with your potential clients on a personal level to begin forming a relationship early. This will make the relationship more likely to last and for you to gain the client's trust.

Utilize Social Media Strategically

Take time to do individual outreach rather than blasting emails or LinkedIn invites to everyone in your address book. While these methods are also necessary at times, when you need to send a message, try to continue with the trend of making the interaction as personal as possible.

Brand Developers

Brand authenticity is important because it affects product perceptions. Consumers are becoming savvier about the role of marketing in the brands and products they consume. They develop an appreciation for brands with a genuine interest in the products they are producing and that live up to their own hype.

When speaking about Verchoos, words such as "innovative", "empowering", "empathetic" and "exciting" should be natural descriptors that come to mind. Its goal is not to just sell a product, but to talk about the excitement Verchoos generates for students' parents and teachers.

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Client Interactions

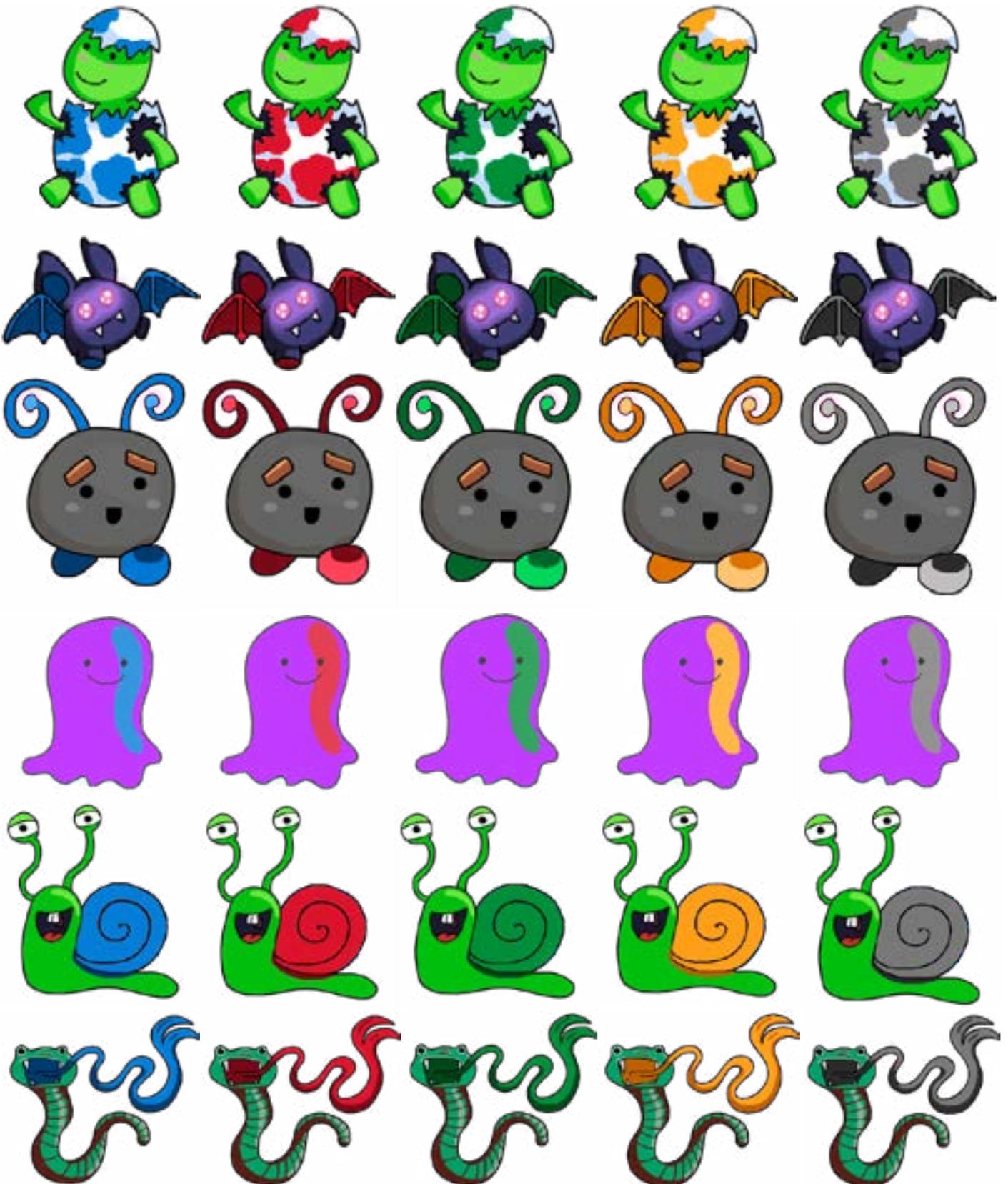
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Appendices

Appendix A: Characters



Appendix B: Character Parts



Appendix C: Accessories







The background features large, vibrant, abstract brushstrokes in shades of blue, green, orange, and red, creating a dynamic and energetic feel.

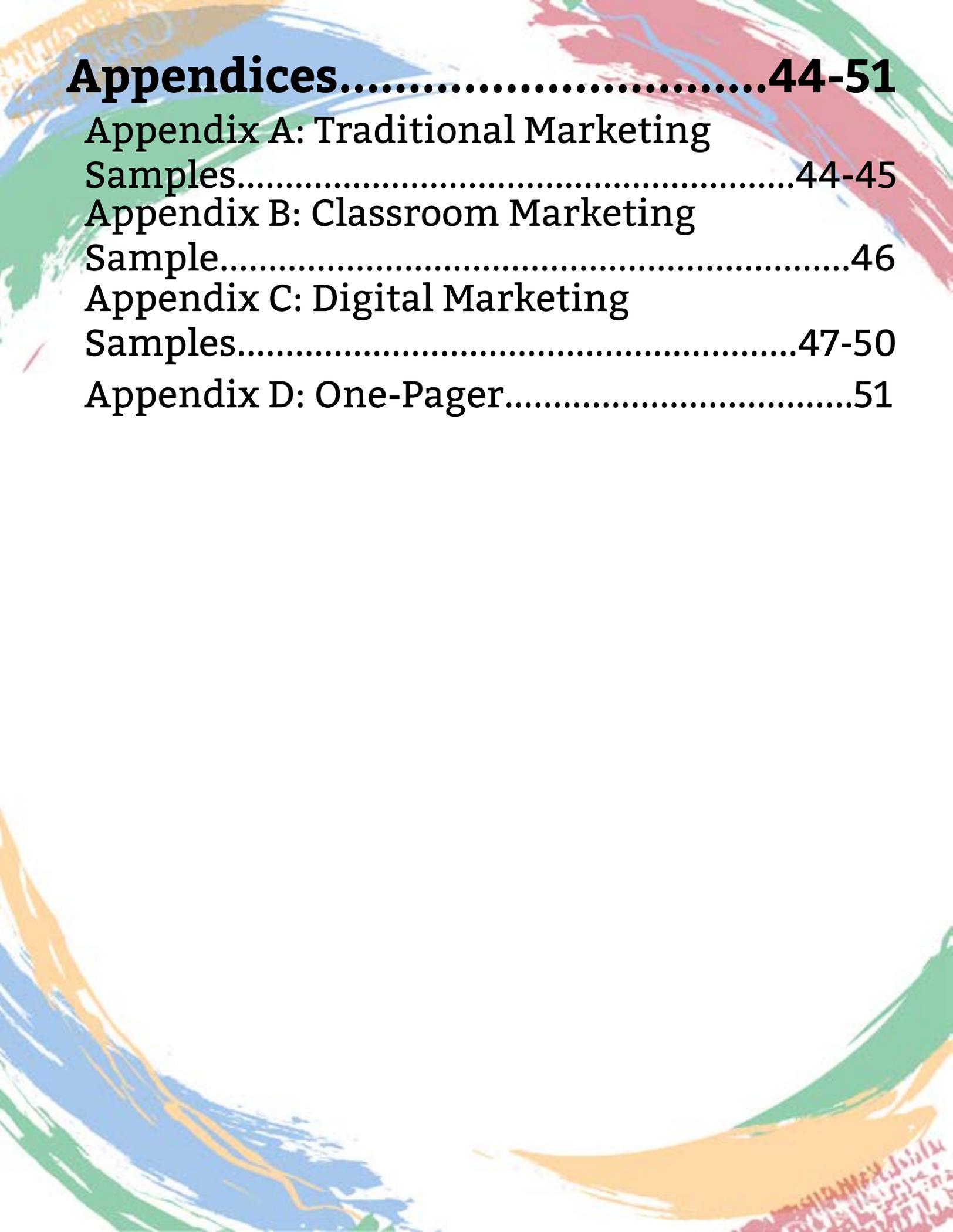
VERCHIOSTM

Unleash your powers anywhere you learnTM

Marketing Plan

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Analysis

Target Audiences

Primary

Users

Students: 5th to 8th grade students in educational and student-focused community organizations.

Buyers

Parents/Teachers: share awareness of, and ultimately purchase, Verchoos for both the primary and secondary target users.

Fees: individual and/or class memberships/subscriptions

Sales Cycle: Short (1-30 days)

Revenue Impact: Low-Medium

Site Leader: Principal or Director purchases for own staff to use with students. Likely for private schools only.

Fees: Single site adoption

Sales Cycle: Medium (30-180 days)

Revenue Impact: Medium

Tertiary

Users

Professional Individuals: 18-70 years old career professionals working in organizations.

Secondary

Users

Students: 9th to 12th grade students in educational and student-focused community organizations.

District or Regional Leader: Entire school districts across elementary and middle OR regional sister sites (ex. education franchises) who want to integrate Verchoos in their education or programming.

Fees: District or regional adoption

Sales Cycle: Long (4-24mos)

Revenue Impact: High

Buyers

Ed Tech and/or Career-focused software providers: Organizations that want to integrate Verchoos into their product (ex. CuedIn, Schoology etc.)

Fees: Licensing

Sales Cycle: Long (4-24mos)

Revenue Impact: Medium-High

Marketing Demographics

Primary Audience

Users

Age: 11 years old to 13 years old

Gender: All genders

Income: N/A

Buyers

Age: 22 years old to 70 years old

Gender: All genders

Income: Average income of \$57,372

Secondary Audience

Age: 14 years old to 18 years old

Gender: All genders

Income: Possibility of minimum wage job (\$7.25 - \$12.00)



Geographic Segmentation

The current geographic segmentation includes:

Phase 1: Shenandoah Valley



Phase 2: Rest of Virginia (Richmond, North Virginia, Charlottesville)



Phase 3: Maryland, Pennsylvania, West Virginia



Phase 4: Rest of the United States



SWOT

Strengths

- Strengthening student self-agency, self-growth and self-love
- Reducing the complexity of learning career pathway decision-making improving peer to peer relationships and team dynamics
- Reducing frequency of student misbehavior and bullying
- Providing a meaningful context for student-student and student-teacher relationship building
- Serving as a more holistic alternative to grades for driving and tracking learning achievement
- Providing a more meaningful context for teachers to individualize learning
- Helping students appreciate others based on their complementary powers

Weaknesses

- Outreach to other schools
- Market what they do and their impact
- Have a digital presence
- Making it easy for teachers and other student learning leaders to deploy Verchoos

Opportunities

- The Coronavirus reality (i.e. learning at a distance from home and documenting learning of all types from home) will help increase participation in, and sales of, Verchoos.
- Coronavirus reality also underscores the importance of a student-based online tool that puts learners (and their parents) in charge (rather than having to rely on a teacher first) of documenting and tracking their learning experiences no matter where they are
- The latest requirement for public school systems nationally to move to, and follow, the new profile of the Virginia graduate (effective for the 2019-20 freshman class) especially Community Engagement and Career Exploration introduces an increased need for an online tool that allows schools, teachers and learners to have access to a tool like Verchoos
- With the increasing rate of students expressing lack of relevance in their daily learning, a tool like Verchoos helps them track and document learning experiences that are tied to their Verchoos and are therefore significantly more personally relevant.
- ePortfolios - Verchoos hopes to partner with various ePortfolio sites in implement their services to work with these ePortfolios

Prodigy

“Easily motivate 1st to 8th grade students to learn and practice math. Accessible at home or in class!”

Prodigy currently has both a website and app that allows students to learn math from the comfort of their own home or during school.

Threats

Competition

Direct

Students of Promise

“Gives interested high school students the opportunity to become role models for middle school students by mentoring students in the Students of Success program”

Although this does not directly compete with Verchoos currently there would be an opportunity for them to compete in the future.

Epic!

“Epic! has grown into an award-winning subscription service, which gives millions of families and classrooms instant, unlimited access to thousands of books, videos and quizzes from leading publishers to help kids everywhere read, learn and grow.”

Epic currently has both a website and app that allows students to read and take quizzes from both their homes and schools. Although Verchoos doesn't cover specifically reading, it does take away from what Verchoos hopes to provide in the future.

Replacement

STEM

Although they have some differences currently, if either STEM or Verchoos were to create branches off of the current models, they could potentially absolve the other.

Indirect

Boys & Girls Club

Mission: “enable all young people, especially those who need us the most, to reach their full potential as productive, caring and responsible citizens...”

Core Promises: “provide you”

Similarity: both Verchoos and Boys & Girls Club focus on the betterment of youth through knowing your strengths and communicating them

Rockingham County Parks & Recreation

Mission: “to foster lifetime involvement in an appreciation of activities that enrich the lives of all citizens of Rockingham County by providing high quality recreation and leisure activities”

Vision: “our youth activities prepare for the future, as our adult activities strengthen the present”

Similarity: both Verchoos and RCPR strive to encourage lifelong learning (Recreation)

Absence of Internet

Need to make sure that a disruption to internet does not affect a student's ability to participate with Verchoos including tracking/journaling their learning.

Marketing Strategy Objectives

Our objective is to increase audience awareness about Verchoos.

Communication Plan

Traditional Marketing

Some examples of traditional marketing include flyers and other school news outlets. Although we live in a digital world, complementing that marketing with traditional forms allows you to reach a broader audience that may not have access to digital means. We have provided samples of each type in Appendix A.

MEDIUM	SIZING
Flyer	8.5 x 11 in
Retractable Banner	33 x 72 in



Classroom Marketing

Some examples of classroom marketing includes the use of flyers to market to teachers and principals. Targeting teachers will encourage them to purchase Verchoos sticker-card packs for future students so they could do Verchoos with them in the first week or two of school. We have provided a sample in Appendix B.

Digital Marketing

Some examples of digital marketing includes the use of ads, social media posts, and communications through email. We have provided samples of each type in Appendix C.

MEDIA	SIZING	POSTING
	Cover Photo: 852 x 315 px Profile Photo: 180 x 180 px Post: 940 x 788 px	Wednesday at 11am or Saturday at 5pm
	Cover Photo: 1500x 500 px Profile Photo: 400 x 400 px Post: 900 x 512 px	Wednesday at 9am or Saturday at 5pm
	Cover Photo: 1080 x 1920 px Profile Photo: 110 x110 px Post: 1080 x 1080 px	Wednesday at 11am or Friday at 10am
	Logo: 200 x 200 px Other Graphics: 900 x 512px	Tuesday or Thursday at 10am



Market Research

Some ways to market to schools include making the content valuable and informational, creating shareable content such as presentations, research and reports, and demos or free trials. You should optimize the content for local audiences.

How to Contact Affiliates

Timetables

Best time to contact different schools

- Plan around the school's fiscal year
- Start campaigns in August

Who to Contact

- Communicate with the schools directly by contacting the principals via email with an introductory message with an introductory message and one-pager included in Appendix D.
- Copy the Director of Instruction for the respective school district if applicable.
- If at all possible, make an effort to have in person interactions.

Contacting Others

- Follow a similar protocol when contacting other organizations such as summer camps.
- Communicate with the director of events or other personnel in a similar role.

Follow-up

Communicate to:

- Educators
- School administration
- Community program administration
- Student community program participants

Ask for:

- Recommendations on how to improve
- Take a survey on how Verchoos affected them personally and their learning environment.
- Recommendations for other institutions that might benefit from Verchoos

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Appendices

Appendix A: Traditional Marketing Samples

If possible, hang these flyers inside school hallways, restaurants, stores, and other local businesses. You can also use traditional marketing designs as banners for future client recruitment, and generate excitement amongst the student and educators population.

Flyer:



VERCHOOS™

"A TIMELY AND TRANSFORMATIVE TOOL FOR YOUTH THAT EMPOWERS THEM TO EMBRACE AND CELEBRATE THEIR UNIQUE POWERS ALONG THEIR LIFE-LEARNING JOURNEY."

ANDREI DACKO
EMAIL: ADACKO@BREAKTHRULX.COM
FACEBOOK: [HTTPS://WWW.FACEBOOK.COM/VERCHOOS/](https://www.facebook.com/verchoos/)

The Verchoos mascot is a green, cartoonish character with a white and red striped hat, standing on a blue and white base.

Retractable Banners:



VERCHOOS

"A TIMELY AND TRANSFORMATIVE TOOL FOR YOUTH THAT EMPOWERS THEM TO EMBRACE AND CELEBRATE THEIR UNIQUE POWERS ALONG THEIR LIFE-LEARNING JOURNEY."



ANDREI DACKO
EMAIL: ADACKO@BREAKTHRU.LX.COM
FACEBOOK: [HTTPS://WWW.FACEBOOK.COM/VERCHOOS/](https://www.facebook.com/verchoos/)



VERCHOOS

"A TIMELY AND TRANSFORMATIVE TOOL FOR YOUTH THAT EMPOWERS THEM TO EMBRACE AND CELEBRATE THEIR UNIQUE POWERS ALONG THEIR LIFE-LEARNING JOURNEY."

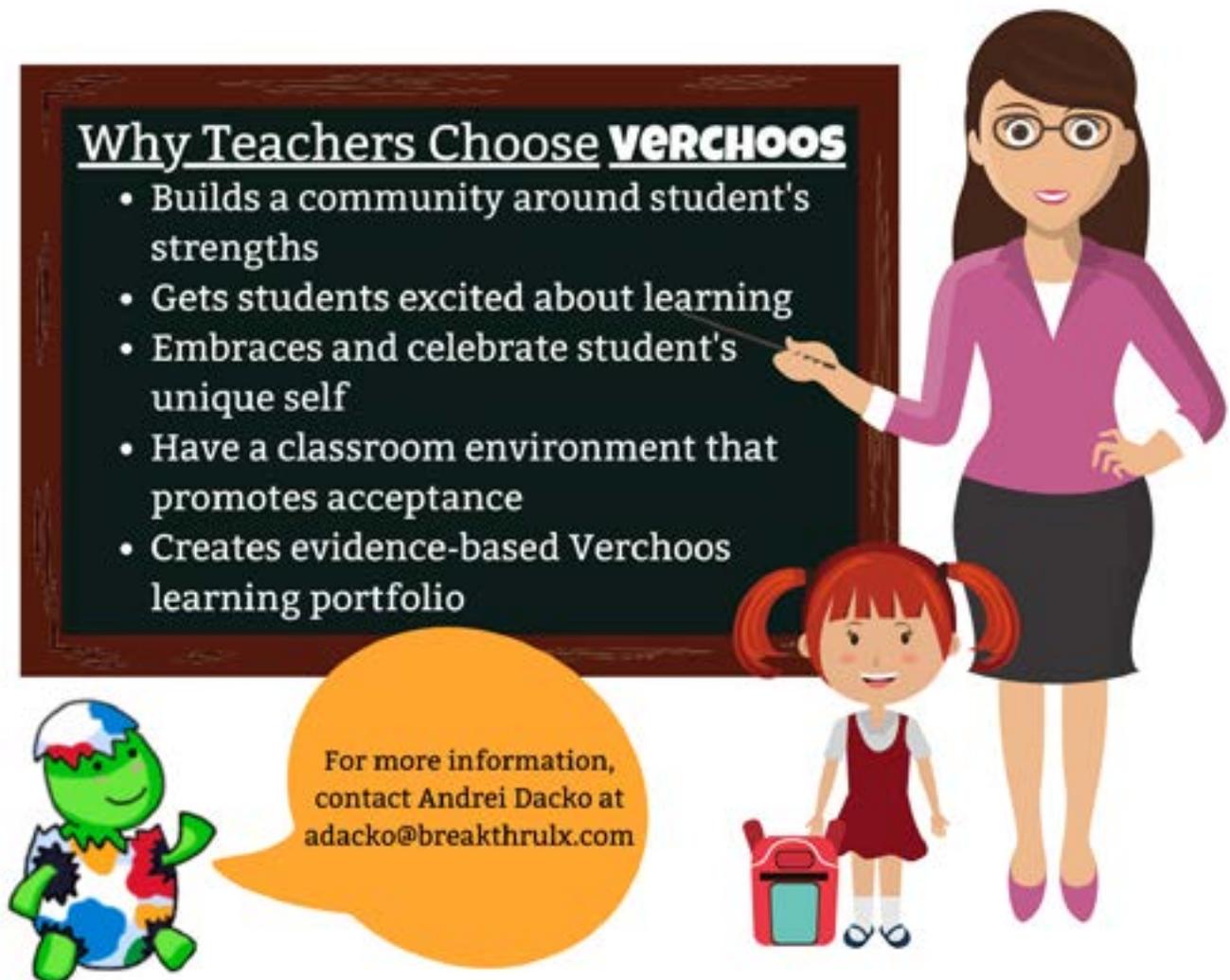


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FACEBOOK: [HTTPS://WWW.FACEBOOK.COM/VERCHOOS/](https://www.facebook.com/verchoos/)



Appendix B: Classroom Marketing Sample

Flyer:



Why Teachers Choose **VERCHOOS**

- Builds a community around student's strengths
- Gets students excited about learning
- Embraces and celebrate student's unique self
- Have a classroom environment that promotes acceptance
- Creates evidence-based Verchoos learning portfolio

For more information, contact Andrei Dacko at adacko@breakthruix.com

Appendix C: Digital Marketing Samples

Social Media Site: Facebook

Image Size: 940 x 788 px

Content:

We would like to thank (insert school name) for having Verchoos in the classroom for the day. It was great being able to see so many students get closer to each other through their new found superpowers.



Social Media Site: Twitter

Image Size: 900 x 512 px

Content:

Thank you to (Insert School Name) for having Verchoos today. Students were able to find their untapped superpowers. #verchoos #(insert badge name) #studentempowerment



Social Media Site: Instagram

Image Size: 1080 x 1080 px

Content:

Thank you to (Insert School Name) for having Verchoos today. Students were able to find their untapped superpowers. #verchoos #(insert badge name) #studentempowerment



Email:

Content:

I would like to introduce you to Verchoos! We revolve around unconventional, student-centered design principles, coupled with novel educational technologies. Verchoos is all about the power of people!

Verchoos is an inclusive, highly visual, and socio-emotional learning tool designed for students; grades fifth through eighth. Verchoos will strengthen student self-agency, self-growth, and self-love while reducing misbehavior and bullying. We believe that through empowering students, schools as a whole will sense more of an excitement for learning and better understanding of each other.

Check out the attached document for how it can benefit your school (organization)!

attached one pager



VERCHOOS™

Unleash your powers anywhere you learn™

"A timely and transformative tool for youth that empowers them to embrace and celebrate their unique powers along their life-learning journey."

Like us on Facebook:
<https://www.facebook.com/verchoos/>



Appendix D: One-Pager



What is Verchoos?

A virtue is defined as a beneficial quality or **power**. Verchoos is an inclusive, highly visual, and engaging social-emotional learning tool designed especially for youth to:

1. Help them discover, showcase, and leverage their greatest powers and;
2. Empower youth to be their own, best advocate along their learning and career-pathway journey.

How does it work?

Verchoos is typically delivered to students in a one-hour workshop format. Participants engage in unlearning, discovery, and reflection activities to help them identify their most powerful Verchoos. The experience culminates in the creation of their own Verchoos sticker-card that displays their top four powers for use anywhere they learn.

Benefits

Verchoos can benefit students and their learning stakeholders by:

- Strengthening student engagement, student-to-student, and student-to-teacher relationships
- Reducing the complexity of learning and decision-making pathways
- Providing an individual learning experience for both students and teachers
- Reducing the frequency of student misbehavior and bullying
- Creating a culture of warmth and belonging, where everyone is welcome

Our vision

Our vision is to provide meaningful, individualized learning as well as helping students appreciate each other based on their personal attributes. In the future, our goal is to impact students, teachers, and parents across the nation.



VERCHIOS™

Unleash your powers anywhere you learn™

User Experience Guide

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Recommendations

Gamification & Reward System

In previous discussions with Andrei, both parties agreed on the necessity of having a reward system to promote motivation for the continual growth of one's portfolio in Verchoos. In order to implement a reward system, we have chosen to Gamify the Verchoos app. The following resources will explain gamification and reward systems as they relate to Verchoos.

Gamification

- Gamification is the usage of “scoring systems, achievements, and other game-like features in non-game apps.”
- Some recent examples of this are In Treehouse, DuoLingo, and Codeacademy.
- Gamification gives people the chance to feel more accomplishment after reaching a goal.

Following the design of Duolingo, we have developed a task-based learning interface to gamify Verchoos.

Reward System

- There are four types of people that use apps, these types are indicative of what type of reward system motivates them.
 - **The Killer** is motivated by challenges that include power ups
 - **The Explorer** cares about learning more about their badges, what they mean, # of people that have earned that badge, celebrities, etc
 - **The Achiever** is someone who is Task Oriented, they are motivated by completing a task.
 - **The Socializer** is enabled by friends and gets excited by sharing their accomplishments and seeing other people's accomplishments.
- Using a task-oriented reward system allows us to hit on each of these types.

Verchoos Reward System

- A task is assigned to a Verchoos user with a description of how the task relates to them (The Explorer).
- Students must upload an example of the completed task to the Verchoos app.
- They can either upload the accomplishment to their portfolio or choose to share the accomplishment (Socializer)
- The task then shows as complete (Achiever) and the user gets points towards their Star Level. After a Star Level is completed then a new feature for the user's avatar is unlocked (Killer). After corporate sponsors are secured, then prizes provided by them could be unlocked as well (Revenue Stream 4)
- The progress of the rewards can be checked in the user's profile.



The Onboarding Process

The onboarding process for this app will be interactive. This means that people will have the chance to have some input as they set up the app. There should also be some aspects of a function-oriented onboarding process to explain the different pages of the app.

For the Verchoos app, our onboarding process will first showcase the Verchoos intro video. The video will give the option for a user to skip it. Following the video, a user will be asked

to create their avatar or scan the code for their paper avatar. Warning will be provided that users will not be able to edit their avatar until they have unlocked new features. The user will be then asked by the app to pick their superpowers. Users will be unable to skip these two steps. The app will also ask if the user is part of a classroom or an individual. This will allow Verchoos to determine whether the user fits into Revenue Stream two or three. The app will then open and provide an explanation of the different pages of the app.

Notifications for App

Push notifications allow an app creator the ability to target messages to specific people. Through using push notifications for Verchoos, we can target specific users.

- Sample Copy
 - For two weeks since last use: “We want to see your superpower in action!”
 - For three weeks since last use: “Come back to us, you have tasks to complete”
 - For being within a few star points: “You’re so close to unlocking new features for your avatar!”

Tasked Based Portfolio

The Verchoos app allows people to keep up with the collection of data portions of creating a portfolio. As they build their portfolio they will be able to showcase how they exhibit different superpowers. As they are earned, these new badges will show on their dashboard and newsfeed. This demonstrates their skills to others as done in this example: <http://iwonder84.blogspot.com/2015/11/k-5-nisd-digital-badges.html>

A Tasked-Based Learning Portfolio will be developed through using the Verchoos app. By completing tasks that are both relevant to and different from the student's self-identified traits. The tasks will follow the following pattern:

Task 1: Upload a photo of you being an entertainer trait.

Task 2: Write a post that shows you being an entertainer.

Task 3: Read about what it means to be an entertainer.

Task 4: See what celebrities are an entertainer. (Write a comparison?)

Task 5: Upload an example of entertainer based project.

When one of these tasks is accomplished, the three data points indicated by Andei will be collected:

1. Date, Experience/xAPI statement using Actor, Verb, Object, Context format
2. Highlight or hashtag which Verchoos were leveraged, and;
3. Capture a pic and/or video of the achievement.

The task accomplishment will then be added to the user's portfolio and they will have the option to share it with others. This will allow for prospective employers, colleges, ect. To purchase integration with the data (PRIMARY).

Student/Teacher Survey to Keep App Up to Date

- If the app is available on the App Store or Play Store, users can provide feedback and reviews through that platform. However, this type of app feedback will be less directed. As a result, we recommend providing students and/or teachers with a survey for the Verchoos app.
- The consulting firm Satrix Solutions defines these two types of surveys:

Customer Satisfaction Surveys

- Satrix Solutions recommends sending out these types of surveys every 3-6 months. This type of survey helps maintain Verchoos' relationship with its users, demonstrating that you care about your users' thoughts about the app. This type of review can be done through an app store with their 1-5 star review system. If you want to design a more direct survey, we recommend sending one out after every half year (semester) or at the end of the school year.

Onboarding or Implementation Survey

- This survey is for new users who recently downloaded the app. The collection period of this type of survey is flexible, but we recommend surveying new users monthly. This would allow them some time to test the app, play around with it, and see whether or not it is useful for them in the learning environment.

Accessibility Information

Web Content Accessibility Guidelines

- The WCAG provides recommendations for creators and organizations on making their web content accessible to more users. Although originally written with websites in mind, the guidelines also prove helpful for any software, including the Verchoos App. In combing through the WCAG, we selected some recommendations pertinent to the development of the Verchoos app. These can be found below:
- Need to provide for non-text items
- Provide alternatives for time-based media
 - Include transcripts for videos or audio tracks so people can read them at their own pace.
- Do not exclusively use color to convey information. Provide additional cues.
- Allow any audio or video elements to be paused or rewinded.
- In general, texts and images of text should have a contrast ratio of at least 4.5:1.
- Text should be resizable (up to 200%) without assistive technology and without damaging the content or functionality of the app.
- Use text to convey information rather than images of text.
- Align text with both left and right margins.
- Allow app functionality through a keyboard interface (as much as possible).
- As much as possible, eliminate timed events and activities.
- Avoid content that flashes.

- All pages are titled to describe the content on the page.
- Information on the user's location within the app is available.
- Users should be able to change the app's default language.
- Make all submissions reversible and allow users to confirm submissions before they are finalized.

ADA Compliance

- This group offers ADA compliance and accessibility audits for apps and websites, providing creators with recommendations
- Need a full audio transcript to be ADA compliant
- Should provide closed captions for any videos or audio
- NPG recommends not relying on the colors of green and red to communicate vital information. They can be used, however, if another form of communication is provided to indicate the message or correct action to take.
- Error messages need to be encoded correctly so that assistive technologies can understand them.
- The app should work with the accessibility features provided by Apple and Android phones.



Ensuring the Safety of Users

- The Verchoos app needs to comply with the Federal Trade Commission's (FTC) Children's Online Privacy Protection Act (COPPA).
 - No personal information can be collected from students under that age of 13 without consent from a parent. Items such as full name, address, username, a persistent identifier, and photo of a child fall under the category of personal information.
 - "Passively tracking a child online" and allowing children to create posts falls under collected information.
- As required by COPPA, the Verchoos app will need to include a privacy policy that includes:
 - All third-parties that collect information
 - An explanation of what information is being collected and what it is being used for
 - A description of parental rights
- The app must give parents a "direct notice" of its information practices before it can collect a child's information. It must also notify parents if anything changes.
- The app must collect a parent's consent. See the article to learn about what COPPA considers verifiable consent.
- Verchoos must "implement reasonable procedures to protect the security of kids' personal information." Ways to do this are:
 - Minimize collected information
 - Dispose of the information as soon as possible
 - Only provide information to third-parties capable of securely protecting it

Socioeconomic Status Accessibility

- To make Verchoos as accessible as possible, we recommend continuing to offer an on-paper experience. This allows schools who do not have the money to provide their students with tablets or laptops to still utilize Verchoos as a resource.
 - Relationship between Verchoos app and paper system.
 - ◊ Both the app and the paper system should have the ability to function without the other, again to make Verchoos as accessible as possible. However, there should be some crossover. As such, we recommend including an app feature that allows users to scan a paper Verchoos into the app. QR codes may provide a way to do this.
- According to the NPD (2019), nearly a third of households in the US do not have access to a broadband internet connection. This means that not every child who may be able to use the Verchoos app at school would be able to access its functionality at home. As a result, we recommend allowing some app functionality that does not require a WiFi connection. Specifically, it would be best to allow students to still upload their work and receive credit for completing tasks, storing their work samples within the app until they can be uploaded to their social newsfeed. This would aid in retaining student interest as they can still use the app even if they do not have access to all of its features.

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Appendices

Appendix A: Verchoos Intro Video Script

In a world much like our own, there are citizens--Yoops--that work together. They build together, create together, and make the world better, together. But there are Yoops that do not want to work together or work to improve themselves and the world. These Yoops are called Boops. Boops want everyone to be exactly the same--no creativity, no hard work, and no passion. All of the Yoops in the Yoopiverse thought that each Yoop should be unique in their own way. Yoops encourage each other to embrace the qualities that make them stand out. They do this by growing and strengthening their Verchoos--the traits that best fit each Yoop. Are they creative? Organized? An Entertainer? The Yoops tried their hardest to make the Boops understand that, but they still wanted each Yoop to be exactly the same. But one day, a Yoop came and changed all of that. Many still whisper about this special Yoop--I often wonder what they looked and acted like...

Proof of Concept Video

<https://youtu.be/SnN7PQW8cCU>



Appendix B: Verchoos App Wireframe

<https://www.figma.com/file/sRM2ytYuSflPI9e62Fma8F/Verchoos-App?node-id=0%3A1>

