



MINUTEMAN  
A REVOLUTION IN LEARNING

# BRAND CONSTRUCT & IDENTITY

February 2016

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A REVOLUTION IN LEARNING

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# MINUTEMAN BRAND OVERVIEW



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## STRATEGY MATRIX

The Strategy Matrix illustrates the interconnectedness of a brand's defining elements. These variables come together to generate an overall strategy. Each piece of the matrix lends itself to insights and breakthroughs for the others.

### **Brand:**

What is the essential focus of the brand?  
What parts of the brand should be included in the strategy?

### **Audience:**

Who is targeted?  
What insights or trends could help develop the strategy?

### **Context:**

What is best known about this market?  
What events, developments or cultural shifts are vital to the strategy?

### **Strategy:**

What is the overarching objective we need to communicate?

# MINUTEMAN BRAND OVERVIEW



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## COMMUNICATIONS OBJECTIVE

**Build the target audiences' awareness of the revolutionary competitive advantage Minuteman delivers through a quality high school education that combines robust academics and career & technical training**



## MESSAGING HIERARCHY

The goal of this messaging hierarchy is to explore Minuteman's benefits and mine out the key value propositions. By approaching the message from various stances, we can craft a cohesive core message as the basis for the Minuteman story, which is encapsulated in the brand tagline and pillars. This story should be adapted to the driving priorities of each audience segment, as demonstrated in the elevator speeches.

### **What are we selling?**

A high school education unlike any other, combining rigorous academics with hands-on career & technical learning to give students a revolutionary competitive advantage

### **What do we want to accomplish in the brand message?**

- Present Minuteman as the first and only choice for an exclusive competitive advantage that expands students' options and opportunities upon high school graduation
- Emphasize the high quality of the overall Minuteman experience (encompassing technology, deep integration of curriculum, student engagement, instructors, support structures, etc.)
- Highlight the value of career & technical skills as a great return on investment for students headed to college, career, and beyond
- Define Minuteman as a place where education and purpose are connected

## MESSAGING HIERARCHY (CONT.)

### With whom do we want to connect, and what do they want/fear?

- **High school students:** who want to get a unique advantage in high school, enjoy their high school years, get college credit in high school, graduate, prepare for and succeed in college, explore their career direction, get certified, and get high-wage jobs. They may fear stepping out of their comfort zone at their HS to come to Minuteman.
- **Parents:** who want their students to get a unique advantage in high school, prepare for college success, explore their interests and direction now rather than after HS graduation, get certified, and get high-wage, satisfying, self-sustaining jobs. They may fear that Minuteman offers a lower standard of education than a traditional high school.
- **Partner schools:** who want students to succeed and parents to be satisfied, as well as to further their school's reputation and funding. They may fear that Minuteman will attract more students than they want to send.
- **Minuteman organization:** who want to see Minuteman succeeding at all levels: with students, employers, and in the community, so they can feel pride in their work as part of a bigger picture. They may fear change.
- **Higher education institutions:** who want college-ready students who do not need remediation, more dual-enrolled students, workforce education connections, and reliable feeder schools. They may fear that Minuteman students are not ready for college-level work.
- **Business and industry partners:** who want a steady stream of skilled, professional, and certified workers. They may fear that Minuteman students do not have the skills to succeed in the workplace.
- **Legislators (state and town):** who want to be reelected, be responsive to their constituency, and improve the area workforce, thereby strengthening the local economy and attracting more businesses to the area. They may fear that supporting Minuteman might jeopardize other partnerships.
- **Voters/community:** that wants low taxes, wise use of existing tax dollars, an accredited Minuteman, positive economic development, a stable, productive, and civic-minded population, and personal enrichment opportunities. They may fear that Minuteman is not using existing tax dollars most effectively or that their taxes will go up.
- **Media/press:** who want positive local and community interest stories and possibly regularly occurring stories to fill space. They may be more indifferent than fearful toward portraying Minuteman positively.

# MINUTEMAN BRAND OVERVIEW



## MESSAGING HIERARCHY (CONT.)

### How should the brand make them feel?

- **High school students:** *eager* to experience meaningful education where they are treated as professionals who can achieve great things
- **Parents:** *confident* that Minuteman offers their child an excellent high school education with an exclusive competitive advantage
- **Partner schools:** *convinced* that Minuteman is a great option for students of all backgrounds
- **Minuteman organization:** *excited* to be part of a valuable, successful, and evolving institution
- **Higher education institutions:** *sure* that Minuteman is helping them reach their goals by producing college-ready students in greater numbers
- **Business and industry partners:** *certain* that Minuteman graduates have the skills to succeed on all levels in the workplace
- **Legislators (state and town):** *assured* that Minuteman is effective in achieving its mission
- **Voters/community:** *supportive* of Minuteman's goals and vested in its success
- **Media/press:** *positive* toward Minuteman's mission and ready to applaud its efforts

### What would they like about the brand?

- **Competitive advantage:** Students who gain both academic knowledge and career & technical skills are uniquely poised for success. In addition, developing college and career skills now gives them a unique edge over the traditional high school experience — expanding their opportunities and building their confidence.
- **Value:** At Minuteman, students get the full academic package of high school, plus a lifelong marketable skill they can use as a stepping stone in their future education.
- **Quality:** Rigorous academic and career & technical instruction, great training equipment, and excellent instructors provide a fully rounded learning experience.
- **Success:** No matter what your learning style, Minuteman sets you up to succeed both in high school and in college.
- **Direction:** Minuteman helps students discover their passion, giving them a clear pathway to achieve the goals they set for themselves.



## MESSAGING HIERARCHY (CONT.)

### How can we simplify our audience segments?

Minuteman's audience is broad and diverse, with varying motivations and priorities. Dissecting each segment is beneficial, but it's also helpful to break the audience down into two main groups:

- The *stakeholders* in the students' success (parents, business and industry partners, higher education institutions, Minuteman organization, legislators, voters/community, and indirectly media/press)
- The *students* themselves

### How should we speak to each audience?

Messaging should be crafted in two main voices:

- Stakeholder messaging: exude confidence and professionalism to demonstrate that Minuteman is not only up to date, but a leader/innovator in education. Assume solidarity and shared goals, using lots of "we" language to drive home the local spirit and investment of Minuteman.
- Student messaging: use modern, slightly edgy headlines and a somewhat casual, "real-world" tone to appeal to this segment, always coming back to the idea of a revolutionary competitive advantage to drive the value.

## MESSAGING HIERARCHY (CONT.)

### Why should they choose Minuteman over the competition?

- **Minuteman puts the student first.** By starting with each student's internal interests, abilities, and aptitudes, Minuteman is able to build a unique pathway that empowers the student to go further and achieve more. The learning is adapted to the student, not the other way around.
- **Minuteman offers a revolutionary competitive advantage.** The synergy of academic knowledge and technical skills is the single most important asset in the 21st-century American workforce — and Minuteman delivers this powerful educational edge during the high school years.
- **Minuteman connects Education with Purpose®.** Meaningful academics + experiential career & technical learning = purposeful education that prepares students for the real world of college and career.

### How can we make Minuteman stand out?

Because the market is saturated with educational options, it is important to differentiate Minuteman from the pack by emphasizing two intertwined aspects of the Minuteman experience... **REVOLUTION** and **ADVANTAGE**. Minuteman *revolutionizes* the high school experience by integrating (not just adding) valuable career & technical skills within a rigorous academic curriculum. This leads to a *competitive advantage* unlike any other, because Minuteman students graduate already poised to succeed in their college and career experience.

# MINUTEMAN BRAND OVERVIEW



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## MESSAGING HIERARCHY (CONT.)

### What is unique about the Minuteman package?

In a market saturated with educational options, understanding and communicating Minuteman's unique value proposition is critical. Other organizations may offer some of these benefits, but from a high-level view, only Minuteman delivers the full package of:

- The revolutionary integration of robust academic instruction and hands-on career & technical learning
- Project-based learning opportunities
- Industry certifications/licensures
- True college and career preparation (so much more than just classroom time)
- Highly qualified and distinctive instructors who want to mentor their students
- High-tech training equipment/labs for a positive experience and outcome
- Personalized, proven support for different learning styles
- Paid internships and employer networking
- Caring, inclusive environment where students are part of the Minuteman family

### Strategic Focus:

Telling one story — how Minuteman delivers a revolutionary competitive advantage that expands options and opportunities — in diverse ways that resonate with each audience.

### Tone:

Confident

Students: Energetic, casual, edgy, and experiential

Stakeholders: Compelling, professional, proactive, and expert

# MINUTEMAN BRAND OVERVIEW



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## BRAND TAGLINE, VISION, PILLARS, CALLOUTS, ETC.

### Brand Tagline

**A REVOLUTION IN LEARNING.** (existing)

**REVOLUTIONIZE YOUR EXPECTATIONS.** (TFS recommendation)

### Brand Pillars/Alternate Tagline

**Aspire. Accelerate. Achieve.**

### Mission

Minuteman collaborates with parents, communities, and business leaders to serve a diverse student body with multiple learning styles. Through a challenging integrated curriculum our students develop the academic, vocational, and technical skills necessary to be productive members of a global community. We value life-long learning that fosters personal and professional development in a safe and respectful environment.

### Student Messaging Callouts

- Major in the Revolution.
- Be Revolutionary. Be Minuteman.
- Get In On the Revolution.
- Launch Your Learning Revolution.
- Rise to the Revolution.
- Make it Matter. Make it Minuteman.
- Are You Ready for the Revolution?
- High School. Revolutionized.
- Experience the Learning Revolution.

### Stakeholder Messaging Callouts

- Revolutionary Results.
- Revolutionizing Your Results.
- Success Revolutionized.
- Revolutionizing the 21st Century Workforce.
- Where Aspirations Become Achievements.
- When It Matters, Make It Minuteman.
- Your Connection for Education That Matters.

### Buzzwords

**Revolution • Confidence • Unique • Purposeful • Quality • Exclusive • Direction • Achievement • Meaningful**



# MINUTEMAN BRAND OVERVIEW



## CREATIVE CONSTRUCT

### Communications Objective:

Build the target audiences' awareness of the revolutionary competitive advantage Minuteman delivers through a quality high school education that combines robust academics and career & technical training.

### Brand Positioning:

Position Minuteman as a place where students can aspire, accelerate, and achieve their potential for true college and career readiness.

### Brand Tagline: A Revolution in Learning. –or– Revolutionize Your Expectations.

### Brand Value Proposition (students):

Are you ready for the revolution? At Minuteman, we've completely reinvented high school to deliver full academics alongside an exciting career & technical education. You'll aspire to your full potential, accelerate your learning, and achieve a revolutionary competitive advantage to get ahead in your college and career goals. Working alongside our highly experienced and professional instructors, you'll get to do something you love in a high-tech environment. It's a high school experience unlike any other — only at Minuteman! We offer the full package: college credit, national industry certifications, personalized learning, paid internships, student leadership opportunities, scholarships, and more! And with our proven college acceptance and success rates, it's easy to see how Minuteman makes the difference. You can do it — and we can help. Revolutionize your expectations and expand your opportunities at Minuteman today!

### Brand Pillars: Aspire. Accelerate. Achieve.

Aspire.	Accelerate.	Achieve.
Direction	Quality	Advantage
Purpose	Support	Opportunity
Potential	Confidence	Success

# MINUTEMAN BRAND OVERVIEW



## BOILERPLATE LANGUAGE

In information technology, a boilerplate is a unit of writing that can be reused over and over without change. By extension, the idea is sometimes applied to marketing content that remains consistent across a range of collateral to build equity through repetition. The Minuteman boilerplate language is designed to promote messaging continuity as a signoff on the back of brochures, at the bottom of program sell sheets, and anywhere else a concise, high-level value statement about Minuteman is appropriate.

### INFORMAL:

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#### **Minuteman: A Revolution in Learning.**

At Minuteman, we collaborate with parents, communities, and business leaders to serve a diverse student body with multiple learning styles. Through a rigorous integrated curriculum, our students gain both academic and career & technical skills for a revolutionary competitive advantage. Because we value lifelong learning that fosters personal and professional development, we challenge all students to aspire to their full potential, accelerate their learning, and achieve success in our 21st-century global community.

### FORMAL:

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#### **About Minuteman**

Minuteman is an award-winning regional high school that integrates robust academic and career & technical learning to deliver a revolutionary competitive advantage. The school serves a diverse student body with multiple learning styles, expanding opportunities for college and career success. As an accredited member of the New England Association of Schools & Colleges (NEASC), Minuteman challenges all students to aspire to their full potential, accelerate their learning, and achieve success in the 21st-century global community.

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## MESSAGING STRATEGY TIPS

**Use supportive, encouraging language.** For many parents and students, attending Minuteman might initially sound complicated or overwhelming. Students may also be anxious about trying something new and stepping outside their comfort zone. Highlight the support structures in place that will ensure student success. But with that...

...**Don't present Minuteman primarily as a special ed solution.** Minuteman delivers a revolutionary competitive advantage to every student.

**Write student content for students... and their parents.** Generations Y and Z tend to be very connected with their parents and involve them in many life decisions. Therefore, it's important to write student-facing content with an eye to their parents, because it's likely they will be reading that literature as well.

**Speak aspirationally.** Minuteman often faces the stigma of being a "lesser" educational option. This means it's crucial to position the school as a challenging and engaging place where students can aspire to and achieve great things.

**Use the student's name whenever possible.**

**Speak in the first person:** We're here for you!

**Guard against clichés.** Subtle puns may be used in headlines. Alliteration in headlines and taglines may be appropriate if not overly forced.

**Use bullet points** to break up large blocks of copy and highlight critical information. Don't be overly wordy or repetitive.

**Talk about the community** and **exhibit local pride** wherever appropriate. Assume solidarity/common goals and communicate in a personable, warm tone.

**Strive for a polished voice that is still friendly and approachable.** Don't be afraid to use exclamation points (sparingly — and just one at a time) to communicate the energy and excitement of what Minuteman can do for the reader.





## TELLING THE STORY: ELEVATOR SPEECHES BY SEGMENT

You never know when you will have the opportunity to talk with someone about Minuteman and the competitive advantages it delivers. Preparing ahead of time and keeping the priorities of each segment in mind will help you be an effective ambassador and represent Minuteman in the best light. The following elevator speeches are not scripts for you to memorize, but examples to color with your own role, personality, history, and appreciation of Minuteman.

- **High school students:** who want to get a unique advantage in high school, enjoy their high school years, get college credit in high school, graduate, prepare for and succeed in college, explore their career direction, get certified, and get high-wage jobs. They may fear stepping out of their comfort zone at their HS to come to Minuteman.

*You know, at Minuteman, we're all about **revolution**. We've completely reinvented high school to deliver full academics alongside an exciting career & technical education. You'll **aspire** to your full potential, **accelerate** your learning, and **achieve a revolutionary competitive advantage** to get ahead in your college and career plans. It's a high school experience unlike any other, only at Minuteman! Freshmen can even choose their own electives here. You'll work alongside our highly experienced and professional instructors in a high-tech environment doing something you love — and you'll graduate high school ready for the real world.*

*At Minuteman, it's the full package: college credit, national industry certifications, personalized learning, paid internships, student leadership opportunities, national competitions, scholarships, and more! And with our proven college acceptance and success rates, it's easy to see how Minuteman makes the difference. You can do it — and we can help. Would you like one of our brochures to find out more?*



## TELLING THE STORY: ELEVATOR SPEECHES BY SEGMENT (CONT.)

- **Parents:** who want their students to get a unique advantage in high school, prepare for college success, explore their interests and direction now rather than after HS graduation, get certified, and get high-wage, satisfying, self-sustaining jobs. They may fear that Minuteman offers a lower standard of education than a traditional high school.

*We're finding that a lot of people in the community aren't aware of everything Minuteman offers students. In a nutshell, we've **revolutionized** high school to deliver full academics alongside a valuable career & technical education. We help students **aspire** to their full potential, **accelerate** their learning, and **achieve a revolutionary competitive advantage** to get ahead in their college and career plans. This expands their options because they graduate truly college ready, no matter what their career goals. Minuteman is the local expert in this type of rigorous learning, and our professional, industry-recognized instructors really take the time to invest in each student.*

*At Minuteman, it's really the **revolutionary competitive advantage** we deliver that sets us apart. The synergy of academic knowledge and technical skills is the single most important asset in the 21st-century American workforce — and Minuteman delivers this powerful educational edge during the high school years. With our proven college acceptance and success rates, it's easy to see how Minuteman makes the difference. Our students can earn college credit, national industry certifications, paid internships, scholarships, and more. Quite simply, it's a high school experience unlike any other. Would you like a brochure to find out more?*

## TELLING THE STORY: ELEVATOR SPEECHES BY SEGMENT (CONT.)

- **Partner schools:** who want students to succeed and parents to be satisfied, as well as to further their school's reputation and funding. They may fear that Minuteman will attract more students than they want to send.

*We're finding that there are still a lot of misconceptions about what Minuteman can do for students. In a nutshell, we deliver full academics alongside a valuable career & technical education to help students **aspire** to their full potential, **accelerate** their learning, and **achieve a revolutionary competitive advantage**. This expands their options because they graduate truly college ready and poised to reach their career goals. Minuteman is the local expert in this type of rigorous hands-on learning, and our professional, industry-recognized instructors really take the time to invest in each student.*

*When students succeed, we all succeed. Though we honor different learning styles and build the educational experience around each student's needs, we're far more than just a vocational or special ed solution. We deliver a complete and challenging high school education to inspire every student to reach their college and career goals. Our students can earn college credit, national industry certifications, paid internships, scholarships, and more. And with our proven college acceptance and success rates, it's easy to see how Minuteman makes the difference. How can we work together to help students succeed?*



## TELLING THE STORY: ELEVATOR SPEECHES BY SEGMENT (CONT.)

- **Minuteman organization:** who want to see Minuteman succeeding at all levels: with students, employers, and in the community, so they can feel pride in their work as part of a bigger picture. They may fear change.

*At Minuteman, you're part of a **revolution in learning**. We are committed to helping students **aspire** to their full potential, **accelerate** their learning, and **achieve** a **revolutionary competitive advantage**. Because of our unique integration of full academics and valuable career & technical skills, our students graduate truly college and career ready. Our employer and higher education partners trust the results we produce, and the community values our contribution to student success and a strong local workforce.*

*Why is Minuteman so **revolutionary**? The synergy of academic knowledge and technical skills is the single most important asset in the 21st-century American workforce — and with your contributions, we deliver this powerful **competitive advantage** during the high school years. Quite simply, it's a high school experience unlike any other — and we can't do it without you. Thanks for everything you do to make Minuteman the proactive first choice for our students!*

## TELLING THE STORY: ELEVATOR SPEECHES BY SEGMENT (CONT.)

- **Higher education institutions:** who want college-ready students who do not need remediation, more dual-enrolled students, workforce education connections, and reliable feeder schools. They may fear that Minuteman students are not ready for college-level work.

*Times have changed, and Minuteman has changed with them. We've reinvented high school to deliver full academics integrated with valuable career & technical skills for an educational experience unlike any other. This helps students from all backgrounds to **aspire** to their full potential, **accelerate** their learning, and **achieve a revolutionary competitive advantage**. Our students graduate truly college ready, with expanded opportunities in whatever field they choose. Minuteman is the local expert in this type of rigorous hands-on learning that will help students achieve more in a new and changing economy.*

*What really sets us apart, however, is the accountability measures and personal investment we make in every student. We honor different learning styles and work with each student individually to build the educational experience around them. The result is that when our students graduate high school, they already know what they want to do and have developed the critical skills to maximize their college performance. Employers trust the results we produce, and that's why we talk about Minuteman delivering a **revolutionary competitive advantage**. We go beyond the ordinary high school experience to make the difference for our students. How can we work together to help more students reach their college and career goals?*



## TELLING THE STORY: ELEVATOR SPEECHES BY SEGMENT (CONT.)

- **Business and industry partners:** who want a steady stream of skilled, professional, and certified workers. They may fear that Minuteman students do not have the skills to succeed in the workplace.

*As you may know, Minuteman is the area's go-to source for a **revolutionary** high school experience. We merge full academics with a valuable career & technical education to help students **aspire** to their full potential and **accelerate** their learning. This in turn helps you **achieve** a skilled, certified, and professional 21st-century workforce to power your business. No one else does what we do at this level, and the caliber of our students proves it. Alongside a rigorous academic schedule, our students are thoroughly trained in today's most high-demand career & technical skills, using industry-standard training equipment. They're not just taught, but mentored by our professional instructors, who consistently produce skilled, certified workers who graduate truly college and career ready.*

*And because our graduates have been coached to such levels of excellence, they take their work seriously and are committed to success both in their personal and work lives. It's a **revolutionary competitive advantage** for everyone, and it's why Minuteman makes the difference. We have internship, mentorship, job shadowing, and apprenticeship opportunities available — would you like a brochure to find out more?*

## TELLING THE STORY: ELEVATOR SPEECHES BY SEGMENT (CONT.)

- **Legislators (state and town):** who want to be reelected, be responsive to their constituency, and improve the area workforce, thereby strengthening the local economy and attracting more businesses to the area. They may fear that supporting Minuteman might jeopardize other partnerships.

*I value your commitment to quality education that will make the difference for our region. At Minuteman, our education strategy is simple: we help students **aspire** to their full potential, **accelerate** their learning, and ultimately **achieve a revolutionary competitive advantage**. The synergy of academic knowledge and technical skills is the single most important asset in the 21st-century American workforce — and Minuteman delivers this powerful educational edge during the high school years. We strengthen our area workforce and economy by building the educational experience around each student as we expose them early on to exciting careers in today's most in-demand industries. Student by student, we're closing the skills gap in our community, and we take pride in that.*

*We also take pride in our highly experienced instructors, deep integration of curriculum, industry-standard training equipment, unmatched accountability measures, and proven college acceptance and success rates. Local employers know that we consistently produce skilled workers who have earned national certifications — it's a win-win for everyone. We deeply appreciate your support as we continue to deliver **education with purpose** here in our community.*

## TELLING THE STORY: ELEVATOR SPEECHES BY SEGMENT (CONT.)

- **Voters/community:** that wants low taxes, wise use of existing tax dollars, an accredited Minuteman, positive economic development, a stable, productive, and civic-minded population, and personal enrichment opportunities. They may fear that Minuteman is not using existing tax dollars most effectively or that their taxes will go up.

*At Minuteman, we've **revolutionized** high school through the integration of full academics with valuable career & technical skills. Together, we're working hard to make the most of our resources and strengthen our local workforce and economy. That's why our strategy is to help students **aspire** to their full potential, **accelerate** their learning, and ultimately **achieve a revolutionary competitive advantage**. This helps everybody, because successful students become productive citizens who make our community the great place it is.*

*Because we believe every student deserves a fantastic education, we honor many different learning styles as we build the educational experience around each student's individual needs. Our caring and professional instructors deliver a complete and challenging high school education to inspire every student to reach their college and career goals. And with our proven college acceptance and success rates, it's easy to see how Minuteman makes the difference. Our students can earn college credit, national industry certifications, paid internships, scholarships, and more. We also offer personal enrichment opportunities to everyone in the community through our Minuteman Community Education program. Would you like a brochure to find out more?*

## TELLING THE STORY: ELEVATOR SPEECHES BY SEGMENT (CONT.)

- **Media/press:** who want positive local and community interest stories and possibly regularly occurring stories to fill space. They may be more indifferent than fearful toward portraying Minuteman positively.

*As a high school that has **revolutionized** the learning experience, Minuteman is an exciting place to be. We deliver full academics plus a valuable career & technical education, helping students **aspire** to their full potential, **accelerate** their learning, and **achieve a revolutionary competitive advantage**. This expands their options because they graduate truly college ready, no matter what their career goals. The synergy of academic knowledge and technical skills is the single most important asset in the 21st-century American workforce — and Minuteman delivers this powerful educational edge during the high school years.*

*Because we believe every student deserves a fantastic education, we honor many different learning styles as we build the high school experience around each student's individual needs. Our caring and professional instructors deliver a complete and challenging education to inspire every student to reach their college and career goals. And with our proven college acceptance and success rates, it's easy to see how Minuteman makes the difference. Our students can earn college credit, national industry certifications, paid internships, scholarships, and more. Quite simply, it's a high school experience unlike any other. Would you like a brochure to find out more?*



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## PROGRAM COPY POINTS

### **AUTOMOTIVE TECHNOLOGY**

- Work on foreign, domestic, and alternative fuel cars and trucks in a high-tech precision industry
- Maintain, repair and fine-tune a wide range of vehicles alongside an ASE Master Technician in a full-service automotive center
- Troubleshoot complex automotive systems using advanced diagnostic equipment

#### **CAREER FOCUS:**

Prepared for immediate employment, advanced certifications, and further education

#### **PAID INTERNSHIPS / CERTIFICATIONS / COMPETITIONS**

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### **BIOTECHNOLOGY**

- Design and perform advanced laboratory experiments to solve biological and scientific mysteries
- Use cutting edge technology to isolate, manipulate, and alter DNA in the creation of mutated organisms
- Conduct hands-on research in forensics, cell biology, and genetic engineering

#### **CAREER FOCUS:**

Prepared for immediate employment and further education

#### **INTERNSHIPS / COLLEGE CREDIT / COMPETITIONS**

# MINUTEMAN BRAND OVERVIEW



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## PROGRAM COPY POINTS (CONT.)

### **CARPENTRY AND CONSTRUCTION**

- Build an energy efficient house from the ground up for community sale
- Experience all aspects of residential and commercial construction including estimating, framing, roofing, and interior finishing
- Operate a wide range of power tools and work alongside professional carpenters and general contractors

#### **CAREER FOCUS:**

Prepared for immediate employment and further education

#### **PAID INTERNSHIPS / COMMUNITY PROJECTS / CERTIFICATIONS**

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### **COSMETOLOGY AND BARBERING**

- Express individual creativity by providing a wide range of artistic hair, nail, and skincare services
- Experience and run a modern full-service salon and spa
- Work alongside professional cosmetologists using the latest technology, trends, and name-brand products

#### **CAREER FOCUS:**

Prepared for state licensure, immediate employment, and further education

#### **STATE LICENSURE / CERTIFICATIONS / COMPETITIONS**



## PROGRAM COPY POINTS (CONT.)

### **CULINARY ARTS AND HOSPITALITY**

- Cook and bake alongside professional chefs preparing gourmet appetizers, soups, salads, entrées, and desserts
- Join an award winning program and gain a competitive edge in cooking and baking competitions
- Be a key part of the team that creates a unique dining experience in our student-run restaurant and bakery

#### **CAREER FOCUS:**

Prepared for immediate employment and further education

#### **PAID INTERNSHIPS / COMPETITIONS / CERTIFICATIONS**

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### **DESIGN AND VISUAL COMMUNICATION**

- Express your unique artistic vision by creating dynamic illustrations, computer animations, and digital photographs
- Design, produce, and deliver a wide range of creative promotional materials for interactive web and print media
- Showcase your unique talents by creating a digital portfolio for college and career

#### **CAREER FOCUS:**

Prepared for immediate employment and further education

#### **PAID INTERNSHIPS / COLLEGE CREDIT / COMPETITIONS**

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**MINUTEMAN**  
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## PROGRAM COPY POINTS (CONT.)

### EARLY EDUCATION AND TEACHING

- Experience the joy of making a difference in the life of a child in our accredited onsite child development center
- Create, research, and provide developmentally appropriate educational materials and activities that make learning fun and rewarding
- Influence the future of children by shaping their intellectual, social, emotional, and physical development

#### CAREER FOCUS:

Prepared for immediate employment and further education

#### PAID INTERNSHIPS / CERTIFICATIONS / COLLEGE CREDIT

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### ELECTRICAL

- Control electricity to power the world
- Design and install traditional and alternative energy systems for commercial and residential buildings
- Earn apprenticeship experience towards a journeyman's license while working with Master Electricians

#### CAREER FOCUS:

Prepared for continuing apprenticeship, immediate employment, and further education

#### APPRENTICESHIPS / PAID INTERNSHIPS / CERTIFICATIONS



# MINUTEMAN BRAND OVERVIEW



**MINUTEMAN**  
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## PROGRAM COPY POINTS (CONT.)

### ENVIRONMENTAL SCIENCE AND TECHNOLOGY

- Save the planet through dynamic experiences focused on green, sustainable, and renewable resources
- Conduct field studies, experiments, and research projects with environmental professionals
- Care for animals, protect endangered species, and manage natural resources

#### CAREER FOCUS:

Prepared for immediate employment and further education

#### COLLEGE CREDIT / CERTIFICATIONS / COMPETITIONS

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### HEALTH ASSISTING

- Improve the well-being of others using professional medical equipment, technology, and techniques
- Explore a wide range of health careers through practical clinical experiences and rigorous academic coursework
- Participate in clinical rotations in long-term care facilities to enhance the quality of residents' lives

#### CAREER FOCUS:

Prepared for immediate employment and further education

#### EMT & EKG CERTIFICATIONS / CNA CERTIFICATION / PAID INTERNSHIPS

# MINUTEMAN BRAND OVERVIEW



**MINUTEMAN**  
A REVOLUTION IN LEARNING

## PROGRAM COPY POINTS (CONT.)

### **HORTICULTURE AND LANDSCAPING TECHNOLOGY**

- Use advanced technology and equipment to grow and maintain sustainable landscapes and farm-to-table produce
- Design, construct, and manage all aspects of landscaping, turf management, and greenhouse technology
- Work with experts in the field of horticulture and participate in national competitions

#### **CAREER FOCUS:**

Prepared for immediate employment, advanced certifications, and further education

#### **PAID INTERNSHIPS / CERTIFICATIONS / SCHOLARSHIPS**

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### **PLUMBING AND HEATING**

- Diagnose and repair commercial and residential piping systems alongside licensed Master Plumbers
- Design and install environmentally-friendly systems according to renewable energy regulations
- Build innovative and efficient boiler and gas systems

#### **CAREER FOCUS:**

Prepared for immediate employment and further education

#### **PAID INTERNSHIPS / COMMUNITY PROJECTS / CERTIFICATIONS**

# MINUTEMAN BRAND OVERVIEW



**MINUTEMAN**  
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## PROGRAM COPY POINTS (CONT.)

### PROGRAMMING AND WEB DEVELOPMENT

- Power the modern world by writing code for apps, games, cyber security, and websites
- Develop creative and unique software solutions to complex problems
- Program in advanced languages such as HTML, PHP, JAVA, C++, CSS, and JavaScript

#### CAREER FOCUS:

Prepared for immediate employment and further education

#### COLLEGE CREDIT / PAID INTERNSHIPS / CERTIFICATIONS

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### ROBOTICS, ENGINEERING, AND AUTOMATION

- Build and program high-tech robots that follow your instructions
- Invent, design, and produce solutions for complex engineering challenges using mathematics, science, and technology
- Work individually and in teams to create, test, and modify projects alongside expert engineers

#### CAREER FOCUS:

Prepared for immediate employment, advanced certifications, and further education

#### COLLEGE CREDIT / PAID INTERNSHIPS / COMPETITIONS

# MINUTEMAN BRAND OVERVIEW



**MINUTEMAN**  
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## PROGRAM COPY POINTS (CONT.)

### WELDING AND METAL FABRICATION

- Use cutting-edge manufacturing technologies to invent, design, and engineer precision parts and tools used worldwide in everyday products
- Solve challenging problems using high-tech materials, machines, and techniques
- Be a key part of a professional team in an advanced and efficient manufacturing environment

### CAREER FOCUS:

Prepared for registered apprenticeship, immediate employment, and further education

### PAID INTERNSHIPS / APPRENTICESHIPS / CERTIFICATIONS



# MINUTEMAN BRANDING APPLICATION



**MINUTEMAN**  
A REVOLUTION IN LEARNING



Teaser Postcard

# MINUTEMAN BRANDING APPLICATION



**MINUTEMAN**  
A REVOLUTION IN LEARNING

Copy Point Brochure

**PROGRAMMING AND WEB DEVELOPMENT**

- Power the modern world by writing code for apps, games, other security, and websites
- Develop creative and unique software solutions to complex problems
- Program in advanced languages such as HTML, PHP, JAVA, C++, C#, and JavaScript

**CAREER FOCUS:** Prepared for immediate employment and further education

**COLLEGE CREDIT | PAID INTERNSHIPS | CERTIFICATIONS**

**ROBOTICS, ENGINEERING, AND AUTOMATION**

- Build and program high-tech robots that follow your instructions
- Design, build, and produce solutions for complex engineering challenges using mathematics, science, and technology
- Work individually and in teams to create, test, and modify projects alongside expert engineers

**CAREER FOCUS:** Prepared for immediate employment, advanced certifications, and further education

**COLLEGE CREDIT | PAID INTERNSHIPS | COMPETITIONS**

**WELDING AND METAL FABRICATION**

- Use cutting-edge manufacturing technologies to design, build, and engineer precision parts and tools used worldwide in everyday products
- Join an award-winning program and gain a competitive edge in creating and building masterpieces
- Be a key part of a professional team in an advanced and efficient manufacturing environment

**CAREER FOCUS:** Prepared for immediate employment, advanced certifications, and further education

**PAID INTERNSHIPS | APPRENTICESHIPS | CERTIFICATIONS**

**ACHIEVE ACADEMIC EXCELLENCE**

Take advantage of a wide variety of Honors, Advanced Placement, and Dual Enrollment college courses.

MINUTEMAN.ORG

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750 MAIBETT ROAD | LEXINGTON, MA 02421  
T: 781.641.6000 | EXT. 7225  
MINUTEMAN.ORG

**COLLEGE & CAREER OPPORTUNITIES**

**MISSION STATEMENT**

Minuteman collaborates with parents, universities, and business leaders to serve a diverse student body with multiple learning styles. Through a challenging, integrated curriculum, our students develop the academic, emotional, and technical skills necessary to be productive members of a global community. We strive for the long-lasting that fosters personal and professional development in a safe and supportive environment. Minuteman is committed to preparing all students for success.

**MINUTEMAN**  
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**COLLEGE & CAREER OPPORTUNITIES**

**AUTOMOTIVE TECHNOLOGY**

- Work on foreign, domestic, and alternative fuel cars and trucks in a high-tech precision industry
- Diagnose, repair and fine-tune a wide range of vehicles alongside an ASE Master Technician in a full-service automotive center
- Thrive in a complex automotive system using advanced diagnostic equipment

**CAREER FOCUS:** Prepared for immediate employment, advanced certifications, and further education

**PAID INTERNSHIPS | CERTIFICATIONS | COMPETITIONS**

**BIOTECHNOLOGY**

- Design and perform advanced laboratory experiments to solve biological and scientific mysteries
- Use cutting-edge technology to isolate, manipulate, and alter DNA in the creation of natural organisms
- Conduct hands-on research in forensics, cell biology, and genetic engineering

**CAREER FOCUS:** Prepared for immediate employment and further education

**INTERNSHIPS | COLLEGE CREDIT | COMPETITIONS**

**CARPENTRY AND CONSTRUCTION**

- Build an energy-efficient house from the ground up for community sale
- Experience all aspects of residential and commercial construction including estimating, framing, roofing, and interior finishing
- Operate a wide range of power tools and work alongside professional carpenters and general contractors

**CAREER FOCUS:** Prepared for immediate employment and further education

**PAID INTERNSHIPS | COMMUNITY PROJECTS | CERTIFICATIONS**

**COSMETOLOGY AND BARBERING**

- Design individualized services by providing a wide range of services: hair, nail, and skin care services
- Experience and gain a modern full-service salon and spa
- Work alongside professional cosmetologists using the latest techniques, trends, and salon-level products

**CAREER FOCUS:** Prepared for salon business, immediate employment, and further education

**STATE LICENSURE | CERTIFICATIONS | COMPETITIONS**

**CULINARY ARTS AND HOSPITALITY**

- Cook and bake alongside professional chefs preparing gourmet appetizers, soups, salads, entrees, and desserts
- Join an award-winning program and gain a competitive edge in creating and building masterpieces
- Be a key part of the team that creates a unique dining experience in our student-run restaurant and bakery

**CAREER FOCUS:** Prepared for immediate employment and further education

**PAID INTERNSHIPS | COMPETITIONS | CERTIFICATIONS**

**DESIGN AND VISUAL COMMUNICATION**

- Design your unique artistic vision by creating dynamic illustrations, computer animations, and digital photography
- Design, produce, and deliver a wide range of creative promotional materials for interactive web and print media
- Showcase your unique talents by creating a digital portfolio for college and career

**CAREER FOCUS:** Prepared for immediate employment and further education

**PAID INTERNSHIPS | COLLEGE CREDIT | COMPETITIONS**

**EARLY EDUCATION AND TEACHING**

- Experience the joy of making a difference in the life of a child in our accredited early child development center
- Learn, research, and provide developmentally appropriate educational materials and activities that make learning fun and meaningful
- Influence the future of children by sharing their intellectual, social, emotional, and physical development

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**ELECTRICAL**

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**CAREER FOCUS:** Prepared for continuing apprenticeship, immediate employment, and further education

**APPRENTICESHIPS | PAID INTERNSHIPS | CERTIFICATIONS**

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**EMT & EKG CERTIFICATIONS | CNA CERTIFICATION | PAID INTERNSHIPS**

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**PAID INTERNSHIPS | COMMUNITY PROJECTS | CERTIFICATIONS**

**MINUTEMAN**  
A REVOLUTION IN LEARNING

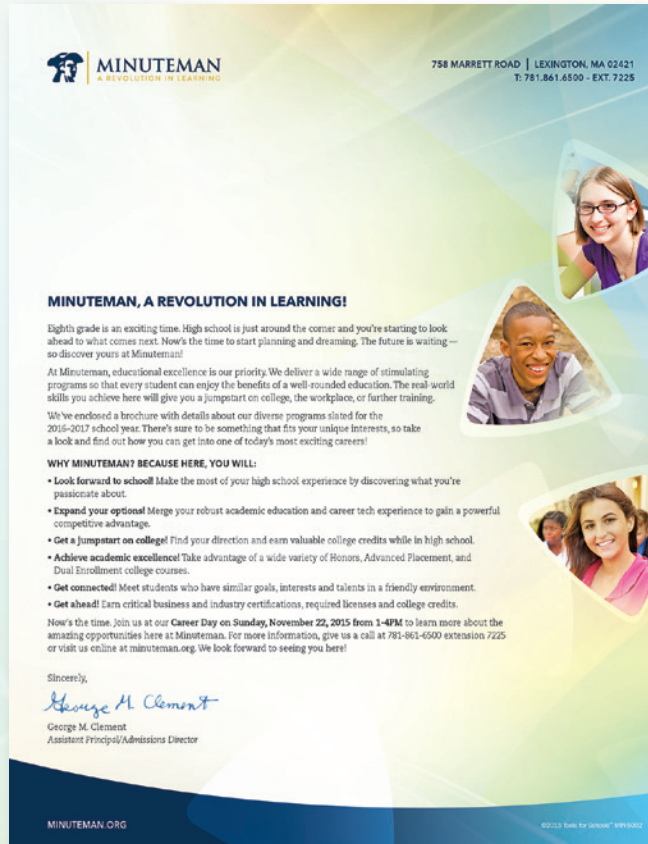
MINUTEMAN.ORG



# MINUTEMAN BRANDING APPLICATION



**MINUTEMAN**  
A REVOLUTION IN LEARNING



*Brochure Letter and Laser Sheet*

# MINUTEMAN BRANDING APPLICATION



**MINUTEMAN**  
A REVOLUTION IN LEARNING



*Minuteman for a Day Postcard*



# MINUTEMAN BRANDING APPLICATION



**MINUTEMAN**  
A REVOLUTION IN LEARNING



*Open House Invitation*



# MINUTEMAN BRANDING APPLICATION



**MINUTEMAN**  
A REVOLUTION IN LEARNING

*Open House 12x18 Poster*

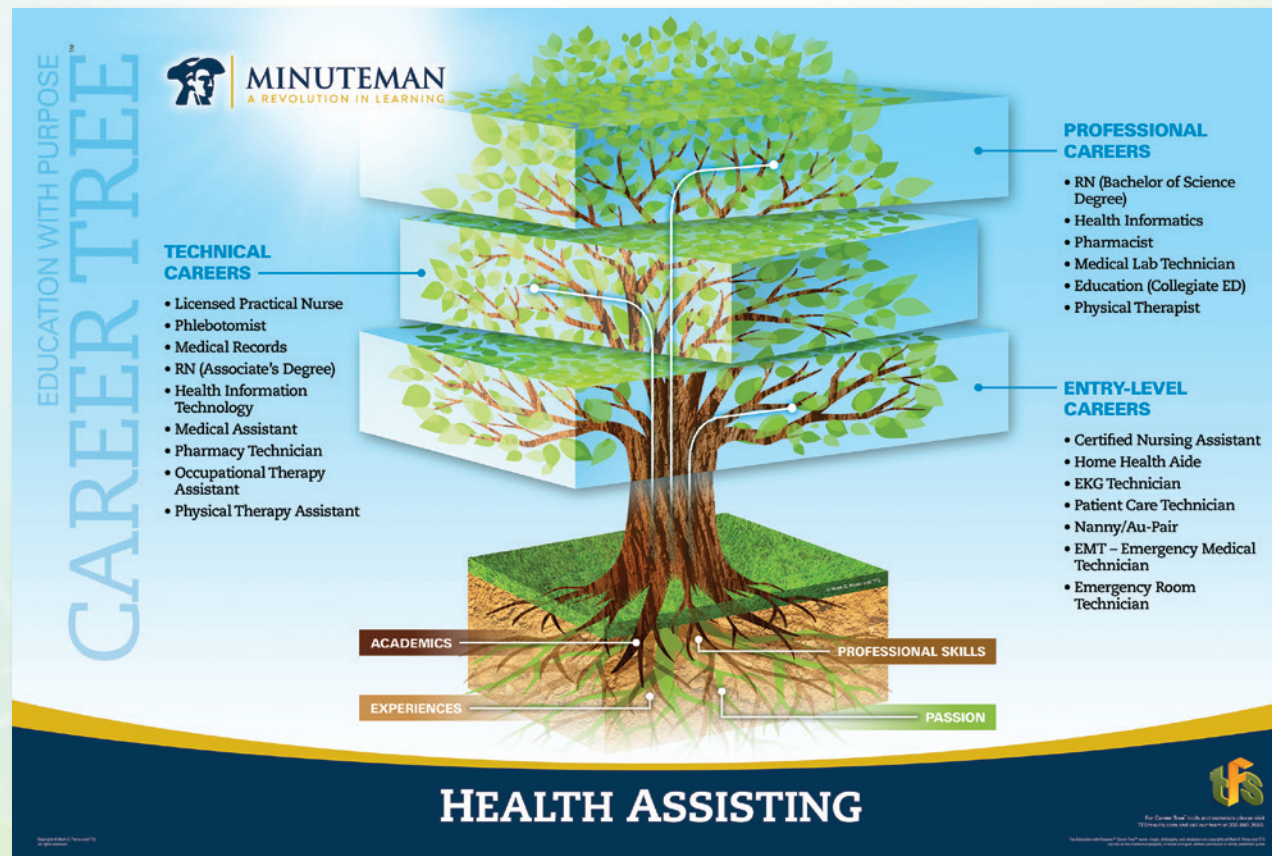




# MINUTEMAN BRANDING APPLICATION



**MINUTEMAN**  
A REVOLUTION IN LEARNING



Career Tree Wall Graphic