

Area Cooperative Educational Services (ACES) (Educational, Non-Profit)



Strategic Planning, Branding, Collateral, Magnet School Recruitment Materials, Social Media, and Video, Digital Marketing, Crisis Communications

Area Cooperative Educational Services (ACES) is the regional educational service center for New Haven and parts of Middlesex Counties. Established in 1969, ACES strives each day to fulfill its vision of creating an equitable and socially just world, one life at a time. ACES serves its members districts and others through an ever-growing array of programs, services and schools that meet the needs of a changing educational landscape. As a school district, ACES operates three magnet

and eight special education schools. ACES services range from transportation, professional development and school improvement services, technology, translation, international, security, and occupational and physical therapy. ACES operates the Open and Magnet School Parent Choice programs for New Haven County. Its programs include a federally funded Early Head Start Program and ACES ACCESS, a vocational and life skills program for developmentally and physically disabled adults ages 21 and older. For more information, go to www.aces.org.

Primary:

- Current students with special needs; troubled students; and magnet students
- Prospective students with special needs, troubled students; and magnet students
- Superintendents and administrators for 25 Connecticut Public Schools Systems
- Parents, grandparents, and guardians of prospective students

Secondary:

- State, regional, and local city leaders
- Connecticut college administrators
- Specific businesses in the middle Connecticut that could use specific services
- National political leaders

ACES is a diverse and complex organization that is a school system and multiple business service units. Prism Marketing was tasked to do a complete marketing portfolio that ranged from branding guidelines to strategic planning to crisis communications to complete traditional and digital marketing.

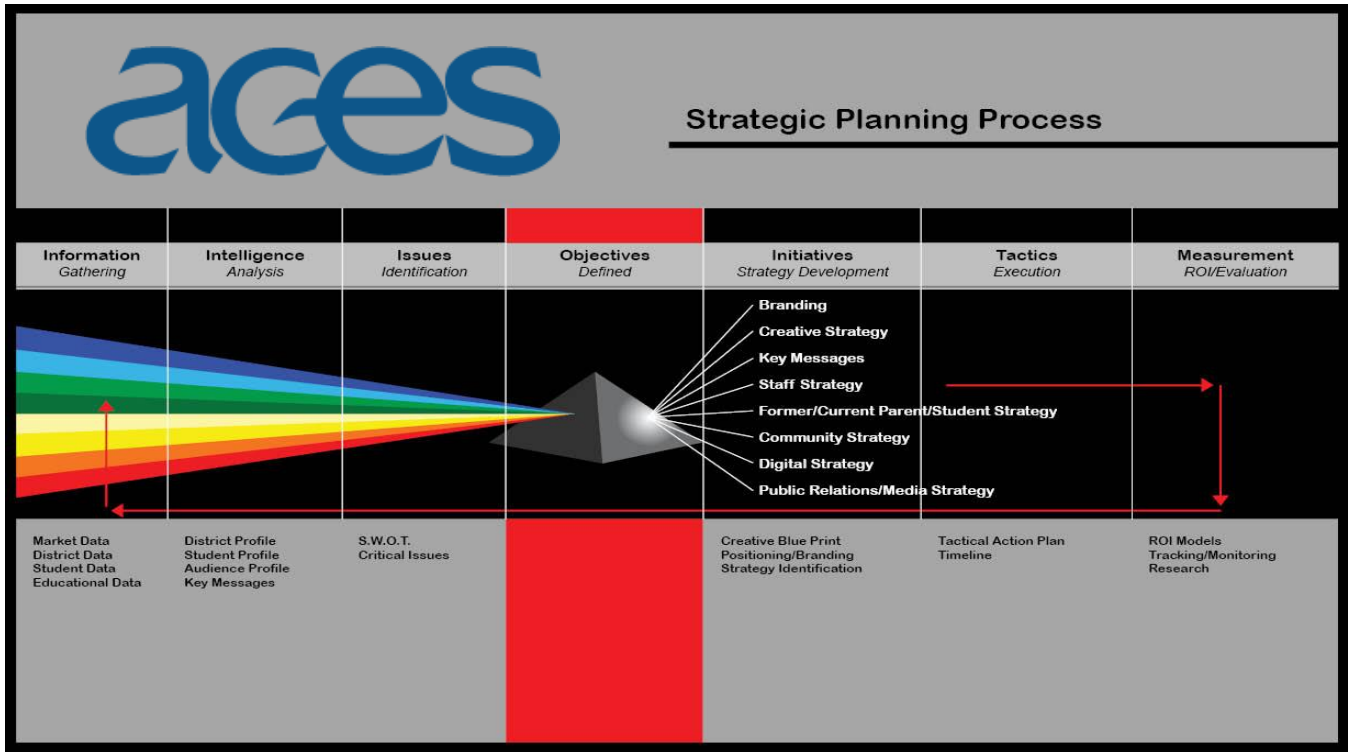
ACES Organization - Branding, strategic planning, brand awareness, public/media relations, collateral design, website, digital marketing, social media, content management, and events

13 Business Units – Strategic planning, social media content and management, collateral design, crisis communications

11 Schools - Strategic planning, social media content and management, collateral design, crisis communications

3 Magnet Schools - Strategic planning, student recruitment, social media content and management, collateral design, crisis communications

Strategic Planning Process



Brand Guidelines

ACES Brand & Graphic Standards Manual
2019-2020

Version 1.0 | August 2019

Official ACES Typefaces for Professional Use

Professional use typefaces are intended for printers, contractors, and other vendors. Contact the ACES Marketing Department for more details.

PRIMARY HEADING TYPEFACE
Primary headings should be the largest text on the page. Italic variations are not to be used.

Roboto

Light Regular Medium Bold

SUBHEADING TYPEFACE
Subheadings should be smaller font size than the primary heading, but larger than the paragraph. Italic variations are not to be used.

Montserrat

Regular Bold REGULAR BOLD

	PMS	CMYK	RGB
ACES Gradient	Starts with ACES Green, ends with ACES Blue		
ACES Blue	PMS 647 C	98, 69, 22, 6	9, 87, 139
ACES Navy	PMS 296 C	90, 72, 55, 62	17, 37, 60
ACES Green	PMS 335 C	100, 0, 69, 31	0, 127, 97
Black		0, 0, 0, 100	0, 0, 0
90% Black		0, 0, 0, 90	65, 64, 66

Primary Logo Usage

The logos shown here are the official logos for internal and external usage for the ACES identity program. They are to be used when developing communications to those who might not be aware of ACES. Consult the following sections of this guide for standards on the various color uses, weights and configurations of the logo type. No other logos should be used. To obtain reproduction art for any of the logos shown in this manual, please contact the ACES Marketing & Outreach Department. No color combinations other than the approved configurations may be used without approval from the ACES Marketing & Outreach Department.

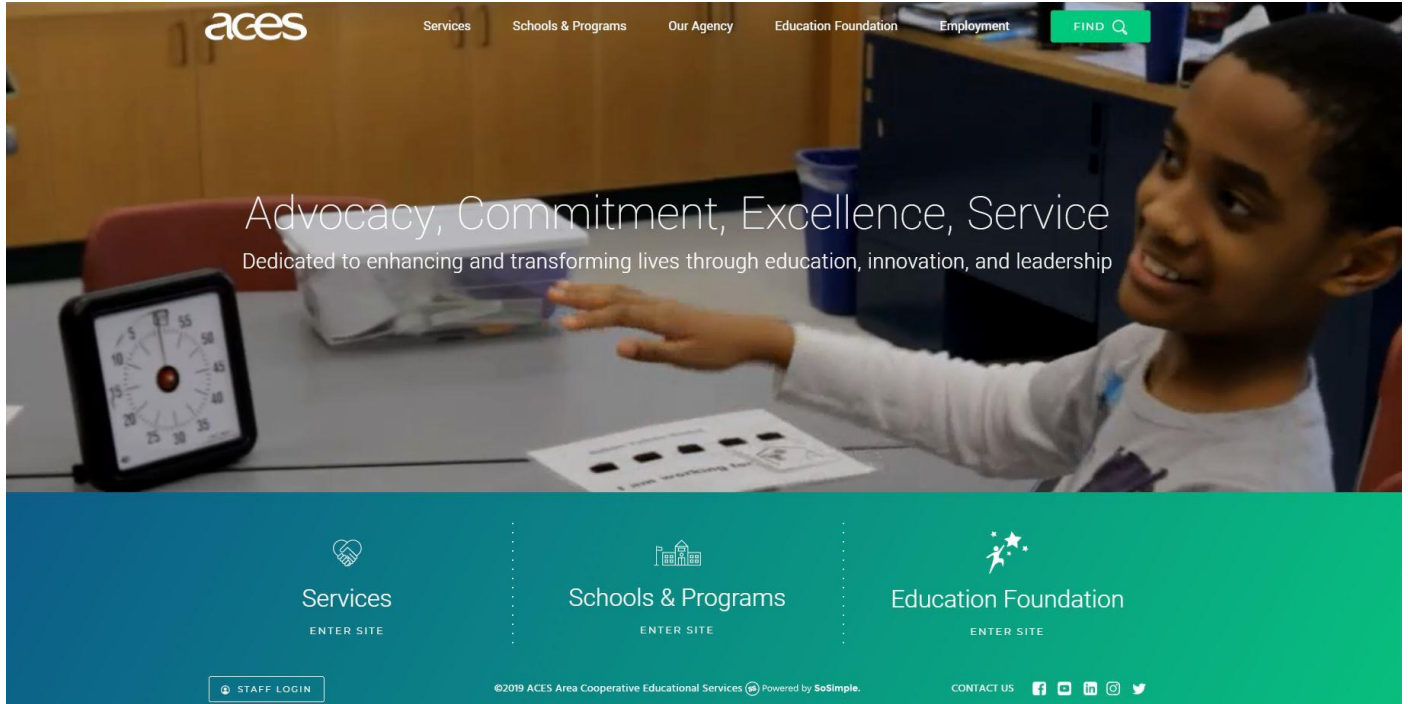
PRIMARY PMS AND CMYK USAGE

REVERSE FORMAT USAGE

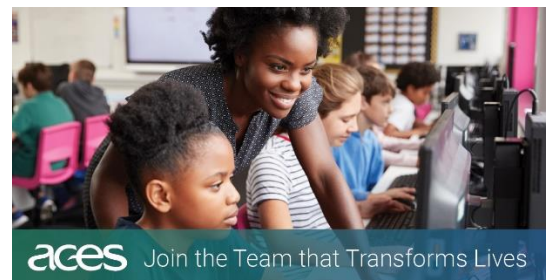
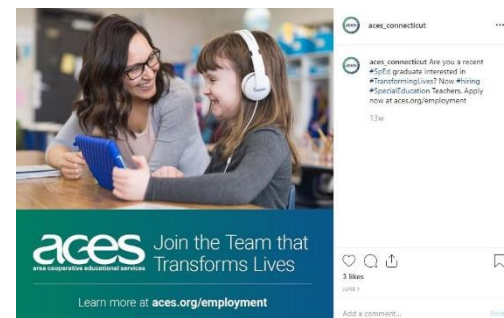
PRIMARY BLACK AND WHITE USAGE

Website/Internet Marketing

After a new “look and feel” was established in all marketing and communication materials, a vibrant website was created that was full of ever-changing content.



Social Media Properties & Digital Marketing



aces Advocacy, Commitment, Excellence, Service DIGITAL RESULTS



Feb 22, 2019 - Mar 4, 2019
www.middletownpress.com

Creative s	Total impressions	Total clicks	Total CTR
320 x 50	3,125	1	0.03%
728 x 90	2,684	3	0.11%
300 x 250	5,813	3	0.05%
	11,622	7	0.06%

Targeting parents with children ages 8-13 within 10 miles of Meriden

Impressions	Clicks	CTR
12282	28	0.23%
12282	28	0.23%



15 Washington Drive

Application deadline is Feb. 28th
APPLY NOW

aces Thomas Edison Middle School
Application deadline is Feb. 28th
APPLY NOW

3-4240 HEARST
media services

Recruitment TV and Digital Advertising

<https://www.youtube.com/watch?v=R67-z9jzv3Q>



<https://www.youtube.com/watch?v=wfiIBhTYhZI>

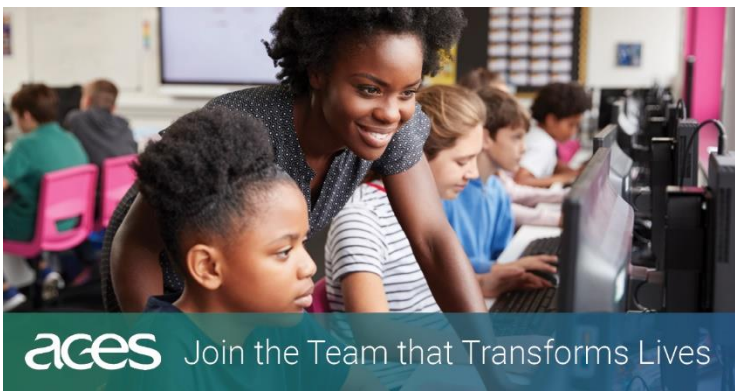
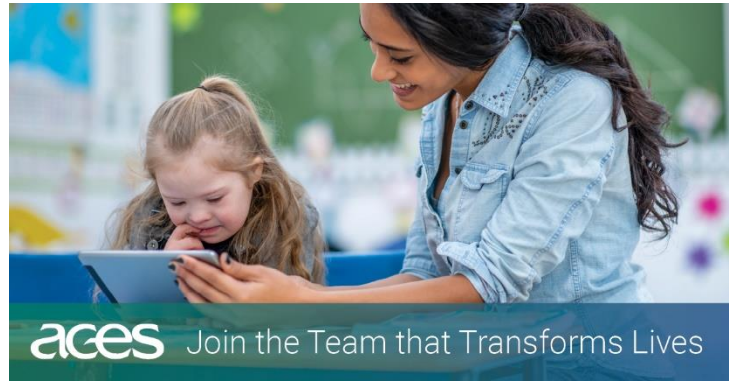


Collateral

Annual Report



Recruitment Postcards



Benefits



Health Insurance

ACES understands there may not be a perfect balance. This means a response and security in all aspects of your life. It begins with your and your family's health.

ACES currently has Anthem Blue Cross & Blue Shield in RI health insurance, and most employers are on a high deductible health plan with a health savings account.

What does that mean? If access you do not need on-premised your preventive care is 100% covered. For anything else (e.g. sick visits, prescriptions, injuries, etc.) you pay Anthem's negotiated cost until you meet your out-of-pocket limit. After that, the only charges for services covered under the plan would be for out-of-network providers and co-pays on prescriptions.

What is a deductible? It is the amount of money you are responsible for paying before a medical care is 100% covered. ACES will contribute 50% of your deductible (25% not applicable to your health savings account (HSA). This amount is provided if you enroll later in the year.

What is a health savings account (HSA)? This is your own account that you will open with your benefits. You need to provide it with the account number in order to receive ACES' contribution and it is optional to make your own contributions through your paycheck. The funds roll over year-over-year and the account is yours to keep even if you leave ACES. You can use it for qualified medical, dental and vision expenses, tax-free.

Dental Insurance

You have options at ACES. For dental insurance, the best options are:

- Anthem Full Dental – covers most routine dental care, such as cleanings 2 times per year. This is provided at no cost for full-time employees.
- Anthem Flex Dental – this covers the same as above, plus a percentage of more involved dental work such as crowns, implants, and bridges.

Unexpected things happen to us. This is why ACES is working with the top names in insurance and supports to offer plans that are customized to individuals.

Life Insurance/Long-Term Disability/Accidental Death & Dismemberment

ACES provides basic term life and accidental death and dismemberment (AD&D) insurance at no cost to you. Surviving family members often utilize the insurance proceeds to pay final expenses, medical costs of burial, and pay other debts. You are enrolled automatically in this program when you initially become eligible for ACES benefits. ACES offers all full-time employees and individual sales a flat \$50,000 life insurance policy up to \$50,000 for a spouse and up to \$2,000 per dependent, in lieu of services specified in their contract. Long-term disability insurance pays 60% of your salary after 90 days or after 1 year for pre-existing conditions.

Supplemental Insurance Options

ACES has collaborated with Aetna to offer voluntary, supplemental insurance to all employees at a group rate. The rate never changes and you may keep the policy even if you are no longer with ACES. Enrollment is open throughout the year. As a part of the ACES complete benefit plan, the following are offered:

- Accidental Insurance
- Short-Term Disability
- Cancer Insurance
- Hospitalization Plan
- Life Insurance



Progressive Benefit Solutions (Benny Card) Tax-Saving Accounts

There is never a good time for a medical emergency. This is the need for this. The Flex-Spend™ Account (FSA) is another way to make one-time payroll deductions to pay for qualified medical, dental and vision expenses if you are not eligible to have a health savings account (i.e. outside of Medicare or are on a spouse's health (and health plan). The Dependent Care Assistance Program allows you to make pre-tax payroll deductions to pay for qualifying expenses such as daycare centers or nursery schools.

Planning For the Future

ACES is a place of pride and security for its staff, students and families. In today's world, planning is not an option but a necessity. As part of your employee benefit package, you can take the stress and risk out of funding those goals.

TERRA 401(k) Tax Shelter Annuity & Employer Matching Program

Employees can take advantage of the new 401(k) plan and employer matching program. Employees can contribute up to 15% of their salary and receive a 50% match on their contributions.

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Paid Time Off

Paid Time Off is available to cover your needs for the away from work including vacation, illness, holidays, jury duty, bereavement, or other valid personal reasons for time away from work. It is accrued in increments to your work hours. Consult staff handbook or applicable bargaining agreement for more information.

*Paid vacation and holidays depending on position.

Employee Assistance Program

ACES puts a high value on employee health and well-being. As a part of the free life insurance contract, ACES provides covered employees and their families with 24-hour access to care, education on work and life issues, and professional, legal counsel and access to health care services. This is free-to-face services with a 24-hour care center available to you and your household members at no cost.

- Legal consultation:** Receive a free 30-minute consultation. And up to a 25% discount on select fees.
- Planning:** Get guidance on child development, college funding, retirement, disability and much more.
- Senior care:** Learn how to solve the challenges of caring for an aging loved one.
- Child care:** Which for you, you can get off day or just after school, or a place that's right for you.
- Pet care:** From grooming to boarding to veterinary services, find who you need to care for your pet.
- Financial Services & Internal:** Receive a free 30-minute consultation and 25% discount on select fees with internal providers.

Answers in Your Hand

The Paycom app makes it easy to access your employee self-service in your mobile device, with features including fingerprinting login and notifications. Wherever and whenever you need it, your personal employee data is accessible here, including pay stubs, benefits, tax forms, time-off requests and more.

