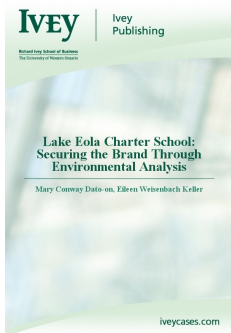


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LAKE EOLA CHARTER SCHOOL SECURING THE BRAND THROUGH ENVIRONMENTAL ANALYSIS EBOOKS 2019



Author: Mary Conway Dato-on

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In late 2009, the principal of the Lake Eola Charter School (LECS) in downtown Orlando, Florida completed a course on nonprofit branding at the Philanthropy & Nonprofit Leadership Center at a local college. She was energized and ready to apply the information she had learned to evaluate the school's competitive position and to determine its level of mission fulfillment and progress toward goals. Well-suited for running a school, with a doctorate in education administration, the principal had taken the class to shore up her understanding of planning for and managing a nonprofit organization (NPO). In her mind, the key lesson was the need for an environmental analysis to better understand the school's internal environment and external competitors in order to improve the position of the school vis-a-vis the community's educational needs. She employed an MBA intern to help her develop tools for an internal and external environmental scan. The intern had just wrapped up the data collection and analysis. The principal was ready to use the summer "down time" to make changes for the 2010 academic year, if only she knew how to proceed. This case is suitable for marketing strategy courses. The detailed treatment of environmental analysis could also make the case useful in business policy and strategy courses. Instructors will find the case particularly well-suited for classes on marketing, strategy and management in the area of public administration and nonprofit organizations.

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