



**Board Meeting Date:** April 17, 2023

**Title:** Marketing Update

**Type:** Discussion

**Presenter(s):** Daphne Edwards, Director of Marketing and Communications

**Description:** Marketing accomplishments for the 2022-2023 and plans for the upcoming school year.

**Desired Outcome(s) from the Board:** Review attached presentation and bring any questions you may have.

**Attachments:** Presentation

# Marketing Update

*School Board Meeting - April 17, 2023*



DEFINING EXCELLENCE

# Early Childhood Family Education



# Early Childhood Family Education

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## Considerations:

- **Rebuilding**
- **New Competition**
- **Demographic Shifts**
  - More working mothers
  - Millennial Moms

## Strategic Advantage:

- Only program connected to a school district
  - ➔ **Education Experts**

# Early Childhood Family Education

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# Early Childhood Family Education

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## Parent Educator: “Your Local Parenting Expert”

### Parent Education Content

- Social media mini-lesson series
- “South View” podcast series

### Trained in “State of the Art” techniques

- LETRS Family Ed Equivalent?

### Virtual ECFE Lunch n’ Learn

### “Mobile ECFE”

- Lunch n’ Learn for Southdale doctors and nurses?

### Trained in “Of The Moment Topics”

- Mom/child mental health?
- Caring for neurodiverse children?

# Early Childhood Family Education

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## Current Most Popular Classes +

- **Work/Life Balance Strategies**
- **Respite for ECSE families (including sibling care)**
- **Navigating Kindergarten Options**
- **Journey to Kindergarten**
  - Skills (i.e. letter recognition, potty training, etc.)
  - Social-emotional readiness
  - District event calendar

# Journey to Kindergarten





# Journey to Kindergarten

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## 3's

- Welcome Future Hornet / Early Childhood Screening postcard
- Gift Bag at screening appointment
  - Hornet reusable bag
  - Hornet stickers
  - KG Ready (Cornelia best practice) Hornet coloring book (developed in house)
  - **Project Lead the Way**
- TV with loop of KG videos
  - "Look Inside"
  - Immersion Students
  - Parents

## 4's

- Welcome Future Hornet Mailer
  - Early Childhood Screening postcard
  - Kindergarten classes at ELC
  - Kindergarten readiness
- Gift Bag at screening appointment
- Kindergarten marketing pieces
- Invitation to Information Nights

# Journey to Kindergarten

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## Area Preschool Partnerships - ABC Express, Berry Patch, Golden Years Montessori

-  Special Education Support
- Explore Opportunities to Partner
  - Professional Development
  - Early Childhood Screening @ Sites
  - Kindergarten Panel @ Sites

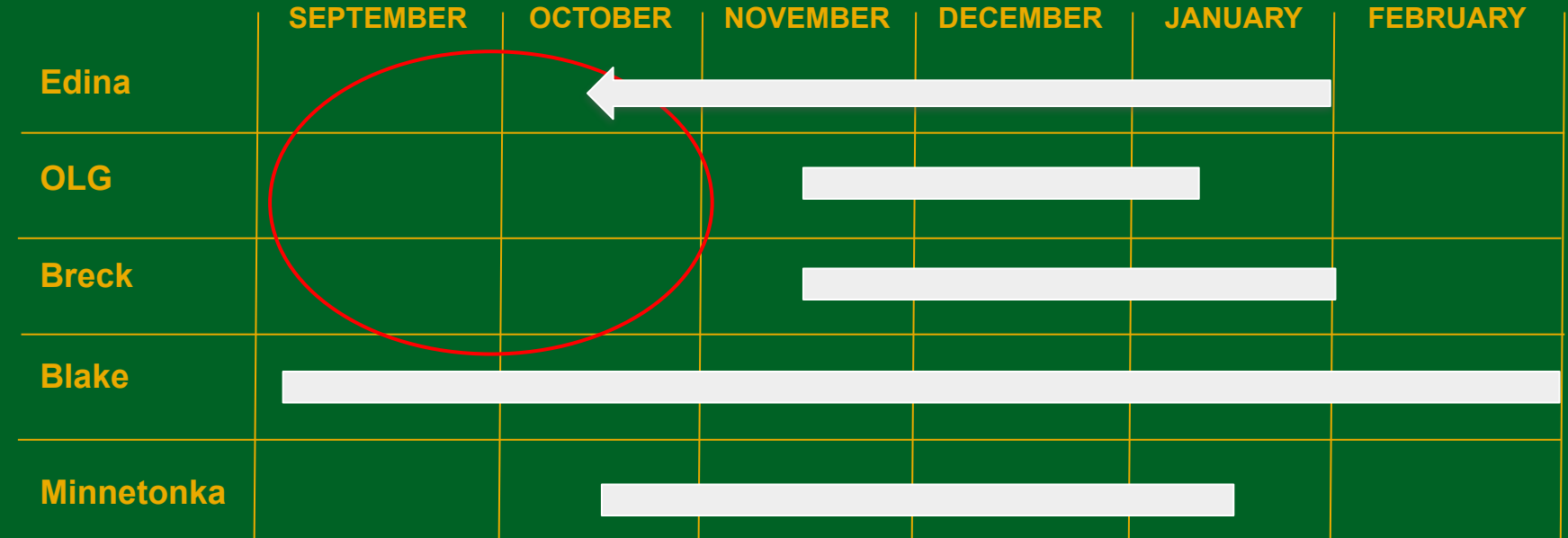
# Kindergarten



# Kindergarten Enrollment Timelines

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY
<b>Edina</b>						
<b>OLG</b>						
<b>Breck</b>						
<b>Blake</b>						
<b>Minnetonka</b>						

# Kindergarten Enrollment Timelines



# New EPS Kindergarten Enrollment Timeline

## Early October

## Late October - Early November



### It's Time to Get Ready for Kindergarten!

**Why Edina Public Schools?**  
Edina Public Schools (EPS) is a nationally recognized school district with a long tradition of providing a rigorous and individualized education that focuses on whole-child learning for all students, grades K-12.

**The wonders of kindergarten!**  
Our kindergarten program exposes our littles Hornets to a robust kindergarten curriculum while learning through play, fostering social-emotional development and sparking curiosity that sets the foundation for being a lifelong learner.

**Elementary School options**  
Families can enroll in their neighborhood school close to home or in one of three choice programs: French Immersion, Spanish Dual Language or Continuous Progress.

**Learn more!**

[edinaschools.org/kindergarten](https://www.edinaschools.org/kindergarten)

**Edina Public Schools**  
DEFINING EXCELLENCE

**IMPORTANT DATES**

- Nov. 29 - Dec. 8: Kindergarten Information Nights
- Jan. 6, 2023: Online choice forms due for families interested in an Edina choice program
- Jan. 16-27: Online enrollment for all families

*What do our parents say?*

- 93% believe our quality of education is excellent or good
- 90% rate our teachers as excellent or good
- 90% are proud of our public schools and would recommend them to friends

May 2022 community survey



### NEIGHBORHOOD SCHOOLS:

Concord, Cornelia, Countryside, Creek Valley, and Highlands  
Tuesday, Dec. 6, 5:30 - 7:00pm

### CHOICE PROGRAMS:

Continuous Progress at Highlands  
Tuesday, Dec. 6, 7:15 - 8:00pm

Continuous Progress at Countryside  
Wednesday, Dec. 7, @5:30pm

Dual Spanish Immersion at Countryside  
Wednesday, Dec. 7, @6:30pm

French Immersion at Normandale  
Thursday, Dec. 8, 5:30 - 7:00pm

[edinaschools.org/kindergarten](https://www.edinaschools.org/kindergarten)



## Kindergarten Choice Program Form 2023-24

Dear Families,

Starting kindergarten is an exciting time for children and their families. Edina Public Schools is pleased to offer our families kindergarten choices for their students. Please use this form to indicated your interest in:

- Continuous Progress at Countryside\*
- Continuous Progress at Highlands
- French Immersion at Normandale
- Spanish Dual Language at Countryside

# New EPS Kindergarten Enrollment Timeline

November - Early February



## Social / Email:

- Choice Form Reminder
- “Registration is Open!”
- Due Dates
- “It’s Not Too Late!”

# 6th Grade Transition





# 6th Grade Transition

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- 19% of summer leavers overall transferring to **non-public** schools cited **school climate / seeking sense of welcoming** as their **#1** reason for leaving.
  - 24% of summer leavers overall transferring to **other public** schools cited **school climate / seeking sense of welcoming** as their **#1** reason for leaving.
  - **Child's Preference - #1** reason to attend EPS from non-public
- **Other Public**
    - Minnetonka
    - Minneapolis
  - **Non-Public**
    - Our Lady of Grace
    - Benilde-St. Margaret's

# 6th Grade Transition

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## Middle School Fears

- Navigating a huge building
- Finding / Opening my locker
- Finding social connections / Group
- Managing new workload

## Essential Needs

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- Making Contributions
- Belonging
- Discovering Talents (beyond academics)
- Life Skills
  - Social-Emotional
  - Executive Functioning
  - Resilience





















**“*Increase systems  
for connection &  
belonging*”**

# 6th Grade Transition

- Lunch w/**5th grade** students, Where Everybody Belongs (WEB) leaders, WEB Advisors - **May 2023**
  - What are your perceptions of middle school?
  - What are your feelings around leaving elementary school and transitioning to middle school - what will you gain? What will you lose?
  - What questions do you have about middle school?
  - What have you heard students say about middle school?



# Middle School Registration Timelines

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY
Edina						
OLG						
Breck						
Blake						
Minnetonka						

- April: Welcome Event for 5th graders
- August: Get Connected Day / WEB Orientation

# 6th Grade Transition

- **Explore New Programs with New Principals**
  - **5th Grade Parent / Student Fall Preview Night**
    - Intro to Middle School
    - Meet the staff
    - Meet W.E.B.
    - Walk a typical middle school schedule
    - Review Curriculum
  - **Build Community - Summer 5th grade year**
    - Time in the building
    - Meet other students across the district
      - Community Service Activity?
      - Club / Activity?



# Branding & Marketing

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- Building branding and marketing capacity within the organization
- Rein in logo creation
- Unify branding across the district
- Create style guide & templates
- Train leaders
- Observe ECFE Classes with Kristin Biwan
- Regular Listening Sessions with Parents

