A watercolor illustration of a weeping willow tree on the left, with its long, drooping branches extending over a body of water. The water reflects the tree and the sky. In the background, there are more trees and a blue sky with light clouds. The overall style is soft and artistic.

White River Vision Plan Branding RFP



Willow Marketing Response
810120

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The Willow Tree

The name Willow means a lot to us. It's more than our name, inspired by the willow tree symbolizing growth, change, flexibility and nature. The willow has a long root system providing a stable foundation for it to grow as those long roots reach out for water and nutrition. To thrive, the willow tree must learn to bend and flow with the winds. "Willow" is derived from a Celtic word meaning "near the water," and as such, it exists in perfect symbiosis with the river. This relationship is simple yet significant,




both to the river and the willow, and to the ecosystem they support. The willow strengthens and stabilizes the river's shoreline, while the river provides fertile soil and freshwater the willow needs to grow. Together, they work in balance and harmony, contributing to a healthy environment, a growing economy, and creating a natural resource that is accessible to all. We felt drawn to the beauty and meaning found in this relationship, and invite you to read a story of its evolution. Like the name "Willow," we think it means a lot.



AGENCY OVERVIEW

We're Willow.
Nice To Meet You.

Established in 1992, Willow Marketing is a full-service marketing firm that serves as an extension of your marketing team. For 28 years, we've focused our efforts on helping organizations discover, establish, and embody their brands to unify their internal teams, and make lasting connections with the audiences that matter. Our success is our clients' success, so we strive to help you actualize meaningful and measurable results.



We treat our clients to a balanced diet of well-considered strategy, compelling creative, well-planned tactics, and measurable results. Our mission is to move you from where you are now, to **BETTER**.

While we define our services with words like strategy, branding, web design, public relations, and campaign development, our work with clients typically begins with a research phase. We view research as insurance for decision making.

We use tools like surveys, audits, interviews, and focus groups to learn the truth about your customers, competition, opportunities, and even your blind spots. Then we act on that truth. We look for opportunities to partner with clients who understand the unmistakable value of research and are prepared to act on what they learn.

Situational Insights

We believe there's much to be learned from those that have gone before us. Looking to the Urban Land Institute for resources and insights, we spent some time researching other communities and their revitalization efforts to put shape around the potential the White River Vision Plan holds.

Regarding riverfront revitalization, one that stands out from our research is Oklahoma City. After 10 years of planning and efforts they are now beginning to realize the vision set forth in their “Core to the Shore” efforts. In July they just opened multiple parks and greenspaces connecting the central business district to the riverfront, a project 10 years in the making. It's rewarding to see how foresight and strategic plans from 10 years ago are now coming to life. This effort was massive as it took into account revitalization of several distinct areas in their community, business, residential and recreational, to the shoreline of the Oklahoma River.



We've also taken note of efforts with Canalside and the Outer Harbor, which are at the heart of downtown Buffalo, New York's waterfront revitalization encompassing the historic Erie Canal. These areas have been transformed with greenways, greenspace, bike trails, walking paths, and event venues. Buffalo's efforts have seen economic value and have developed increased environmental stability on their waterfront. All of this has contributed greatly to the quality of life for area residents.

Using these as case studies, we see all of the ways the White River can not only build on the success of others, but surpass previous efforts with even greater economic and environmental growth. When accompanied by a fortified vision and a community of partners that truly care about the wellbeing of our state and its people, this comes to life.



Why We're Uniquely Qualified

Willow is currently engaged and assisting two different clients with their strategic marketing efforts. Both have assets along the White River and are cultural, environmental, and recreational destinations for Hamilton County residents as well as regional visitors. Both are stakeholders and partners in the White River Vision.

Carmel • Clay Parks & Recreation

Carmel Clay Parks and Recreation has been a Willow client since 2018. We've been involved in everything from a website redesign to internal brand and culture research. We truly value being able to work alongside an organization doing such award-winning and meaningful work in our community.



CONNER PRAIRIE

Willow has been instrumental in assisting **Conner Prairie** with its recent rebranding. We intentionally took advantage of their proximity to the White River and have positioned it as a valuable asset. In addition, we are intimately aware of the master plan for Conner Prairie and actively involved in ongoing discussions around plans for White River activations.

Overall, our thinking is what makes us different. We help to create strategic visions but also have the experience and knowhow to help bring those visions to life. We're business consultants who happen to specialize in marketing. We connect dots looking for ways we can encourage and foster collaboration for shared successes with our clients. And we're committed and deeply engaged with our clients, forming long-term partnerships.

OUR VALUES



Open

Our core values are simple. Be Open. Be Humble. And be Helpful. We call it OHH! and it guides everything we do.

Open isn't something we turn on or off like a neon sign on the door. It's who we are and how we behave every day, all the time. It means that we don't put people in silos or hide behind screens. We keep ourselves open to all the possibilities and embrace bold ideas. We don't shy away from tough conversations because we know that giving and taking honest feedback doesn't need to get ugly. We expect our people to fight for what is right and listen for what can be made better. To show up in conversations and meetings with question marks instead of periods. Because that's what partnership and collaboration requires. At Willow, we're always open.



OUR VALUES



Humble

Humble isn't the first thing that comes to mind when you think of our industry, we know. But we believe that you can do good, even great (nay, award winning!) work without ego. Willow is full of talented, gifted, hard-working people and none of them wear a crown. We all do the dishes and we all contribute to our clients' success. Being humble helps us remember that whatever is good can always be better, which keeps us on our toes, learning, and trying new things. Some agencies might claim to be the best. Let them brag. We let our work do the talking.

OUR VALUES



Helpful

Helpful doesn't have a job description or a department. It marches down the Willow halls high-fiving and pitching in wherever it's needed. Helpful answers the phone before the third ring, pinch-hits for a sick panelist at your spring conference, and patiently explains UX to your Board of Directors. Helpful is at the center of everything we do, and we like it that way. Need help with your brand? We got that. Need a new website? We can help. Cat got your tongue? This content might help! See how that works? Feels good, doesn't it?

Account Structure

At Willow, the team members who primarily work with each client are carefully selected based on relevant experience and expertise. The way we structure our smaller teams ensures that each client has available to them the breadth and depth that Willow has to offer.

Individual account teams include:

Executive Sponsor: A member of Willow's leadership team who will be up-to-speed on all of your project happenings, and readily available to provide high-level consultancy and strategic recommendations.

Client Service Team Member: Each client has an assigned client service team member to act as the liaison between your team and Willow. This person will be your primary point of contact. That being said, we aren't the kind of agency that keeps our creative and digital teams behind their computers. We're highly collaborative and from time to time, you'll have the pleasure of hearing straight from a designer or a digital strategist.

Creative Team Member: Our creative team is made up of skilled visual designers and highly-articulate writers. You will have a mix of each working specifically on your project. They will work to know your brand, and know it well to work as an extension of your team.

Digital Team Member: The digital team member working with your account won't simply provide you with HTML, but they will go the extra mile to provide the critical thinking that results in targeted and effective digital efforts to bring you the highest ROI.

**While each client has a team that works with them the most, no one at Willow is excluded from stepping in and lending insight and expertise when needed.*



OUR TEAM



Brad Gillum

Position: CEO and Owner

Project Role: As a business owner and marketer with 28+ years of experience in the industry, Brad will offer high-level direction and support to the entire team over the course of the work; we also like to refer to him as our biggest cheerleader.

28 Years with Willow



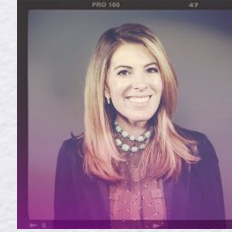
Kim Jones

Position: Senior Vice President

Project Role: Kim's experience in working with partnerships, along with her direct connection to Hamilton County Tourism and Visit Indy, will prove to be an extremely useful resource to helping this project go above and beyond.

15 Years with Willow

Relevant Client Experience: Carmel Clay Parks and Rec, Conner Prairie, Board of Certification for Emergency Nurses, Hall Render, MLK Center



Leslie Lewis

Position: Director of Client Service

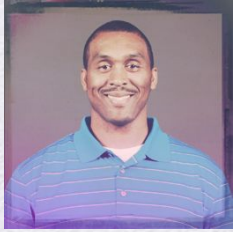
Project Role: Leslie thrives when it comes to ensuring client success. She will be in charge of overseeing and ensuring an ideal White River-Willow client experience along every step of the way.

2 Years with Willow

Relevant Client Experience: Conner Prairie, Indiana Youth Institute, Presbyterian Church (U.S.A.)



OUR TEAM

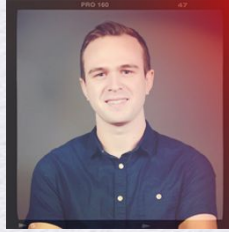


Keyon Whiteside

Position: Director of Digital Services

Project Role: Keyon brings a wealth of digital and website backend expertise. If any technical issues or questions come up, he's the guy with answers who you want on your team (it just so happens he will be on yours).

4 Years with Willow



Andrew Miller

Position: Web Developer

Project Role: Andrew's superpower is his ability to make brands shine through and stand out on company websites; the sky's the limit with his impeccable front-end capabilities and attention to detail in building easy-to-use website admin interfaces.

6 Years with Willow



Mark Manuszak

Position: Creative Director

Project Role: Mark's decades as a creative director bring with it a wealth of artistic and visionary inspiration to build off of. His specific work with the design of print materials and collateral is just one area that never fails to leave clients delighted.

13 Years with Willow

OUR TEAM

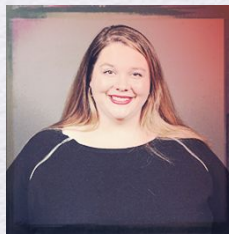


Cara Bow

Position: Art Director

Project Role: Cara is another member of our creative team and brings digital and brand expertise to every project she works on. Her attention to detail, out of the box thinking, and originality can be found in anything that crosses her desk.

7 Years with Willow



Wendi Williams

Position: Copywriter

Project Role: Wendi has a way with words and can tell a story in ways that not many others can. Not only does she have the ability to draw an audience in, but she is full of amazing ideas for unique ways to achieve this.

4 Years with Willow



Erin Witt

Position: Content Strategist

Project Role: The phrase “Content is King” could not be truer, and Erin is the “Queen” when it comes to this. Her skill of connecting with an audience through the creation of content is one of the many ways that her work proves to be effective.

1 Year with Willow

OUR TEAM

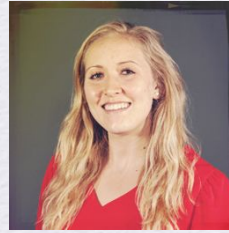


Krista Roseberry

Position: Researcher

Project Role: If there is any insight or information to be discovered on a topic, Krista will find it. At Willow, research helps drive the decisions that we make, and our researchers make sure that we are working with all the facts and figures.

3 Years with Willow



Marta Bleed

Position: Account Coordinator

Project Role: One project has one-hundred-and-one moving pieces that come with it. As one of Willow's Account Coordinators, Marta will help navigate, direct, and follow up on project statuses to ensure that everything runs smoothly, while acting as a daily point of contact for the details.

1 Year with Willow

Relevant Client Experience: Conner Prairie, NAMIC, RT Moore, Priority Physicians



PORTFOLIO

Situation

Conner Prairie is a well-known historical museum experience in Indiana, but it was time to bring their brand to the present. It needed a refresh that would represent their values: heart for the past, head for the present, and eye for the future.

Solution

In the fall of 2019, Willow was enlisted to rebrand Conner Prairie and has worked side-by-side with its marketing communications team to reinvent this Hoosier icon, quite literally. Members of Willow's team have worked onsite at Conner Prairie one day a week, leveraging an embedded model to act as an extension of Conner Prairie's teams. This has allowed us to be highly collaborative and gauge immediate input from all internal stakeholders throughout the branding process. We have employed ad campaigns, media buys, PR and media efforts, as well as web support to help ensure that this new brand is recognized and celebrated across channels.

Outcome

We crafted a brand that pays homage to the past, celebrates the present, and will carry Conner Prairie into the future. With this, the White River has played an integral role in the creative look of the new brand; including the nod to the river with the use of the wavy line as a key design element. Furthermore, our promotional efforts have increased exposure and engagement with the new and lively Conner Prairie brand.





Variable Logos



Signage





Brand Standards Guide

The White River was a gleaming point of inspiration for many design elements of Conner Prairie’s new brand. You’ll see the winding bends of the river throughout these pieces, symbolizing the linear paths and currents that carry us through our own stories and the stories of others.

VALUES

HEART FOR THE PAST

- Create meaningful connections
- Reflect the makeup of the wider world in our stories
- Preserve and respect our grounds, gifts, and assets

HEAD FOR THE PRESENT

- Take ownership and trust others to do the same
- Be curious and share what you know
- Identify and adapt to change by taking smart risks

EYE FOR THE FUTURE

- Evolve to fit the needs of the community
- Improve and grow Conner Prairie to be better than you found it
- Establish/support a culture of diversity, equity, accessibility, and inclusion

Foundational Words



Conner Prairie Brand Standards | 7



MINIMUM SIZING

The logo should not be reproduced smaller than the specified minimum size, doing so compromises its readability. The minimum size is measured by the height of the wordmark (see illustrations right). Just as the logo should not be shown smaller than the minimum size, it should also not be made proportionally too large for its intended usage. As a general rule, the logo should not be wider than one-third of the page width. These guidelines apply to all version so the logo.

Print Applications



Digital Applications



Note: Due to space limitations, not all items are not shown at actual size.

COLOR BALANCE

Beyond our logo, color is one of the most recognizable aspects of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Conner Prairie brand.

Clean & Balanced

The Conner Prairie brand is a premium brand that is warm and welcoming. To achieve this, remember to balance photos, colors, and design elements with white space, especially in printed materials. It is the unoffical fifth color in our primary color palette.

Color Usage

A robust color palette provides many design options, but we must exercise thoughtful consideration and restraint to make sure we don't lose our visual identity.

Layouts should lean heavily on the primary colors, especially the bright and energetic Sunburst and Great Plains colors. Balance these color with River, Pulp and the other palettes for color schemes that are appealing and recognizable.

Here is a general guide for making effective choices as you use color in compositions. This isn't meant to imply a strict mathematical distribution of the colors on the page; rather, these ratios should help your layout pass a squint test. Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.



DESIGN ELEMENTS

Using The Etching Illustrations

The etching illustrations is a nod to our posts, when craftsmen made things carefully by hand. These graphics provide a contrast to bold font shapes and rolling curves. There delicate lines and subject matter literally bring nature into our brand.

The subject for these etching is always an element from nature — wildflowers, butterflies, or a simple leaf. They should have the appearance of a hand-drawn pencil or inked sketch with texture and line-work. They are not streamlined, modern icons.

To reinforce the artistic roots of the etching, they are typically applied using a 20% – 40% tint of Ash or reversed use of Pulp color.



Recommended illustration style

Use these etching illustrations sparingly in a layout as subtle accent. When selecting an etching, think about how it related to the content of the piece and how it can help convey the message. Etching graphics are not always required. Be cautious not to overlay a layout with too many elements. Use your artistic eye to find the right balance.

Etching illustration applied with Effect > Normal = 30% of Ash



Etching illustration applied with Effect > Normal = 15% of Pulp color



Brand Standards Guide

WHAT WE ARE / WHAT WE AREN'T

WE ARE storytellers.

But beyond purely telling, we invite guests into our world and show them how our stories are connected. We meet guests where they are, and find a way to bring the story to life for each of them.



WE ARE adventurers.

This is not a "look, don't touch" environment. While we pride ourselves on historical accuracy, we welcome and appeal to those who want something beyond a traditional, staid museum experience. We are hands-on learning for guests of all ages, because we believe that doing is the fastest path to understanding.



WE ARE for the curious.

We encourage guests to explore and learn by questioning. We pride ourselves on creating ah-ha moments of self-discovery at every turn and providing knowledgeable guidance as we celebrate the journey.



WE AREN'T stuck in the past.

We educate not just on history, but its relation to the present and future. By showing guests where they came from, and reconnecting them with nature, we help them understand the modern world and appreciate the importance of preserving it for the future. We work everyday to celebrate and improve the human experience.

WE AREN'T your typical museum.

While we're history-oriented, we value the impact we can make on the future by broadening perspectives today. By reconnecting people to each other, to their roots, and to the earth, we work to explore, celebrate, and improve the human experience everyday. We are changing the way people view and use museums.

WE AREN'T on autopilot.

We put our guests at the center of the action by creating interactive, individualized experiences for each person with every visit. We don't recite prescribed facts, allowing our guests to make the interaction their own. There is always something new to experience at Corner Prairie.

HISTORY
IS MADE BY THE HOPEFUL.

CONNER PRAIRIE
STEP INTO THE STORY

#INthistgether

Billboard

New! Select Saturdays in June

EXPLORE
NATURE SATURDAYS

See what's been growing on the prairie

Digital Ads

Explore

AFTER HOURS
AT CONNER PRAIRIE

Now open Thursday evenings
6-9 p.m. beginning June 18th

Explore

AFTER HOURS
AT CONNER PRAIRIE

Now open Thursday evenings
6-9 p.m. beginning June 18th



PORTFOLIO

Situation

In 2018, Carmel Clay Parks and Recreation came to Willow in need of a new website and video content to show all of the great offerings they provide, which was only the beginning of our relationship with the organization.

Solution

We redesigned and developed their website, and have continued to help evolve the site since it's launch to provide the most relevant user experience. We recently helped them add a Group Fitness calendar functionality to accommodate for COVID challenges.

In 2020 we filmed and edited a 5-minute video for the organization's second nomination for the NRPA Gold Medal Award, including filming footage along the White River.

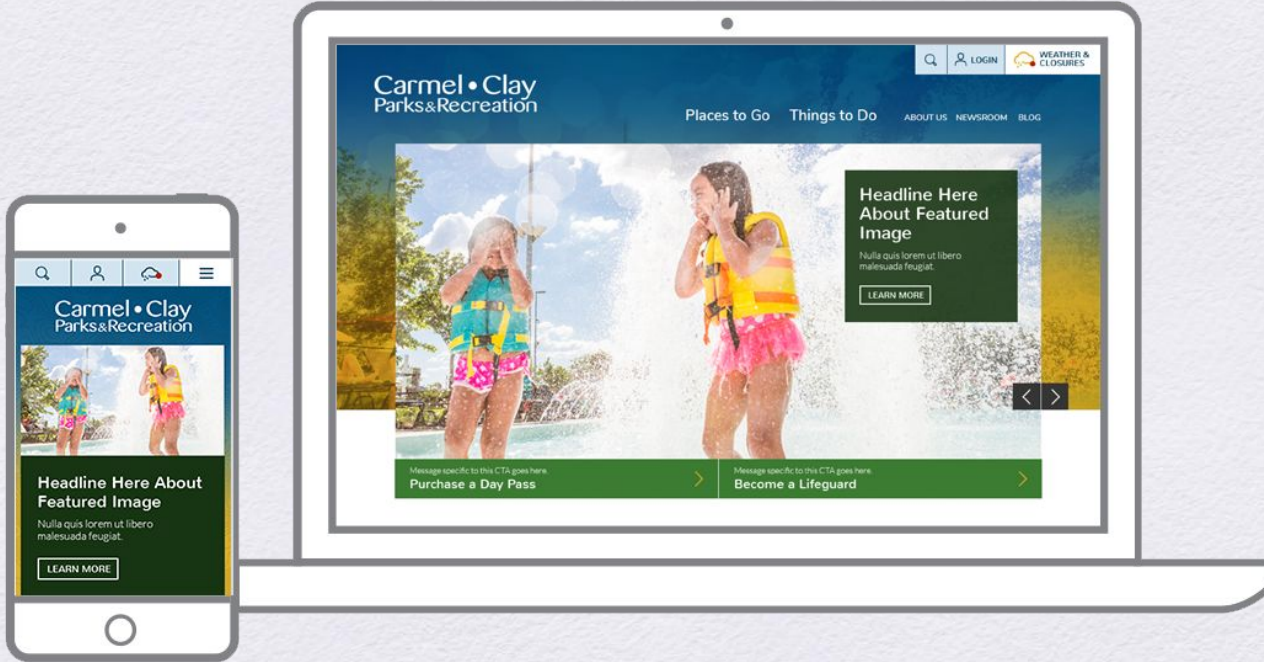
Additionally, we conducted internal brand and culture research with their full-time and part-time staff and provided key findings and recommendations for the organization to implement.

Outcome

A brand is more than a logo. It's the experience you have on a website, it's the videos and images represented, and it's embedded in an organization's culture. All of the work that we've done with CCPR has continued to strengthen and define their brand, and we're excited for the ways we'll continue to do so.

Carmel • Clay
Parks & Recreation



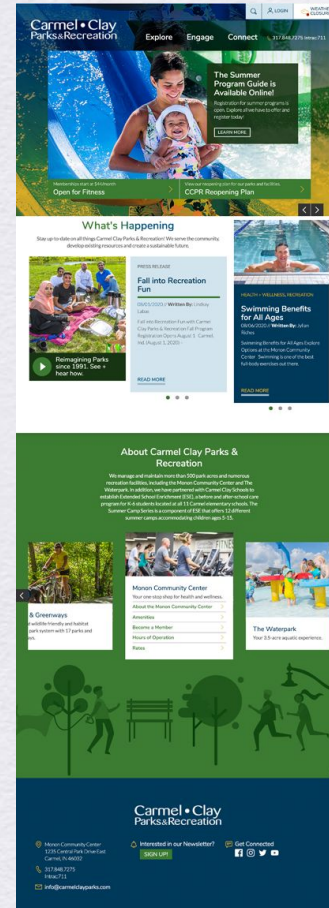


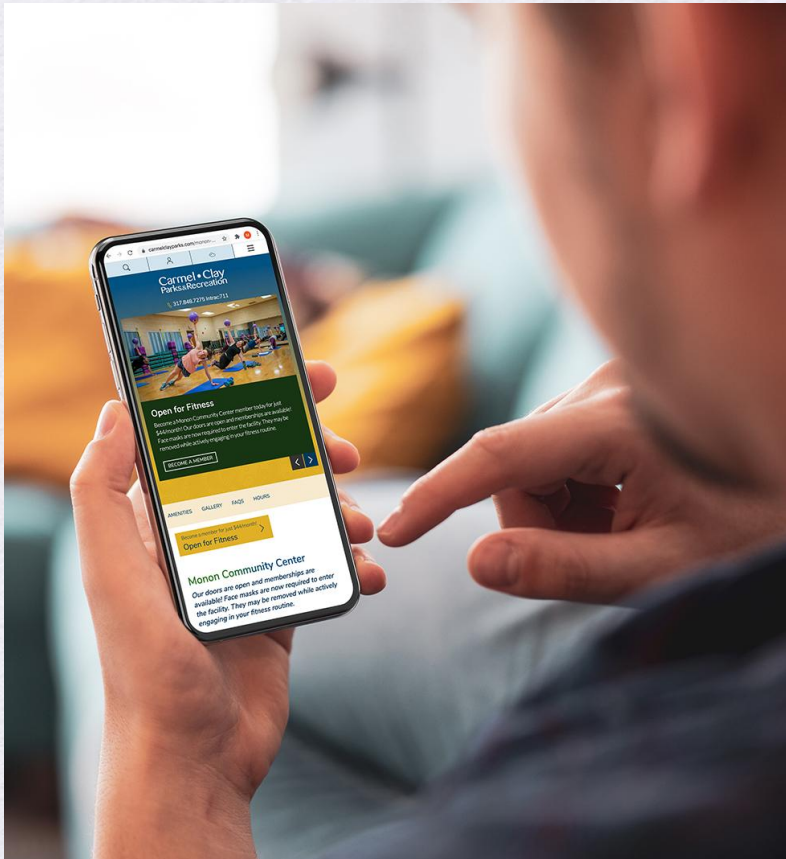
Website



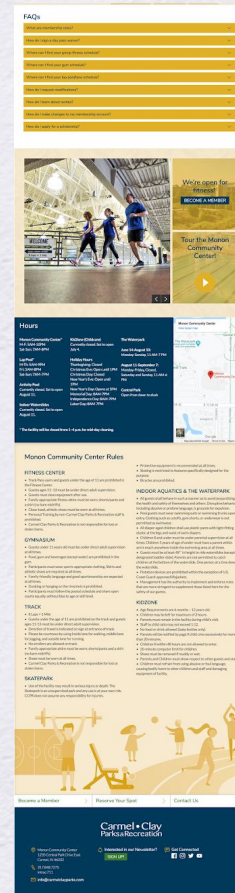
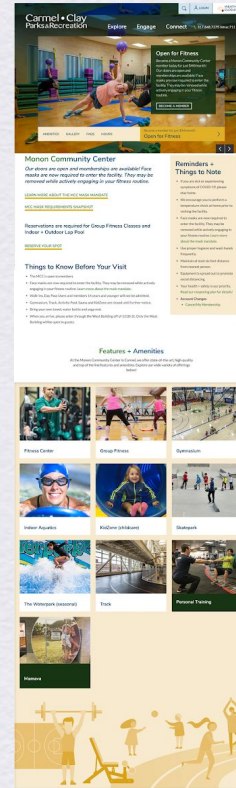


Home Page





Group Fitness Page



PORTFOLIO

Situation

For years, the Board of Certification for Emergency Nursing (BCEN) has been the premier certification provider to emergency nurses, offering robust and comprehensive exams, but the organization's interactions with its customers was purely transactional.

Solution

We began mapping an entirely new brand for BCEN. From a bold new logo (plus a colorful array of logos for each certification) to a refreshed and intuitive new website, to a brand guide that laid out the new voice of BCEN. We developed CARE (Compassionate, Assured, Respectful, Empowering) language, to help BCEN employees interact with and build relationships with nurses. We also planned a thrilling brand launch that coincided with the industry's largest professional event, the ENA (Emergency Nurses Association) Conference.

Outcomes

In all, the tone and approach of BCEN has changed from transactional and distanced, to relationship-centered and value-focused.



**BOARD OF CERTIFICATION
FOR EMERGENCY NURSING™**
Excellence. Achievement. Impact.





**BOARD OF CERTIFICATION
FOR EMERGENCY NURSING™**
Excellence. Achievement. Impact.



Brand and Certification for Emergency
Nursing logo and their 5 specialty
certification logos



Stationery System



Brand Standards Guide

Our Brand Values

Our Why, Explained

The values by which we operate are what defines us. You'll find them exemplified in our new tagline: "Excellence. Achievement. Impact." Those words form the foundation for everything we do and everything we are. The words we use here are only words until they are embraced and implemented by everyone BCEN touches. Our brand values must be clear, concise and inspirational to all.

WE EMPOWER NURSES TO ACHIEVE MORE

Nursing is a challenging profession, and those who rise to the occasion are considered the cream of the crop. Whether it's a desire for professional career advancement or simply the personal satisfaction of being the best of the best, our nurses are driven to excel.

WE BELIEVE IN THE POWER OF CONTINUING EDUCATION

Lifelong learning never stops, and neither do our nurses. Long hours and draining work can't stop them from pursuing more knowledge. That's why we're here, to help provide it to them in a way that is meaningful and measurable.

WE HELP CAREGIVERS AND CARE FACILITIES TO THRIVE

The best health care providers and transport facilities require the best nurses. The best nurses require support, encouragement and motivation to excel and achieve. By laying the foundation for the highest-quality and most compassionate caregiving, we are also helping to build better hospitals and emergency flight and ground transport facilities.

WE DO IT BECAUSE IT'S THE RIGHT THING TO DO

It all boils down to this: better nurses equal better outcomes for patients. Emergency nurses, whether they're in an ED, a trauma center or air or ground transport, deal frequently with the critical moments between life and death. Certification doesn't just improve careers; it helps save lives.



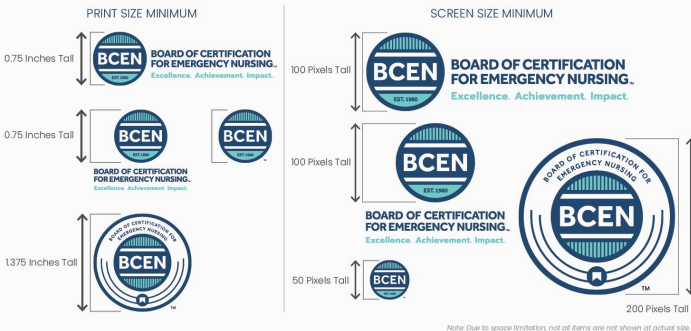
Minimum Size Guidelines

The logo should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum size is measured by the height of the interlocking logomark, as illustrated below.

Just as the logo should not be shown smaller than the minimum size, it should also not be made proportionally too large for its intended usage.

As a general rule, the logo should not be wider than one-third of the page width.



Visual Identity | Board of Certification for Emergency Nursing

Brand Standards Guide | 18

Brand Standards Guide

Mood Board and Visual Inspiration

The BCEN brand serves emergency nurses who are pursuing an advanced certification. Imagery should reflect those we serve in an authentic and appealing manner. You should strive to utilize images that show compassion, strength, teamwork and leadership. Consider the following when selecting imagery:

- Make it feel real — nurses should look like real, diverse people, not supermodels. Typically, female nurses have short hair or hair that is pulled back, short fingernails and no dangling earrings. Age range from 22 to 42 and beyond. About 5 percent of all nurses are male.
- Does the situation depicted in the image relate to one of BCEN's five certifications?
- Images should help show the work of emergency nurses. There should be interaction between people or action within the emergency department depicted.
- When using nurse portraits as the primary imagery, they should not only look like real people (see above) but should feel/appear to be welcoming, confident and reliable — like a coworker or your next-door neighbor.

INSPIRATIONAL IMAGES



Visual Identity | Board of Certification for Emergency Nursing

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All About CARE

Compassionate

Expressing care, concern and sympathy for the well-being of others.

Why it matters: As a caregiver, compassion is a trait that nurses must possess (whether naturally or by honing it as a skill). Nurses and hospital administrators understand the language of compassion, but most often, they are on the giving end. By showing them compassion, we set a tone of support, encouragement and understanding from our organization.

Synonyms: Caring, Considerate, Empathetic, Understanding

How it sounds: A nurse expresses concern about paying for her certification renewal.

"Hi Sarah, We completely understand and hear your concerns, and we want to help. Maintaining your certification is a wonderful way to achieve more in your career. We're sending you some materials that help our nurses speak to hospital administrators about securing funding for the certification exams. We also invite you to connect with [name of employee] at [phone number]."

"She's expecting your call and is looking forward to helping you find a solution."

Assured

Giving the sense that you are knowledgeable about a given situation and confident in your abilities to handle that situation.

Why it matters: Nurses and hospital administrators will have a variety of questions and concerns about our certification: how much, how difficult, how it works and how valuable it is, just to name a few. Nurses in particular may feel anxious about taking the exam. Our aims are to soothe and calm those jitters by ensuring our communications are correct and accurate and to maintain confidence in our position in the industry.

Synonyms: Confident, Controlled, Measured, Thoughtful, knowledgeable

How it sounds: A Facebook follower asks, "how hard is the exam? I'm not sure I can pass it."

"Hi, Kevin! Thanks for reaching out. While the exam is certainly challenging (which gives our certifications exceptional value), we

are here to give you the tools you need to ace it. We want to set you up for success, which is why we offer practice exams and support from our qualified team of certification specialists. Let's chat soon (call us at [number]) and get you on your way to achieving certification!"

Respectful

Acknowledging that emergency nurses put extraordinary effort into fulfilling their calling and respecting the work they've done to achieve the status they've reached.

Why it matters: One thing we all know is that nursing is some of the hardest work a person can do. The hours are long, and stress is high. But they do it because it is more than a job and more than a passion; it is what they were meant to do. At BCEN, we recognize the multitudinous ways they go above and beyond every day, and we treat them with the respect and appreciation they have earned.

Synonyms: Appreciative, Humble, Supportive, Appropriate, Polite

How to Talk About Us

Brand Voice (always/never)

Having a strong brand voice is key to communicating effectively with the people we serve. It gives us a sense of warmth, authority and relatability, while engendering trust, belief and relief in those with whom we communicate.

In Writing: The first mention of BCEN in any written communication should always be typed out as the Board of Certification for Emergency Nursing. Subsequent mentions can be shortened to BCEN, followed by the registered symbol ®.

Verbal: If a BCEN employee or advocate is reaching out on behalf of the organization, the first mention should be, "The Board of Certification for Emergency Nursing" while "BCEN" is appropriate for subsequent mentions. When answering the phone or engaging in conversation initiated by someone outside the organization, using "BCEN" is appropriate.

BCEN's Brand Voice Is...

ALWAYS

Compassionate

Considerate

Assured

Confident

Encouraging

Supportive

Warm

Connected

NEVER

Unconcerned

Uncertain

Cold

Distant

Hurried

Frustrated

Condescending

Transactional

Brand Standards Guide







Nurse Recognition Kit







You've Earned Their Trust. And Ours.

Patients may not know when their nurse is certified, but they can tell the difference. Greater efficiency, higher accuracy and better outcomes matter to them... and to us. Board certified emergency, trauma and transport nurses are shown to instill greater confidence in their supervisors, and be given more responsibilities.

We support certified emergency, trauma and transport nurses.

Find out how certification from BCEN® can take you farther in your career.

BOARD OF CERTIFICATION FOR EMERGENCY NURSING.
Excellence. Achievement. Impact.
BCEN.org

Source: "Value of CEN Certification Research Study Results," Humana, 2017



Know Your Worth. Show Your Worth.

Board certified emergency nurses are proven to be more likely to earn more, receive bonuses and be eligible for additional compensation after achieving their certification.




We support certified emergency, trauma and transport nurses.

Find out how certification from BCEN® can launch your career to the next level.




BOARD OF CERTIFICATION FOR EMERGENCY NURSING.
Excellence. Achievement. Impact.
BCEN.org

Source: "Value of CEN Certification Research Study Results," Humana, 2017

Support Your Nurse Posters



Eadvantage Candidates Brochure



Get an
EDGE
on your
career.



A certificate program to accelerate your emergency nursing career

Why BCEN EDvantage?

BCEN EDvantage is designed to give you the edge in launching or furthering your career. Nursing school gave you the knowledge to succeed, but BCEN EDvantage provides opportunities to enhance it. This certificate shows potential employers you have the drive, passion and motivation to excel. It also sets you on a path for certified success by giving you many of the experiences and information you'll need to pursue board certification from BCEN.

Applying to an ED job can be competitive. When the hospital is looking at your application, what sets you apart from the others?

BCEN EDvantage sets you up for certified success by exposing you to the information and knowledge you need to someday pursue board certification from BCEN. Having a BCEN EDvantage certificate gives you a head start on the competition and better prepares you for a career in the ED.

How does it work?

Participants are required to complete both in-person and online activities that give them a genuine, real-life ED experience. Here are just a sampling of the skill building assignments and course work you will be exposed to:

In-Person Activities

- Complete one Stop the Bleed course.
- Participate in a community outreach event where you have face-to-face interaction and the opportunity to apply fundamental nursing skills.
- Complete Cardiorespiratory Rehabilitation (CRP) courses for healthcare providers from the American Heart Association

Online Activities

- Complete Emergency Severity Index (ESI) Adult and Pediatric Courses.
- Complete Federal Emergency Management Agency (FEMA) IS-100.C Introduction to the Incident Command System
- Complete FEMA IS-700.B: An Introduction to the National Incident Management System
- Complete NH Stroke Scale Training from the American Heart Association

Writing Assignments

- Research and identify one significant operational issue that impacts the Emergency Department.
- Complete an essay on specialty nursing certification, discussing your views on whether you believe specialty certification provides value to nurses, patients and organizations.
- Complete a reflection essay related to a clinical experience that made a significant impact on you.

Other Requirements

- Demonstrate membership and active participation in a professional membership association.
- Provide a complete resume.



The Candidate's Journey

From Nursing School to BCEN® Board Certification

Wherever you are in the journey, board certification from BCEN can set nurses up for even more success and fulfillment in the career you're building. We'll take you through the steps to plot your course to certification.

You've got a bright future ahead. Get started!

1 Enroll in BCEN EDvantage

5 Start the Conversation

It's never too soon to create your support network. www.bcen.org

7 Find a Mentor

• **Mentorship Badges**
Behind every great

"We want to invest in the future of emergency nursing. We understand the difficulties both new nurses and Emergency Departments face when going through the application/new-hire process. Our goal in developing this program is to contribute to a strong emergency nursing workforce."

—Janie Schumaker, MBA, RN, CEN, CENP, CPHQ, FABC
Executive Director, BCEN



Eligibility

Nursing Students:
Must be within 12 months of graduation.

Current Nurses:
Must have unrestricted US or international RN license.

General Criteria:

Form all required certificates within 12 months of submitting. Complete the application within 12 months of initiating the program. Submit a \$50 Program Application Fee.

Curriculum

The BCEN EDvantage program is a combination of in-person, online and

written activities. All activities must be completed by the participant within 12 months of application, submitted and verified by BCEN. Upon completion, the participant will receive a certificate and a professional portfolio that can accompany you on job interviews. A digital badge will be generated which can be added to LinkedIn, resumes, professional documents and more.

Disclaimer: The program application fee is non-refundable. All fees associated with programs required for admission are the responsibility of the applicant. BCEN reserves the right to deny portfolios that do not meet selected criteria. BCEN makes no guarantee that completing the BCEN EDvantage certificate program will secure you a position in the Emergency Department.



A certificate program to accelerate your emergency nursing career

BCEN.org/EDvantage

9 Start the Countdown

Certification success begins with careful planning. Sign up for your free account at BCEN.org. Once you've chosen the certification that's right for you, we make it simple to submit your application. After we've determined you're eligible to pursue board certification and we receive your payment, we'll be in touch with your next steps.



Keep Good Records

Accountability Badge

To a record of all of 1 courses you've taken, 2 meetings with mentors, 3 any other professional 4 development opportunities. 5 we've taken advantage. This will help you when 6 times to making your 7 is for certification 8 sport, and will build 9 old foundation of 10 lidance, capability and 11 paredness when it's 12 to take your exam.

11 Prepare for Success

It's not just about showing up; it's about slowing up and taking the time you need to succeed. BCEN offers helpful tools and tips for test preparation, including a BCEN practice exam. These exams are close to the real deal in delivery, content and scoring, and will give you a flavor of your actual exam. Plus, you have the opportunity to gain 3 CE's when you complete one! Practice exams can be purchased on learn.bcen.org and offer different methods for taking the exam to ensure you maximize your value.



10 The Journey Begins

Candidates have 90 days to schedule and sit for their exams at any of our Pearson VUE testing facilities. Choose the place and time that's right for you. We recommend scheduling your exam as quickly as possible.



BOARD OF CERTIFICATION FOR EMERGENCY NURSING.
Excellence. Achievement. Impact.

BCEN.org

13 Set Your Sights on the Future

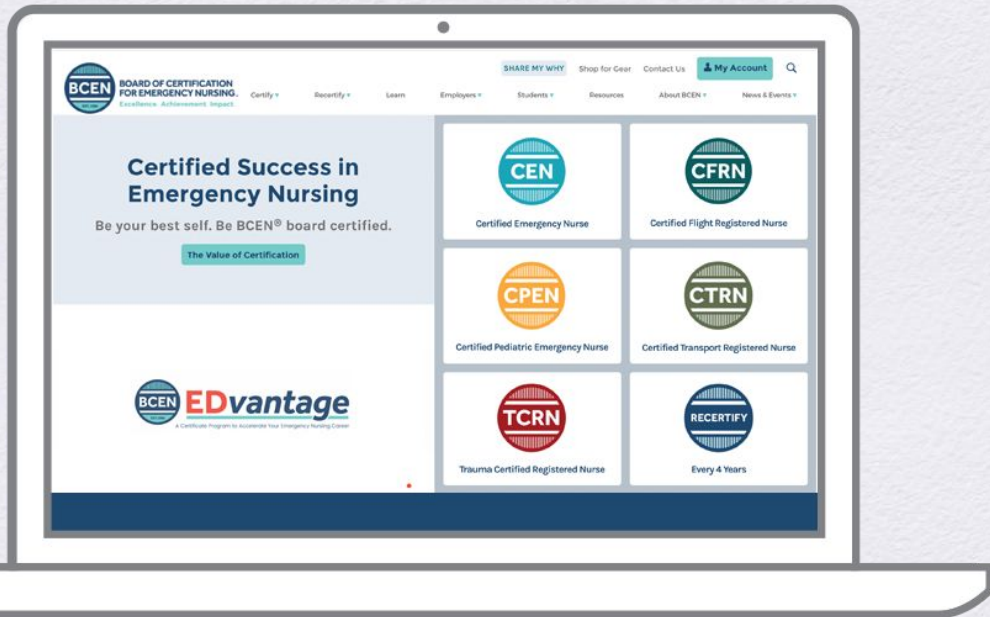
Once you've completed the exam, results can be found on your dashboard in your BCEN account within 1 to 2 business days. In the event you do not pass, you'll receive a follow-up from BCEN on how to reapply.



12 You Got This!

You've worked hard, you've stretched your wings and now you're ready to soar. Be sure to bring along two valid forms of ID when you head to the testing facility. After a brief orientation, you'll have three hours to complete your exam. Breathe deep, and stay calm — you're ready for this!





Website





Home Page



PORTFOLIO

Situation

The Indiana Youth Institute (IYI) mission is to improve the lives of children in Indiana, however its brand didn't reflect its passion and expertise. Having the same brand over the course of 19 years, IYI knew it needed an update.

Solution

We embarked on a rebrand. From start to finish, we were very conscientious about including all stakeholders, in particular the Board and employees, throughout the process. This helped us establish and train on the brand internally, which is vital to successfully establishing a brand externally. We developed all new messaging, all new visual branding, branded print collateral, reenvisioned their Annual Kids Conference as well as developed a brand launch plan and rolled out an entirely new website.

Outcomes

IYI's new brand has served them well. We provided them with a brand identity that reflected who they were, and helped foster stronger culture. This resulted in a significant increase in grant and programmatic dollars being filtered to IYI. They have the attention of funders and are managing more grant dollars benefiting youth and youth workers than ever before in the organization's history.

[Hear about our work firsthand from IYI's Executive Director, Tami Silverman here.](#)





Championing Kids. Strengthening Communities.

Logo

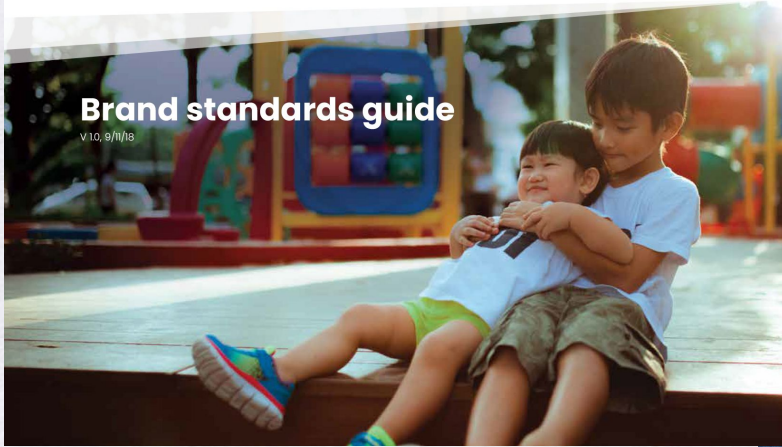


Stationery System



Brand standards guide

V 10, 9/1/18



Brand Standards Guide



Our brand Past and Current

Our mission

THE ORGANIZATION'S PURPOSE AND OVERALL INTENTION

Past: Our mission is to promote the healthy development of Indiana children and youth by serving the people, institutions and communities that impact their well-being.

Current: Our mission is to improve the lives of all Indiana children by strengthening and connecting the people, organizations, and communities that are focused on kids and youth.

Our vision

IDEAS AND GOALS YOUR ORGANIZATION STRIVES TO ACHIEVE OR EXCEED (THIS IS THE DESIRED FUTURE POSITION OF IYI.)

Past: Our vision is that all Indiana children and youth will attain five critical elements of healthy youth development: physical health and safety, emotional fulfillment, academic achievement, civic engagement, and economic self-sufficiency.

Current: Our vision is to be a catalyst for healthy youth development and for achieving statewide child success. We strive to create best practices models, provide critical resources, and advocate for policies that result in positive youth outcomes.

Value we bring

Indiana Youth Institute provides critical data, capacity-building resources and innovative training for people and organizations that impact the healthy development of Indiana children and youth. We facilitate collaboration and promote problem-solving and collective advocacy on a statewide scale.



Brand Standards Guide

Font styling

The brand colors white or slate may be used for headlines. Be cautious not to overuse color usage in layouts.

The preferred text color is slate (80% black). This charcoal tone is more welcoming and easier on the eyes than 100% black. Text may also be reversed out to white.

Headline and subhead formatting:
Poppins bold, sentence case

Title and section heading formatting:

These items should stand out. Depending on document layout and application, these items can be set in light or bold weights of Poppins using title case (initial capitalization).

Text content formatting:

Poppins light is preferred, but Poppins regular may be used if text is reversed to white or reproduction quality is an obstacle.

Nested drop capital letters:

Poppins bold first, left aligned. Three lines deep, is only applied to the first letter (one character). Use the nested drop capital letter with a judicious eye for design. Ideally, the drop capital is only applied to the first paragraph of copy at the beginning of a section. It should not be used on every paragraph, but instead as an introductory element.

Our Visual Identity



We facilitate collaborative problem-solving
and collective advocacy on a statewide scale.

In cusc solere conmihi incidunt harum.
Sed ut el no minimamque que...
Culibus saeculae variatibus...
Duis, et quam, sum laund ulpar.

49%
Healthy Half of Indiana families with children are home-managed actively employed.

1 in 8
Low-income Hoosier families with children younger than 6 had to quit a job, not take a job, or greatly change their job in the past year because of child care problems.

Indiana Youth Institute Brand Standards Guide | 23

Our Visual Identity



Icons

The purpose of an icon is to help visually support a concept, fact, or figure. It should aid in communicating information, either by visually drawing attention to the topic or illustrating the impact. To maintain the approachable look in IYI materials, a simple thin-line icon style has been selected for use within the brand.



Charts and graphs

Data is a big part of this work. Displaying this data in an appealing manner can be challenging. Consider providing visual context to the data point you are highlighting. Pairing a photo that represents the audience or client segment with the stat is a good way to help the information come to life – to be more relatable and “human.”

Photo border treatment

A triangle-shaped, white, graduated gradient treatment has been created to complement the graduated angular elements of the new IYI logo. It is a technique that can be employed to give a signature look to IYI materials by simply applying it to a photo or primary image. This treatment should not be applied to every photographic element within a print or digital piece but used for emphasis – by accenting only the primary photos on the page or within a section.



This effect is created by overlapping three elongated triangles. The inner two triangles are filled with white and assigned the screen effect at 50%. The outermost triangle is filled with the background color treated like the first two inner triangles and assigned the screen effect at 50%. This formula may need to be tweaked slightly depending on the background color and imagery to achieve this effect.

Indiana Youth Institute Brand Standards Guide | 25



Voice and tone

Brand voice is usually described using adjectives that answer the question, **What do you want people to know about who you are?**

For example:

- We're fun!
- We take things very seriously!
- We don't bow down to anyone!

When identifying your brand voice, we're describing the collective characteristics of the people behind the brand and what they value.

For IYI — We culled the research verbatims for common language and brand traits and then held those words up to the Citizen archetype to land on this description of IYI's ideal voice.

IYI's voice is resourceful and empowering, never dismissive or intimidating. We communicate in a way that is easily accessible to others, speaking clearly and without a lot of unnecessary jargon or formality. We strive to be a voice that inspires confidence, even when faced with obstacles or challenges.

To help IYI staff engage in authentic brand conversations, we've given your voice its own acronym so you can all remember to **keep R.R.E.A.L.**

IYI'S BRAND VOICE IS

R.R.E.A.L.:

RESOURCEFUL

EMPOWERING

ACCESSIBLE

LEARNING

RESOURCEFUL:

Being able to deal skillfully and promptly with new situations or difficulties. Willing to search for solutions when none seems apparent.

Synonyms: Ingenious, Enterprising, Inventive, Creative, Innovative

What this sounds like: We're proactive in looking for solutions. Ready to collaborate or assist and willing to be flexible when necessary. We don't jump to conclusions, we jump in and help solve.

This shows up in phrases like:
"What if we could..." and "Let me see if there is a way we can..." instead of "I'm afraid we don't..." or "The only way we could possibly..."

EMPOWERING:

Giving others the information they need to act, and the authority and encouragement to make decisions that are in their own best interest.

Synonyms: Equipping, Enable, Encouraging, to qualify someone

What this sounds like: We empower others by giving clear and complete answers, asking open-ended questions, and using an encouraging and positive vocabulary ("we" and "can" instead of "might" or "should").

This shows up in phrases like:
"You can complete the course in three weeks" and "Choose a session that best fits your needs" or "This was an exciting year, thanks to you!"

Example: A client who recently was awarded a professional development grant calls or emails to ask questions about next steps:
"Congratulations, Amy! Thanks for calling today. I can steer you in the right direction. Let me get a little information from you first."

Example: When replying to someone on Facebook who has commented on an IYI event:

Facebook conversation:
"This is helpful feedback, Jamie! We're glad you took the time to share your ideas. We'll be sure to pass these suggestions on to our team for next year's conference."





Economic Well-Being

Although unemployment is low, many Hoosier families experience economic instability and insecurity.

Indiana's National Rankings*

24th National KIDS COUNT® Economic Well-Being	28th Child Poverty	23rd Secure Parental Employment	10th High Housing Burdens	16th Child Food Insecurity
--	---	--	--	---

*For each indicator, higher rankings (1st) represent better outcomes for youth.

Economic Well-Being Spotlight Housing Stability

Housing burdens can negatively affect children's physical and mental health, contribute to keeping a family in poverty, and lead to parental stress.

1 in 4 children live in a high housing-cost burden household.



Championing Kids. Strengthening Communities.

Get the 2019 KIDS COUNT® Data Book at iyi.org



Education

Education successes are noteworthy; however, persistent and pervasive gaps exist.

Indiana's National Rankings*

14th National KIDS COUNT® Education	13th High School Graduation	7th Fourth Grade Reading Proficiency	13th Eighth Grade Math Proficiency
--	--	---	---

*For each indicator, higher rankings (1st) represent better outcomes for youth.

Educational Spotlight Postsecondary Financial Readiness

For Hoosier youth to reach educational success and thrive in the workforce, it is critical that plans and preparations for college and career begin early and for families to be financially ready.

The average annual cost per year for in-state Indiana colleges:

\$15,886
2-year college

\$22,333
4-year college



Championing Kids. Strengthening Communities.

Get the 2019 KIDS COUNT® Data Book at iyi.org



Health

Hoosier youth health challenges at all ages threaten the foundation for a strong well-being.

Indiana's National Rankings*

31st National KIDS COUNT® Health	15th Prenatal Care	43rd Infant Mortality	40th Children with Health Insurance	33rd Child and Teen Deaths
---	---	--	--	---

*For each indicator, higher rankings (1st) represent better outcomes for youth.

Health Spotlight Mental Health

1 in 9 Hoosier children have received treatment or counseling from a mental health professional.



Championing Kids. Strengthening Communities.

Get the 2019 KIDS COUNT® Data Book at iyi.org



2019 College and Career Conference

June 5-6, 2019 | Indianapolis Marriott North | Registration \$150

**Save with
Early Bird
Registration!
Now through April !!**

Early Bird Registration for the 2019 College and Career Conference is open for Indiana residents serving youth. But, hurry! After April 1, standard registration pricing will apply. Visit iyi.org/ccc today.

Hosted by the Indiana Youth Institute, the 2019 College and Career Conference brings together youth-serving professionals from across the Midwest including educators, counselors, youth workers, and philanthropic and civic leaders. Together we advance a wide range of readiness needs and options for students related to postsecondary education and the workforce.

This year's conference will feature keynote speakers **Dr. Freeman Habowski**, president of the University of Maryland, Baltimore County, and **Dr. LaMarr Darnell Shields**, co-founder and senior director of education and innovation of the Cambio Group.



Dr. Freeman Habowski



Dr. LaMarr Darnell Shields

Register today to gain the tools and information you need to help prepare students for their futures at iyi.org/ccc.



WHAT'S NEXT?

Help students connect to a vision of their future.



Register at iyi.org/ccc

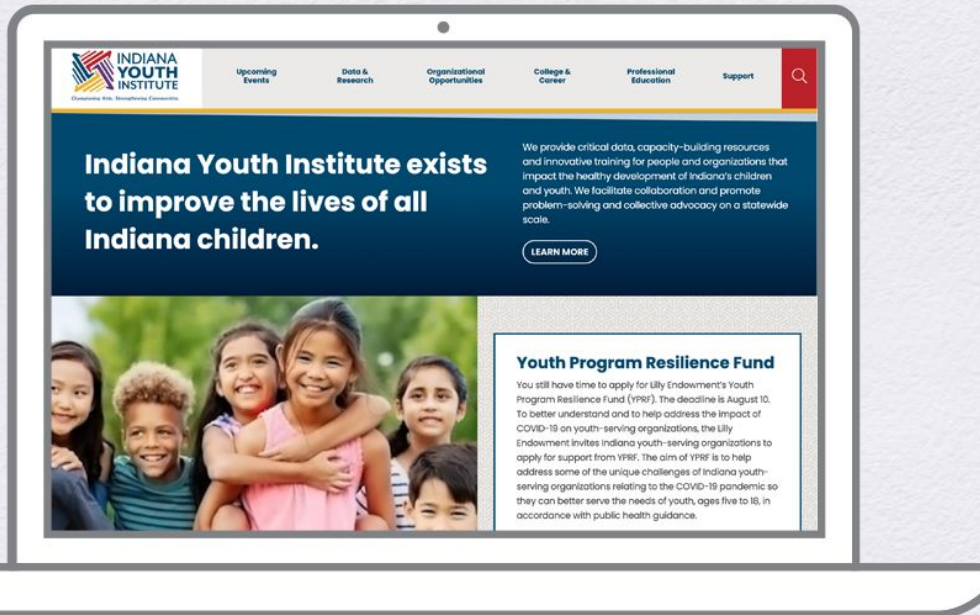


WHAT'S NEXT?

Give your students tools they can use to excel in life.



Register at iyi.org/ccc



Website





Home Page



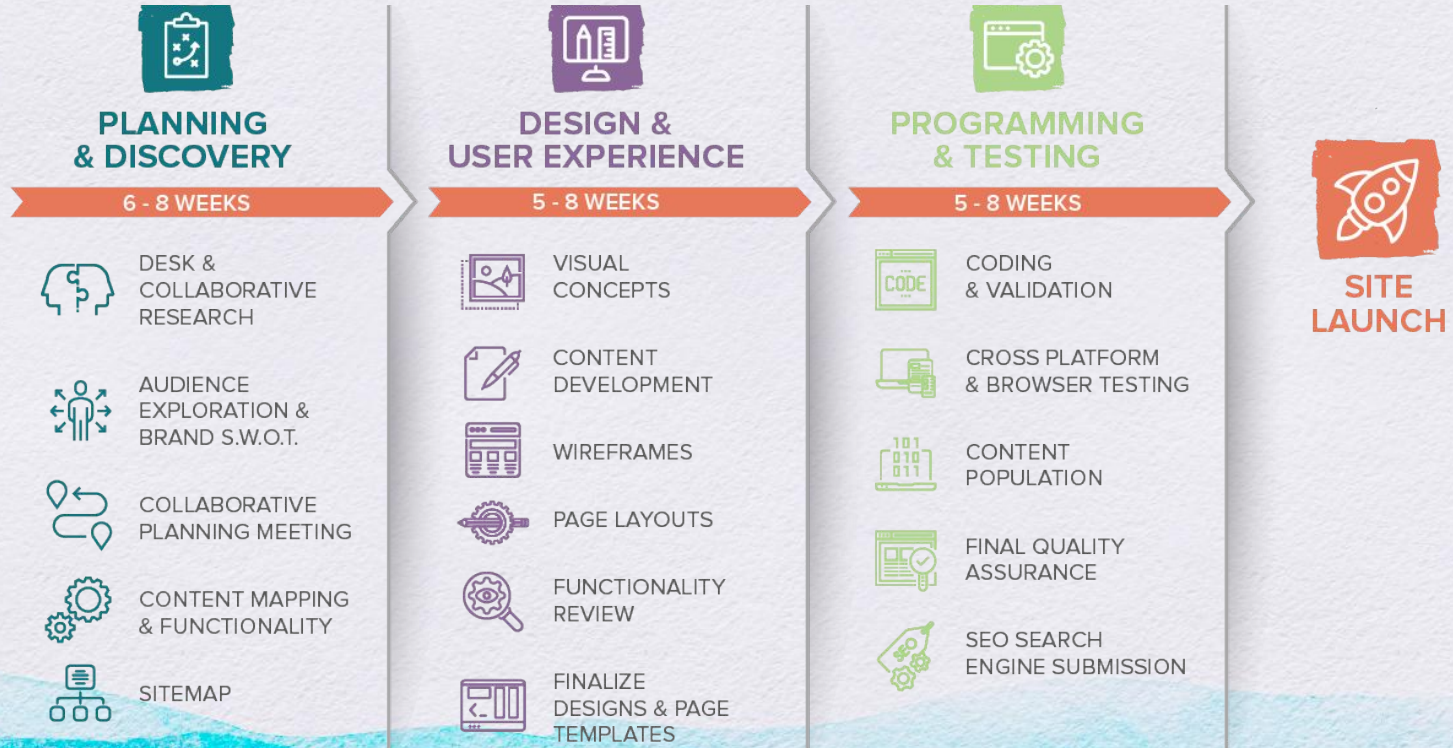
Willow's Brand Development Process

Willow has developed our own unique branding process. This brand strategy engagement is highly collaborative, and takes place in four distinct phases.



Willow's Web Development Process

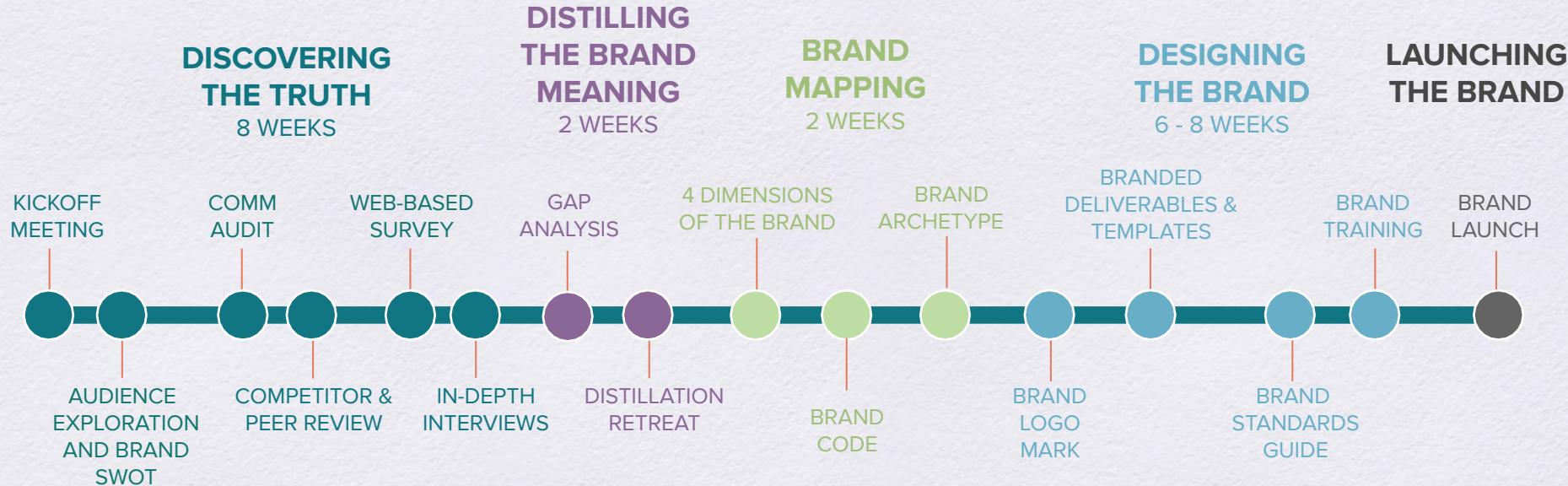
Our web process has been developed (pun intended) to be as data-driven and streamlined as possible. It's completed in collaboration with you, and it takes place in three distinct phases.



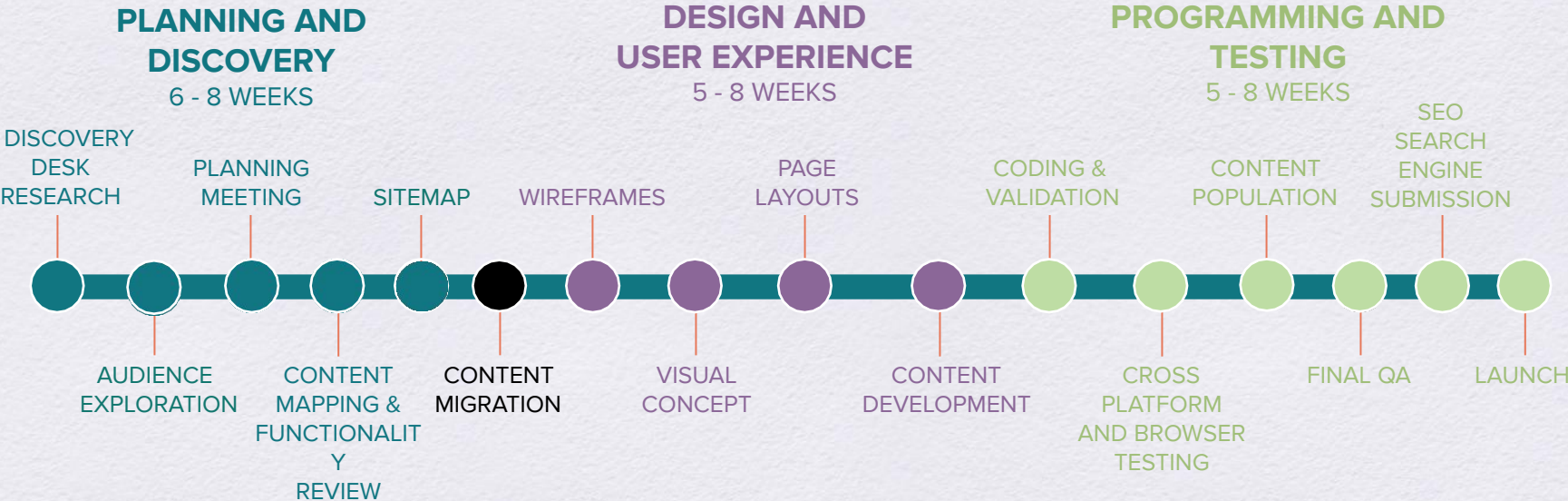
High Level Timeline (Brand and Web Development)



Brand Development Timeline

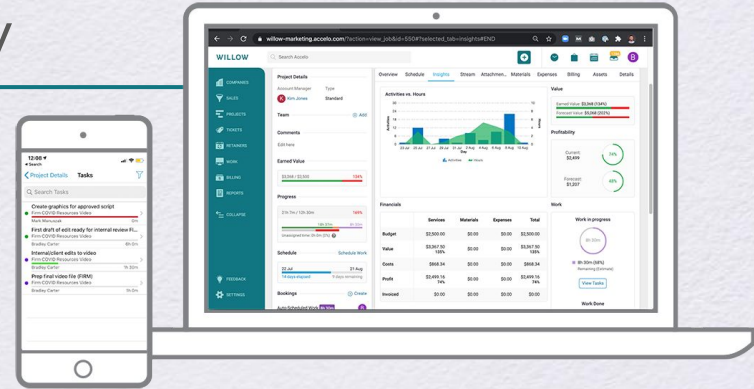


Web Development Timeline



Project Management Methodology

- 1. Client Onboarding:** All projects begin with a client onboarding meeting with all project stakeholders. The purpose of this meeting is to properly review and set expectations for engagement including communication preferences, project correspondence, meeting cadence, and milestone dates.
- 2. Project Plan:** A detailed project plan is then created, defining within our cloud-based project management system (Accelo) project deliverables, key project milestones, and tasks for individual Willow team members with associated hours allocated. This plan will be largely defined by the research methodology, as noted on slide 37.
- 3. Weekly Client Meetings [External Project Management]:** Weekly client meetings will be held to discuss the current state of deliverables, any outstanding questions or concerns, as well as any other relevant project updates.
- 4. Task Management [Internal Project Management]:** As previously mentioned, tasks entered within the project management system are assigned directly to the Willow team member expected to complete them. They have assigned deadlines and are trackable by the project manager to ensure timely completion.



Client Experience: Communication and Team Transitions

Transition Management

Willow very intentionally involves the project team in all aspects of the project, creating natural redundancies and shared knowledge. Additionally, all project communication is funneled through our project management system (Accelo) which captures copies of all emails sent between Willow Account Managers and clients. Historically, when an Account Manager departs, there are dedicated knowledge transfer sessions to round out any

information the project's Executive Sponsor might not already be aware of. The project may have a new Account Manager assigned immediately (an existing team member), or it will be temporarily project-managed by the Executive Sponsor until a replacement Account Manager has been hired. The main goal of the entire process is preventing any staff departure from creating strain for our clients.

Client Experience: Communication and Team Transitions

The Client Relationship

Willow builds personalized, authentic, and value-driving relationships with clients, delivering on our OOH! Promise: open, humble, and helpful. When the relationship kicks off, we have open conversations about how to create a successful relationship. We talk about communication preferences, along with possible project pitfalls and how to avoid them. Establishing shared expectations is critical. We value our client's input, rejecting the "Agency-knows-best" mentality that many hold, and embracing the idea that the client's

voice and experience is a critical piece of creating the best work possible. We prefer regular check-ins on direction to the theatrical grand reveal of creative work. This approach poses reduced risk to timeline and budget, and acknowledges our commitment to true partnership. And, whenever possible, we'll take the extra steps necessary to truly lighten our client's load and make their life easier (in small ways and big.) We haven't succeeded until our client has.

Working With Diverse Groups

At Willow, we always want to be intentional about listening to and lifting up the voices of diverse and marginalized groups. We always want our efforts to be FULLY informed, not simply informed by our own experience and bias, and we are committed to continuing to do so.

Over the years, we have developed relevant experience in working with diverse groups of key partners and members of the public. This is represented by the work we've done on behalf of

Indy Parks and the Indy Parks Foundation, Carmel Clay Parks and Recreation, Big Brothers/Big Sisters, Dayspring Center, and Mapleton Fall-Creek Neighborhood Association. Our more recent efforts have been focused on a place that is close to our home on North Meridian street, the MLK Community Center. We've partnered to help with their \$2 million capital campaign, as well as with their nonviolence training courses.

We've learned how to effectively engage with stakeholders on all levels, from volunteers to board members, corporate partners to community members, and governmental agencies to the guys next door.



Brand Hierarchy

It's important to remember that for a brand to be successful, it has to be authentic. We like to say when you're inside the jar, you can't read the label. It will be critical for us to do research and involve all stakeholders that will be impacted by the White River Vision Plan. We'll review and study the individual missions of the strategic partners to make sure there's alignment in values and goals. Pinpointing a common thread will help us position these partners under a parent brand, working towards a unified goal, while simultaneously allowing each partner to retain their independent and unique brand attributes.

Willow has years of branding experience and there's not much we haven't seen in our 28-year history. We're well versed in working with branded entities that become a house of brands. We've also worked with clients where their success is tied to being a branded house.

Custom Concrete is one Willow client that supports several different brands under the Custom umbrella. Each operates as separate profit and loss centers yet contributes to the overall brand of the organization. Those entities include Custom Concrete, Custom Truck and Auto, George's Concrete Pumping, Jayco Waterproofing, and Custom Concrete of Ohio. Their brands continue to expand as the organization does.

Another unique example involved rebranding two associations last year as they merged. Southern Newspaper Publishers Association and Inland Press Association became America's Newspapers, allowing member companies to better show their affiliation as representatives of America's Newspapers.

We view each partner involved with a brand as an integral part of the brand hierarchy, and embrace the challenge of making the connections necessary to unite several entities under one shared vision.



Budget

- Branding - \$50,000-\$65,000 (depending on research requirements)
 - Research, Strategy and Brand Development, and Design
 - Research Review of existing research (WRVP plan feedback)
 - Communications audit
 - Brand SWOT retreat
 - In-depth interviews
 - Web-based survey and/or polls
 - Gap analysis
 - Research data and verbatims
 - Brand archetype and Brand code
 - Logo and Tagline
 - Brand standards document
 - Primary and secondary color palette, brand fonts, brand dos & don'ts
 - Positioning statements & messaging guidelines
 - 1 brand training session for brand ambassador
 - Meetings with key stakeholder groups

Budget

- Website - \$65,000-\$75,000
 - Discovery & Planning
 - Design & Content
 - Development
 - Launch & Ongoing Maintenance/Support
- Collateral/Map Development - \$15,000-\$20,000 (does not include printing)
 - Design & Print ready files for brand promotional materials and collateral. Specific collateral items to be determined: could include things like design guidelines for media materials, blog posts, social media standards, promotional materials, etc.
 - Map design

A note on budgets: We expect to gain efficiencies in the research for both the branding and website if they are done in a similar timeframe. The budgets you outlined in your RFP seem realistic, however we expect that branding may be a tad higher and website a bit lower, evening the budgets out.

References

Conner Prairie

Contact:

Andrew Bradford
Vice President and Chief Advancement
Officer 317.776.600
bradford@connerprairie.org

The Relationship:

Willow has been Agency of Record for Conner Prairie since August, 2019. During that time we've helped them launch and advertise the (goal-exceeding) new A Merry Prairie Holiday festival, launch a new brand, and roll out an entirely new strategic marketing plan during the COVID-19 pandemic.

Indiana Youth Institute

Contact:

Tami Silverman
President and CEO
317.396.2710
tsilverman@iyi.org

The Relationship:

Willow has worked with Indiana Youth Institute since 2017. The partnership began with a massive rebrand, and extended to a redevelopment of their website, supporting their PR and social efforts, assisting with conference materials, and creating a microsite infrastructure for their Promise Indiana program, allowing for semi-decentralized maintenance of small program sites by program staff.

Board of Certification for Emergency Nursing

Contact:

Janie Schumaker
Executive Director
913.777.9610
jschumaker@bcen.org

The Relationship:

We've been with AOR since 2018, working with them to launch their new brand, redesign their website, and develop a revamped seminal trade show experience. Since then, we've helped them to transition their brand from transactional to relational, yielding a more engaged nurse base.



3590 North Meridian Street | Suite 200 | Indianapolis IN 46208 | willowmarketing.com

Kim Jones | Cell 317.695.6162 | kim@willowmarketing.com