



D.A.T.E. Program Branding Organizer

Directions: Take five to ten minutes to connect your district's major goals and initiatives with your D.A.T.E. program. Consider positioning D.A.T.E. as a larger initiative aligned to district goals and with what your district is already doing to improve student achievement.

District Goals:

District Mission:

Major District Initiatives:

D.A.T.E. Program Goals and Philosophy:

Common Patterns and Values:





Message You Wish to Communicate:

Ideas for Branding Acronyms or Names:



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District Mission:

District Goals:

D.A.T.E.	<ul style="list-style-type: none"> • Goals
Initiative: _____	<ul style="list-style-type: none"> • Goals
Initiative: _____	<ul style="list-style-type: none"> • Goals
Initiative: _____	<ul style="list-style-type: none"> • Goals

BRAND:

Common Goals//Purpose:

