Vernon Christian School, with 300 students Pre K-12, has been a leader in Christian education in the beautiful Okanagan Valley for over 35 years.

Overall, I wanted to explore why our school population was declining despite our position as a top-performing school.

My first goal was to understand the context and tensions of today’s families who desire Christian education for their children.

In consultation with Bob Rogalski, my second goal was to design a comprehensive program to effectively brand and market our school to the greater Vernon community while promoting and improving our school’s profile within our own constituency.

Promoting the school by building our Word-of-Mouth program is our BEST form of advertising.

We have a tremendous resource in our staff and educational program that forms the foundation of our school’s success.

Branding and marketing doesn’t happen on its own. To be intentional, strategic and to accomplish an effective level of marketing, we recognized that we needed to create a Communication & Marketing Coordinator position.

Despite economic challenges, parents will continue to choose an educational program that supports their values and goals.