

Our Journey to Re-Brand Menahga School

Introduction:

As the school superintendent of Menahga, I am writing to share with you our plans to re-brand our school in light of the recent law passed in Minnesota. This is not something the school board and school leadership wanted to do it has been mandated by the state. We have designed this process to be transparent, ensuring that all stakeholders have a voice in shaping our school's new identity. We believe that by involving our community, students, and staff, we can create a brand that reflects our shared values and beliefs.

Public Listening session:

To kickstart this process, we will be hosting a public listening session soon after the Christmas and New Year break. This session will provide an opportunity for everyone to share their thoughts, ideas, and suggestions on the re-branding initiative. The event will take place during the last week of January at the school media center. We are setting up six listening stations to accommodate a large turnout and encourage participation from all members of our community.

Forming a Committee:

Following the listening session, we will be forming a large committee to spearhead the re-branding efforts. This committee will be responsible for various tasks, including creating a survey to gather data and opinions, analyzing the collected information, and ultimately developing a ballot for the new branding nickname and mascot. The committee will also work on establishing a clear timeline for the implementation process.

Announcing the New Branding:

Once the committee has completed its work, we will proudly announce the new branding nickname and mascot that represents our school's refreshed identity. This announcement will be just the start of the large task encompassing our journey towards re-branding Menahga Schools. We are hopeful that the new branding will instill a sense of pride and unity among our students, staff, and community.

Implementation:

To ensure a smooth transition, we will hand off the re-branding plans to our dedicated school district team. They will be responsible for executing the practical aspects of implementing the new branding, such as updating signage, uniforms, and other relevant materials. We anticipate that the implementation process will be completed with efficiency and precision, reflecting the passion and commitment of our school district team.

Funding:

Currently, we do not have funding for this project nor has the state said these changes would be funded. We are however working with our local legislators to lobby for funding. The timeline set by the state is September 1, 2025 as a due date for the new brand without indigenous ties.

Seeking Your Input:

We value your input and want to hear your thoughts throughout this process. Please keep an eye out for the news release that will provide details about the listening session's date and time. We encourage all community members, parents, students, and staff to participate and make their voices heard. Your contribution will help shape the future of Menahga School and reinforce our commitment to learning.

Conclusion:

As we start on this re-branding journey, we want to make lemonade out of lemons and think about the opportunities it presents for our school and community. By involving all stakeholders and fostering a spirit of cooperation, we are confident that Menahga Schools will emerge with a new identity that reflects our shared values and beliefs.. Together, let's create a brand that we can all be proud of.