



Fall 2024 **MARKETING UPDATE**





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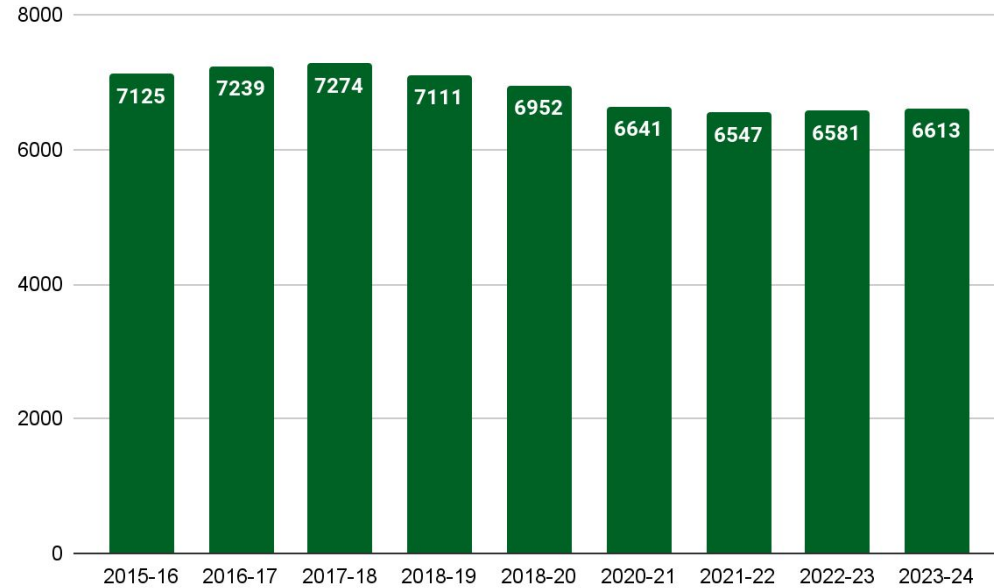


2024-25 **ENROLLMENT DATA**





10 Yr Resident Enrollment Data





10 Yr Resident Market Share

- American Experiment
- Middle School Start Time
- Pandemic
- OLG Expansion
- News Cycle

School Year	Residents	Total Pool	Capture %
2015-16	7,125	8,638	82.5
2016-17	7,239	8,653	83.7
2017-18	7,274	8,805	82.6
2018-19	7,111	8,760	81.2
2019-20	6,952	8,725	79.7
2020-21	6,641	8,591	77.3
2021-22	6,647	8,448	77.5
2022-23	6,581	8,488	77.5
2023-24	6,562	8,488	77.3
2024-25	6,613	8,534	77.5



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stabilized



Compared to last year

CELEBRATIONS

New Students

30

+NEW
Resident
Students

19

+NEW
Resident
Students
from
Non-Publics

61

+Resident
Middle
School
Enrollments



Compared to last year

CELEBRATIONS

Resident Students Cohort Comparison

23-24 Grade	Number of Students	24-25 Grade	Number of Students	Difference
KG	501	1	480	-21
1	519	2	515	-4
2	502	3	506	4
3	514	4	531	17
4	500	5	498	-2
5	503	6	515	12
6	509	7	510	1
7	532	8	548	16
8	471	9	502	31
9	531	10	529	-2
10	516	11	521	5
11	482	12	469	-13
12	505	NA	NA	

*Resident cohort enrollments increased in grades 2, 3, 5, 6, 7, 8, and 10 over the past year.

**Of the 21 students in KG who did not return, 15 of those families moved out of the District.



2024-25

SUMMER/FALL CAMPAIGNS



1.

EVP

EVP CAMPAIGN



If your high schooler needs flexibility in their busy schedule, Edina Virtual Pathway is the perfect option to allow them to take ownership of their academic journey. Discover the range of possibilities EVP offers for all Minnesota students, from supplementing their current education to 100% online programming. Enroll today!



Edina Virtual Pathway students have access to the same support as in-person students at Edina High School. No matter where your family lives in Minnesota, your student will receive the same quality of education, academic and mental health counselors, personalized guidance, and more. Discover our full-time learning options and enroll for the second semester of the 2024-25 school year!

Oct. 25 - Nov. 29

2.

KG

KINDERGARTEN



- Information Nights Oct. 22 - 29
- Parent & Student Panel
 - Middle & High School Students
- Middle School Principals
- Experience Video
- ELC PTO Outreach
- Parents of 4 yr olds invited

Thank you Principals!

2.

KG

KINDERGARTEN CON'T.

Meet the Principal

Lisa Masica

Years of service: 25 years (15 admin, 10 teacher--mostly in Edina)

Favorite kindergarten memory. ..



WHOLE-CHILD Learning

ABC

Core academic learning



Social development



Specialized instruction in art, music and physical education



Differentiated



Critical thinking

Mission

Edina Public Schools is a dynamic learning community delivering educational excellence and preparing all students to realize their full potential.

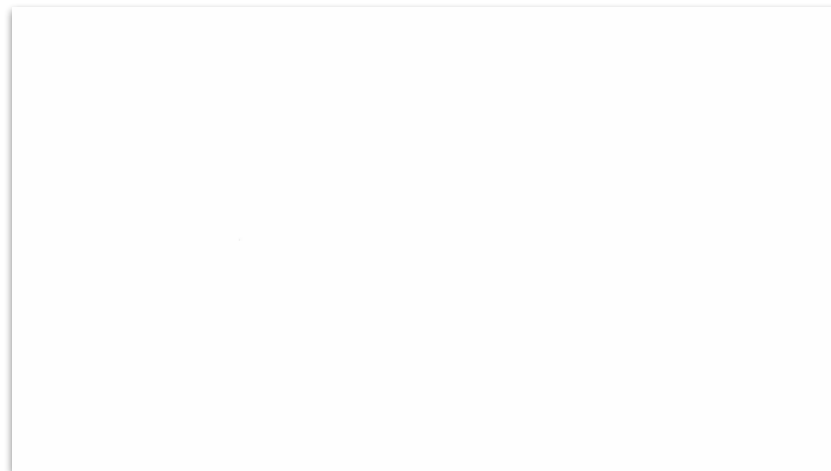
Through academics, activities and opportunities, we encourage creativity, foster curiosity, and develop critical thinking skills. We support every student's educational journey by creating a caring and inclusive school culture that supports the whole student.



3.

MIDDLE
SCHOOL

MIDDLE SCHOOL



Parent Experience Advertisement



67%

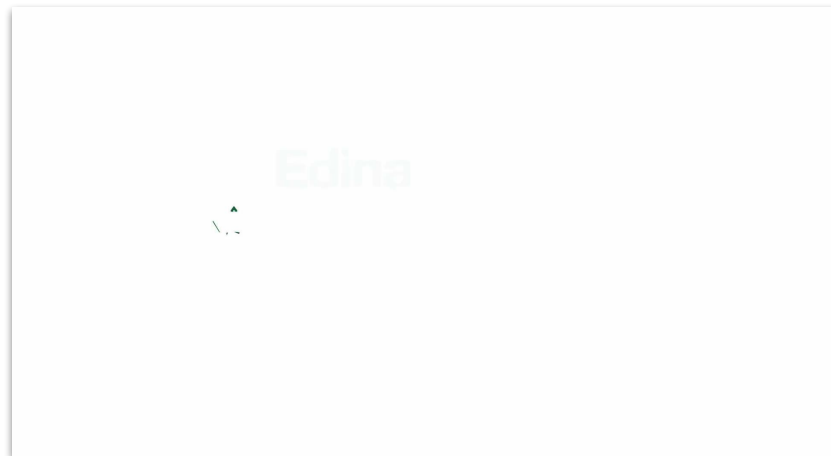
**said their children played a
role in their school choice
(+7 percentage points since
2022)**



3.

MIDDLE
SCHOOL

MIDDLE SCHOOL CON'T.



Student Experience Advertisement

3.

MIDDLE SCHOOL

MIDDLE SCHOOL CON'T.



**4th & 5th Grade
MIDDLE SCHOOL
NIGHT!**

**Edina Public
Schools**
DEFINING EXCELLENCE

Got questions about middle school??
Lockers, lunch, passing time?
Will I see my friends???

We get it! We have a night dedicated to you (and your parents!) to find out all about middle school! Meet the principal, staff, and other students. Take a tour and attend your first middle school rally! It's going to be so much fun! No sign-ups, just come! And don't forget to bring your parents!

Valley View Mon 11. 11
South View Wed 11. 13

5:30 pm - 7:00 pm



- Shown in all 4th & 5th Gr Classrooms, Emailed City-wide
- ← All 4th & 5th Gr Backpacks



MIDDLE SCHOOL CON'T.



Thank you Principals!



4.

WHAT'S
NEXT

WHAT'S NEXT

HOW INFLUENTIAL ARE OTHER PARENTS?

67%

reviews from parents
on school search and
review sites
(+7% from 2022)

62%

parents of
currently-enrolled
students I know
(+7% from 2022)

53%

parent feedback in social
media groups, blogs, or
online forums
(+3% from 2022)

50%

other parents searching
for schools that I know
(+2% from 2022)

Confidential: internal use only



PLC AMBASSADORS

BLAKE

Admissions

Dear Daphne,

I hope the school year is off to a good start for your family. Blake's teachers and students have been on campus since late August, and the school year is now in full swing.

I'm pleased to share this season's first installment of our [admissions](#) newsletter with you. Our team sends this weekly email to share [admissions](#) deadlines and events, as well as school news.

Read on to learn more.

Best wishes,

Joe Silvestri
Director of [Admissions](#) & Financial Assistance
952-988-3420, jsilvestri@blakeschool.org

Admissions News



Tour the Early Learning Center

Blake is offering group tours this fall and winter for parents/guardians interested in the Early Learning Center (ELC). Join [Blake admissions](#) staff, faculty and current parents to learn about Blake's pre-k to first grade program, observe classes and see all the ELC has to offer. You can sign up for tours via the [Blake admissions portal](#). The tour

calendar is accessible through your child's application checklist. We hope to see you at the ELC!

TARGETED DIGITAL
MARKETING



QUESTIONS?

Edina Public Schools





THANK YOU

Edina Public Schools

