Division 3: Developing a Division Wide Brand

**Purpose: By developing a division wide brand, students will begin to feel an emotional attachment to their advisory division, thus beginning the change for positive school wide culture.**

**Materials Needed:**

* Whiteboard
* Dry ease maker

**Lesson Instructions:**

1. Students will brainstorm different slogans for their division.
2. Advisor will list the ideas on the whiteboard, so that all students can see them.
3. Students will then vote for the top three slogans for their division and advisor will email them to the counselor.
4. Counselor will compile list of (3) slogans from each advisor and allow a division wide vote at the first village meeting.
5. Estimated completion time: 10 minutes