



A Clearer Identity, And Unified, Stronger Future



A newer version of the Trojan head is displayed on the exterior of the school building, illustrating more recent updates to the district's visual identity.

CONTINUED FROM PAGE 7B

The recent sale of land to Red River Communications has provided additional financial flexibility, allowing the district to move forward with the process at an appropriate time.

"The funding itself didn't necessarily make the process possible, but it did provide a good and appropriate use of those dollars as we look ahead."

As the process unfolds, the outcome may not be tied to a single visible change, but rather to a clearer sense of direction.

"I think people will notice a clearer vision for where we're headed," Ellerbusch said. "We already have strong core values and a solid mission. This process is really about sharpening that vision so it reflects what we want for our students moving forward and how we prepare them for what comes next."

Defining Direction and Identity

While the rebranding and strategic planning efforts are separate, they are closely connected.

One defines how the district presents itself. The other defines

where it is going.

"The strategic plan helps define who we are and where we're going," Ellerbusch said. "The rebranding helps tell that story in a way people can see and understand. When those two things line up, it creates consistency, builds trust, and gives people something to be proud of."

In the past, many aspects of school identity and direction developed

over time through tradition and day-to-day decisions. While those traditions remain important, district leaders are now working to bring greater clarity and alignment to both.

The rebranding effort ensures that the district's identity is clear and consistent. The strategic plan ensures that its priorities and goals are just as clearly defined. Both are

designed to strengthen the district's foundation moving forward.

A Shared Future

In a small community, the school district is more than a place of learning. It is a gathering place, a source of pride and a reflection of the people it serves.

The decisions made today will help shape how that legacy continues

in the years ahead.

From the image displayed on a water tower to the goals outlined in a strategic plan, each piece contributes to a larger picture.

It is a picture of a district that is not standing still, but looking forward.

And in that process, it is not just shaping how it will be seen, but defining its direction for the future.



A Barnesville Trojan helmet featuring one version of the logo reflects the wide range of designs currently in use across the district, highlighting the need for a more unified identity.



FARGO ROOFING & SIDING
LOCAL BUSINESS
100+ YEARS COMBINED EXPERIENCE
Roofing • Siding • Gutters
FINANCING AVAILABLE

Contact Us:
(701) 371-7204
Sales@FargoRoofing.com
www.FargoRoofing.com



Even the littlest fans know who keeps things cool.

@indoorairexperts

218-483-1225

Townandcountryheating.com