

Communications Year in Review

By Adelle Wellens

OUR MISSION

Every student, every day will be empowered with learning opportunities for growth, creativity and curiosity, in preparation for their future in a global community.

OUR VISION

Duluth Public Schools provides an academically engaging, safe and inclusive environment with high expectations and responsible use of resources.

OUR CORE VALUES

Learning



Developing a love of learning through life-long inquiry.

Excellence



Having high standards for all through accountability, integrity and authenticity.

Equity



Creating conditions of justice, fairness and inclusion so all students have access to the opportunities to learn and develop to their fullest potential.

Collaboration



Working in partnership with staff, families, students and community.

Belonging



Providing a welcoming and accessible environment where everyone feels safe, seen and heard.

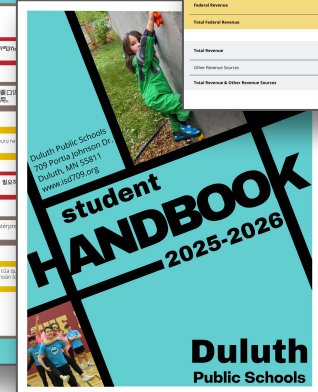
Understanding What I Do

- Crisis Communications
- District Crisis Leadership Team
- Social Media
- Webmaster
- ParentSquare Guru
- Enrollment Campaign
- Enrollment Center
- Strategic Communications and Messaging
- Public Information Officer
- Photography
- Videography
- Clerical Training
- Professional Development Training
- Sits on QLT and QSC groups\
- Fundraising Sites



2025 Projects

- Emergency Operations Plan
- Language Access Plan
- Crisis Communications Handbook
- I Love U Guys Communications
- Budget Communications
- Enrollment Campaign/Enrollment Center
- Student Handbook (Yearly)
- Unity In Our Community (Yearly)
- Back to School Webpage (Yearly)
- BoostMySchool Pilot
- Attendance Campaign
- Gold Star Goldfine Awards (Yearly)
- Duluth Promise Launch
- Capitol Days (Yearly)
- EduClimber Champion Training
- Bloodborne Pathogens One Sheet
- Head Lice One Sheet



	Current Year FY2025	Actual Budget	% of Budget
Local Revenue	\$0	\$65,075,714	0.00%
Property Tax Levy	\$0	\$65,075,714	0.00%
Administration and Student Activity Revenue	\$104,423	\$27,120,888	0.44%
Other Local Revenue	\$1,852,495	\$1,718,268	76.44%
Total Local Revenue	\$1,956,918	\$66,789,871	10.00%
State Revenue	Current Year FY2025	Actual Budget	% of Budget
General Education ATE	\$24,645,775	\$74,224,145	40.00%
State Aid for Special Education	\$15,108,765	\$12,524,126	121.00%
Other State Aid	\$5,684,475	\$5,198,000	110.00%
Total State Revenue	\$45,439,015	\$91,946,271	49.00%
Federal Revenue	Current Year FY2025	Actual Budget	% of Budget
Total Federal Revenue	\$8,560,950	\$10,989,127	77.00%
Total Revenue	\$65,436,983	\$168,726,269	38.80%
Total Revenue & Other Revenue Sources	\$138,471,152	\$174,888,079	80.00%

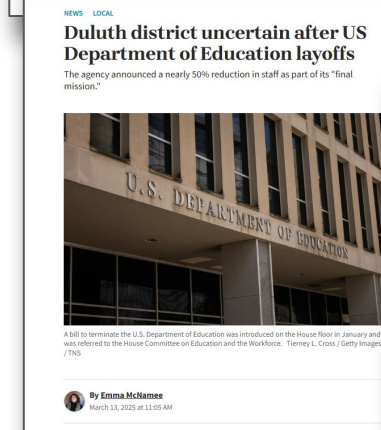
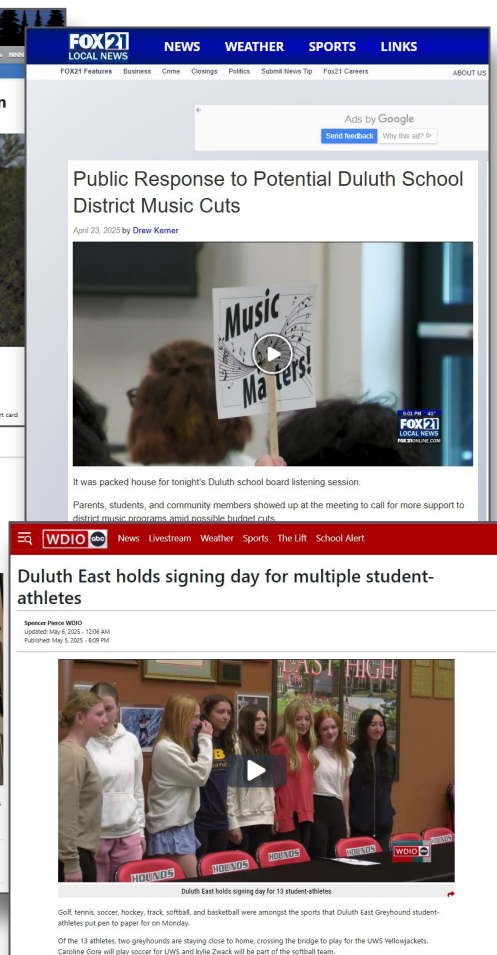
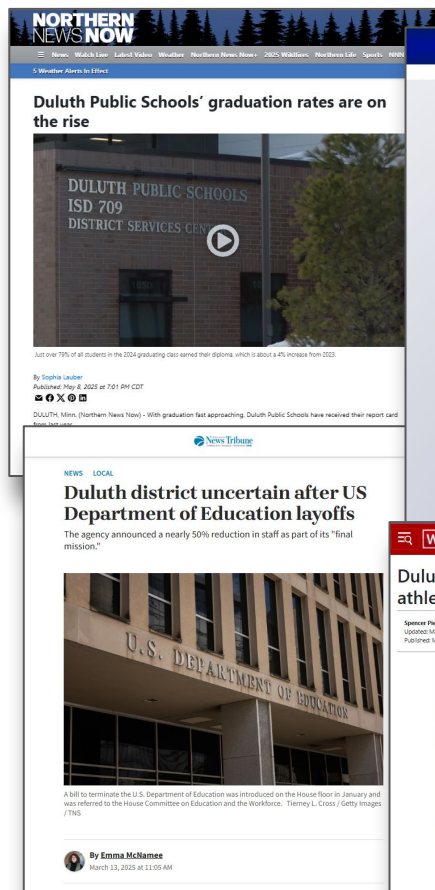
Positive PR Ruled the Year

POSITIVE
139

NEGATIVE
47

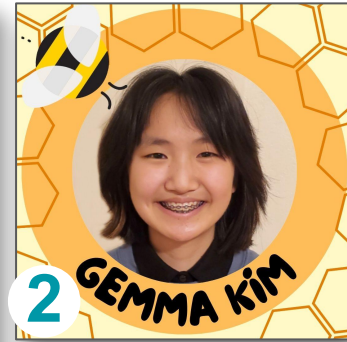
NEUTRAL
63

SPORTS
186



Best of Social Media

- Facebook
 - 202 posts from June 2024-May 2025
 - Averages 4 posts per week
 - 627 new followers
 - 12,805 total followers
- Instagram
 - 174 posts from June 2024-May 2025
 - Averages 3 posts per week
 - 215 new followers
 - 1,800 total followers
- Others places I post
 - Nextdoor
 - Threads
 - TikTok
 - LinkedIn



ParentSquare popular among families and staff

- 42% of parents/guardians have downloaded the app
- 235,891 Direct Messages Sent
 - 46,951 Last Year
- 8,700 Posts
 - 1,967 Last Year
- 143 Forms/Permission Slips Sent
 - 55 Last Year
- 286 Smart Alerts
 - 74 Last Year
- 10 Polls
 - 3 Last Year
- 48% of parents/guardians interact
 - Typically there are 2 contacts per student. 48% parent interaction could mean that 96% of families are interacting!
 - 14% Last Year

- Top 5 Authors
 - Meghan Craine, ECCE
 - 204 posts
 - Adelle Wellens, District
 - 145 posts
 - Kris Hughes, Lincoln
 - 133 posts
 - Jill Ellison, Piedmont
 - 113 posts
 - Heidi Owens, Piedmont
 - 112 posts
- Top 5 Schools
 - Lowell
 - Lester Park
 - Piedmont
 - Myers-Wilkins
 - Lakewood

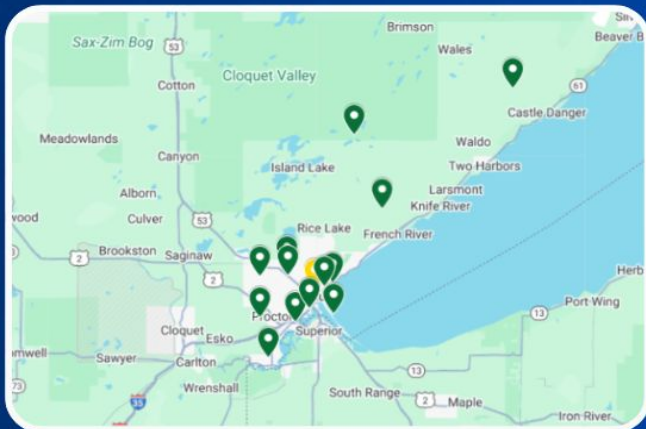


Enrollment Marketing Plan

 SchoolMint.



Target Area



Your School



Target Area



55802, 55803, 55804, 55805, 55806, 55807,
55808, 55810, 55811, 55812, 55814, 55815,
55816, 55616

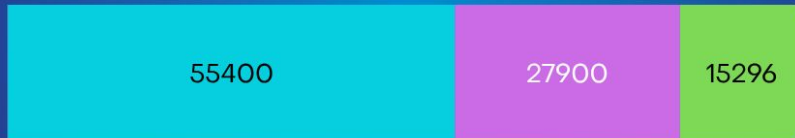
How does it work?

- If you're not seeing the ads , it's likely because you're not in our target audience, which helps us use our budget wisely.
- Every time an ad is shown, it costs money , so we focus only on people who are most likely to be interested in our offering.
- Our goal is to reach prospective parents who are the best fit , ensuring relevant messaging and smarter spending.

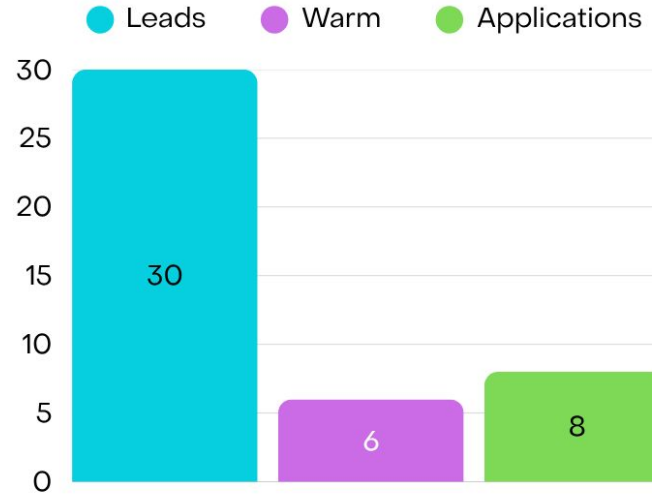
% Reach Target



● Total Addressable Market ● Total Target Audience
● Total Reach



Inbound Funnel Metrics



● Target Impressions ● Total Impressions

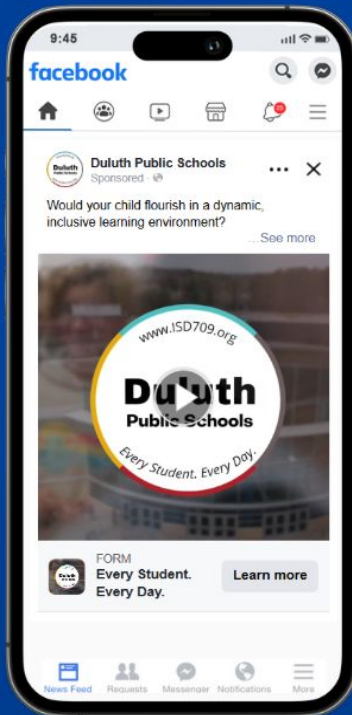


	Impressions	Reach	Clicks	Leads
New Inquiry Campaign	86,344	12,229	2,589	18
Video Custom Ad	26,187	6,113	748	4
College & Career Readiness Thematic Campaign	6,065	2,741	112	1

New Inquiry Campaign



Video Custom Ad



College & Career Readiness Thematic Campaign



Professional Accomplishments

- Elected to the MinnSPRA Board for 2 years starting July 1
- Presented at MinnSPRA Spring Conference
- Asked to Present at #SocialSchool4EDU social media retreat
- Selected to present at NSPRA in July in Washington, D.C.
- Received Best of School Social Media Award for Cutest Clicks & Shares





Questions?

- Any questions?
- Comments?
- Concerns?
- Feedback?