Communications and Events Manager Bi- Annual Board Report

General Information

Manager Name: Susan Peterson

Date: November 16, 2026

Section 1: SWOT Analysis

Category	Details (examples included)
Strengths	1. **Consistent and Effective Internal Communication**: Continue to strengthen internal communication through a consistent weekly staff update that provides employees with timely information, important updates, and valuable resources to support their work. **2. Strategic Fundraising Approach**: From a school perspective, strategically limiting the number of fundraising requests throughout the year to reduce donor fatigue and maximize participation helped the success of the school marathon. **3. Growing Social Media Presence and Engagement**: Continue to expand our social media presence and engagement, building on the approximately 10% increase in participation and engagement across social media platforms over the past year. **4. Collaborative Administrative Leadership**: Fostering strong, supportive relationships among administrative team members has promoted collaboration and strengthened communication.
Weaknesses	**1. External Communication and Message Coordination:** Evaluate the frequency and volume of email communications sent to the school community to minimize communication overload and ensure messaging remains intentional and effective. Consider implementing a centralized communication review process to coordinate, streamline, and prioritize outgoing communications. **2. Staff Engagement and Communication Effectiveness:** Limited insight into how frequently staff members access and engage with weekly updates creates challenges in determining whether important announcements, process changes, and organizational information are being received and understood. Explore opportunities to increase staff engagement and assess the effectiveness of internal communication.
Opportunities	**1. Strengthening School Community Engagement**: Build on the increased enthusiasm and parent engagement generated through recent volunteer opportunities in the Lower School (LS). Continue to create meaningful opportunities for families to get involved, strengthen relationships, and foster a greater sense of school community.

	2. Enhancing Collaboration with the St. Croix Prep Foundation: Strengthen the partnership with the St. Croix Prep Foundation by aligning communication, outreach, and support efforts around Foundation initiatives to maximize community engagement, visibility, and overall impact. **3. Fostering Staff Connection and a Unified One School Culture**: Create additional opportunities for staff connection, collaboration, and team-building across divisions to strengthen relationships, promote a shared sense of purpose, and reinforce a unified One School culture. **4. Reinforcing the Purpose and Impact of School Marathon Fundraising**: Continue to communicate the purpose and impact of the school marathon fundraising efforts through consistent, transparent messaging to staff, donors, and the broader school community. Highlight how funds are allocated and utilized to reinforce accountability, demonstrate responsible stewardship, and build donor confidence that contributions are being used with integrity and intention.
Threats	**1. Volunteer Engagement and Capacity**: Competing family, work, and extracurricular commitments may limit parents' availability to volunteer and participate in school activities, making it challenging to sustain and grow community involvement. 2. **Sustaining Community Partnerships**: Changes in local business priorities, sponsorship budgets, or community relationships may impact the availability of financial and in-kind support for school events and fundraising initiatives.

Section 2: Parent Group Engagement

Prompt	Response
How have you engaged the parent group to support communications, events, and school initiatives so far?	Parent Group is navigating a year of transition with the addition of two new co-leaders. The new leadership team has focused on strengthening the organization's structure and increasing accessibility and engagement through several initiatives, including adjusting meeting times, introducing a virtual meeting option, developing a new Parent Group website, and expanding fundraising opportunities and processes within the St. Croix Prep community. There have been two meetings so far this year (I couldn't attend the first one as it fell right before the Marathon). In addition, I have supported Parent Group with communications, logistics, facility needs, and advertising for the following events: - Back to School: Kindergarten camp, BTS night - LS Root Beer Float Night

	- Marathon hospitality tent - Parent teacher conference dinners - Lower School Fall Family movie night - Fall book fair

Section 3: Community Engagement

Prompt	Response
What community partnerships, outreach efforts, or collaborations have been established or strengthened so far?	Through the 2026 St. Croix Prep Marathon, I have worked closely with event sponsors and community partners to build goodwill, strengthen relationships, and ensure thoughtful and appropriate follow-up communication. Our partnerships with local businesses have extended beyond traditional monetary sponsorships to include meaningful in-kind donations and contributions that directly enhance the event experience for our students. For example, Run Stillwater generously donated all of the water for the Marathon and provided race equipment, while JonnyPops donated 1,400 treats that were distributed to students following their run. These partnerships demonstrate the value of building relationships with businesses that are invested in supporting our school community in a variety of ways. Moving forward, I plan to continue strengthening these relationships through intentional follow-up with sponsors and donors, both within and outside our school community. An important component of this outreach will be communicating how Marathon funds raised will be allocated and the programs and initiatives they will support. By providing transparency around the use of donated funds and demonstrating the tangible impact of their contributions, we can reinforce donor trust, promote responsible stewardship, and build a strong foundation for continued community support in future years.

Section 4: Event Updates

Event	Details/Notes
Key Events This Quarter	2026 Back to School Night Event - Wednesday, August 12 Senior Breakfast - Friday, August 21 2026 Prep Marathon - Friday, October 9
Attendance & Outcomes	Back to School Night - well attended, changes from the previous year made it more efficient for families

	Senior Breakfast - this has been a tradition the past few years so seniors expect it (it was a great way to start their senior retreat) Prep Marathon - school record for the most raised from a single fundraising event (total raised was over $230,000), there were a lot of parents/families who came out to cheer on their students. The staff vs. student relay race was a fun addition and I think the students really enjoyed it.
Upcoming Events	Winter Used Uniform Sale Lower School Carnival - Saturday, Jan 29 Upper School Senior Events: Senior lunch, Senior party, Graduation reception, Graduation ceremony

Section 5: Additional Notes & Support Requested

Notes:

Support requested from the School Board: