

Implementing the Brand



mainespark^M
CONNECT TO YOUR FUTURE

What is MaineSpark?

MaineSpark is an initiative.



**MaineSpark is powered by a coalition
of education and business leaders.**

MaineSpark connects people to its coalition members, which in turn offer programs, support and services for Mainers at all stages of life to reach their education and career goals.

In its first phase, MaineSpark is focusing on broadening the public understanding that ***Maine is a state full of opportunities and a great place to live and work.***

What is MaineSpark's goal?

By 2025, 60% of Mainers will hold education and workforce credentials that position Maine and its families for success.

Shorthand goal: **60% by 2025**



What is MaineSpark's promise?

To help connect Mainers to their futures.

How does MaineSpark deliver on that promise?

By connecting Mainers to coalition member programs and resources.

How Can I Describe the Organizational Structure?

Core Group

MaineSpark was founded by seven agencies, which make up the Core Group. Core Group members have fully endorsed the MaineSpark Resolution and may co-brand their respective agencies with MaineSpark and any appropriate MaineSpark tracks.



Steering Committee

MaineSpark's Steering Committee is made up of the Core Group plus representatives of 24 coalition member agencies. The Steering Committee comes together for strategic planning and serves on track-related and other workgroups. Steering Committee members have fully endorsed the MaineSpark Resolution and may co-brand their respective agencies with MaineSpark and any appropriate MaineSpark tracks.



Track & other Workgroups

Coalition members may apply to join track-specific and other workgroups. Workgroup members have fully endorsed the MaineSpark Resolution and may co-brand their agency with MaineSpark and one or more of the four tracks, if appropriate:

Strong Foundations, focusing on children from birth through Sixth Grade

Future Success, focusing on students from Sixth Grade through post-secondary education

Adult Promise, focusing on those returning to complete degrees or change careers

New Opportunities, focusing on professionals looking to move or begin new careers in Maine

Coalition members

Any agency that wishes to sign the MaineSpark resolution can be considered a coalition member and will receive regular communications, be listed as a supporter on materials, and have the ability to co-brand their agency with MaineSpark.

Affiliated members

Service providers, educators and students already engaged in the MaineSpark goal are welcome to receive general information, newsletters and resources.



Supporters

Any member of the public who believes in the MaineSpark goal is welcome to receive general information and newsletters.

How can I co-brand my agency with MaineSpark?

General coalition members

Use this configuration: Member **X** is a proud member of the MaineSpark coalition.

Educate Maine is a proud member of the MaineSpark coalition | **60% by 2025**

EDUCATE MAINE



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Track-specific coalition members

Use this configuration: Member **X** is a proud member of MaineSpark's **Y** track.

**Make sure to use the appropriate, track-specific logo.*

New Ventures Maine is a proud member of MaineSpark's Adult Promise track | **60% by 2025**



Coalition member explanation of alignment with the MaineSpark goals

Offer three specific, bullet-point examples.

Example: Live + Work in Maine is a proud member of the MaineSpark coalition and its New Opportunities track. Live + Work in Maine aligns with the 60% by 2025 goal by offering the following online resources:

- a job board that allows potential Mainers to search for new employment
- a link to the OpportunityMaine tax credit program, which helps pay down student loans for Mainers
- information about Maine's regions and the careers available in each

Example 2: Educate Maine is a proud member of the MaineSpark coalition and its Future Success track. Educate Maine aligns with the 60% by 2025 goal by offering the following resources:

- annual indicator reports and policy briefs that help shape Maine's strategies education
- the Maine Teacher of the Year program, which brings public awareness to the importance of excellent classroom instruction for student success
- Project>Login, with a range of programs to encourage training and education in IT fields
- multiple ways of connecting individual business leaders with students in local schools

Application example: rack card

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Application example: e-news

Techhire Hiring Event

time: 9:00 am - 12:00 pm

location: emcc's rangeley hall, 268 sylvan rd, bangor, me

A TechHire hiring event will take place as part of Eastern Maine Community College's Tech Day 2018. Open to students, alumni, techHire participants and the public. Job seekers can connect with Maine employers looking for interns and/or full time employees. A speed networking activity will be incorporated.

MaineSpark

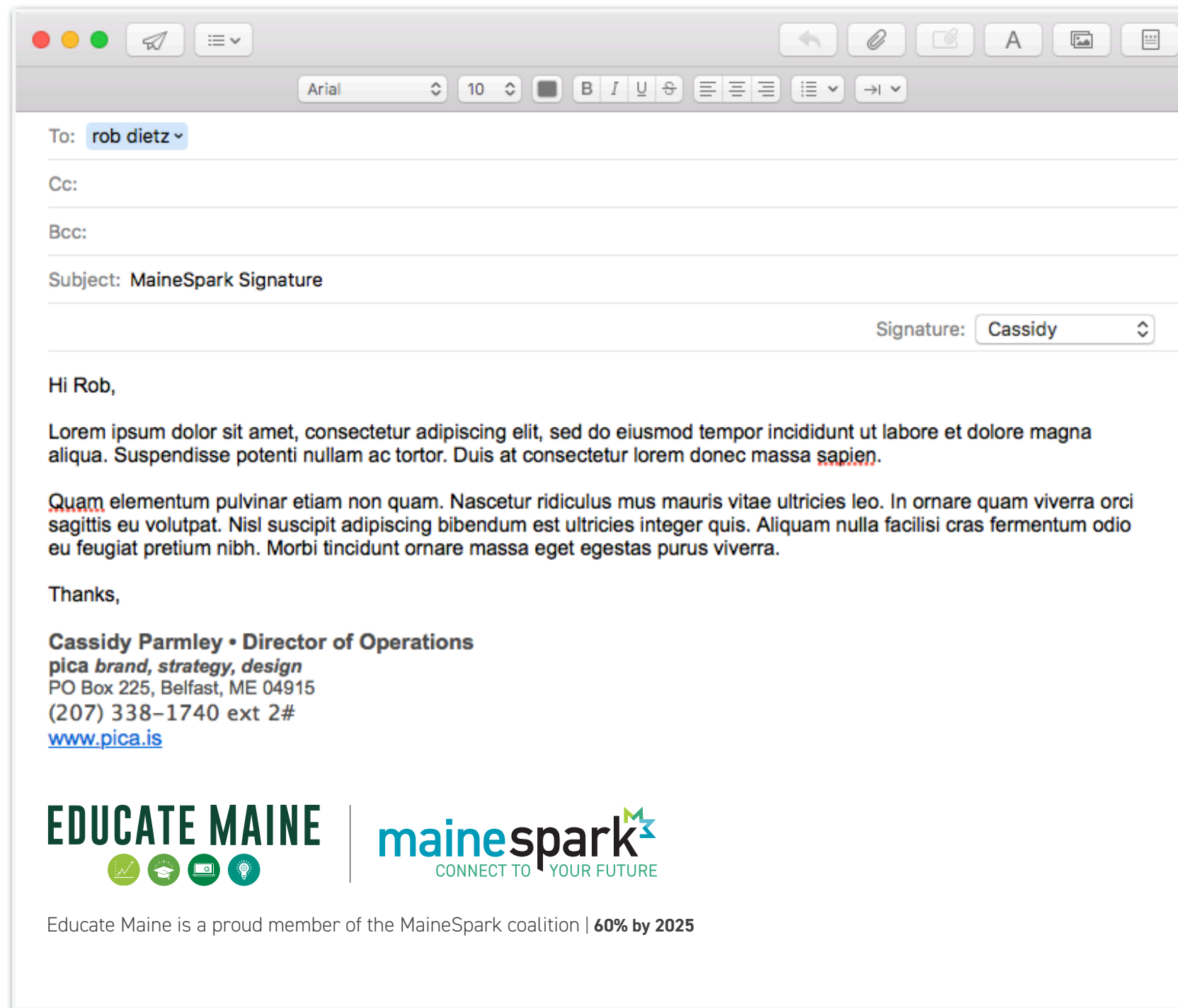
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Application example: e-mail signature



MaineSpark-focused co-branding language

Use this configuration: MaineSpark can connect **X** demographic to their future through programs like the **Y** coalition member program, which does **Z**.

Example: MaineSpark can connect **children** to their futures through programs like the **Harold Alfond College Challenge**, which **gives every Maine baby a \$500 start toward higher education costs**.

How can my agency help MaineSpark achieve its goal?

- Adopt MaineSpark language (e.g. Track names) and be consistent in your messaging
- Articulate how your agency aligns with MaineSpark's goal: 60% by 2025
- Co-brand your agency with MaineSpark by using the brand language resources and assets provided in your communications
- When possible, promote your agency's alignment with MaineSpark to your audiences
- Inform MaineSpark Track Workgroup, Steering Committee or Core Group members of upcoming opportunities to further broadcast MaineSpark



Refer to the MaineSpark brand guidelines for further language resources, including:

- the MaineSpark vision
- the MaineSpark mission
- a declaration of principles
- elements of the MaineSpark brand voice, including personality; taglines; calls-to-action; long, standard and short positioning; and talking points

MaineSpark coalition member brand resources, including logos and brand guidelines, can be accessed at:

mainespark.me/brand



Questions?

