



St. Louis Park Public Schools

Sample Superintendent Search Communications Plan

Updated 11.10.23

Sample Communications Goal:

1. Use culturally and linguistically relevant communication approaches to ensure that stakeholders are aware of the search process, know how they can participate, and know where to find more information.
2. Staff, student, and community engagement opportunities will generate multiple racial perspectives the school board finds useful in informing its hiring decision.
3. The communications plan will emphasize student voice, seeking multiple racial and cultural perspectives, and upholding the strategic plan for racial equity transformation and SLP core values.

Sample Key Messages:

1. We intentionally seek multiple racial perspectives to engage in the search process, meet candidates, and provide valuable feedback to the school board.
2. Stay informed about the search for a new superintendent by reading district- and school-level communications, or by visiting the district website at slpschools.org.
3. We especially encourage students to participate in engagement opportunities.

Sample Audiences

Internal

- School board members
- District leaders
- Employees
- Union leaders and groups

Possible Tools: FLOW weekly staff newsletter; as needed emails, text messages, voice messages, website, social media, Weekly Leadership Communication; employee break spaces.

External

- Students
- Parents and caregivers
- Constituents of Community Education and Early Learning
- SLP residents
- Community partners/leaders
- Local media
- Potential candidates

Possible Tools: English/Spanish/Somali weekly school newsletters; as needed multilingual emails, text messages, voice messages; SLP Communicator (monthly district newsletter); Board Briefs; press releases as needed

Possible Student Groups: Superintendent's Advisory, SOAR, GSA; Youth Data Analysts, etc.

About our Stakeholders

- 4,840 students K-12
- 610 employees
- 70.46% of voters supported the 2022 referendum
- Student Racial Demographics
- 8% English Learners
- 49+ languages - preferred:
 - 226 Spanish speaking
 - 102 Somali speaking

- White - 57.8%
- Black - 24.2%
- Latinx - 7.8%
- Asian - 6.1%
- American Indian/Alaskan Native - 2.5%
- 15.5% receive Special Education Services

Sample Communications Action Steps

2023 Sample Tactics

- Develop communications plan and branded graphics that are relevant to SLP audiences
- Announce search timeline and school board's planning process
- Create superintendent search webpage
- Establish QR code that provides real-time weekly updates about where we are at in our process
- Establish weekly or bi-monthly superintendent search short updates to stakeholders via weekly newsletters (FLOW, school newsletters, social media, etc.)
- Work with search firm to coordinate weekly status updates and design an engagement process that intentionally seeks multiple perspectives
- Gather initial community input for Superintendent Profile (if applicable)
- If desired, establish an online FAQ process for stakeholders to submit questions about the process that can be responded to in the public FAQ.
- Utilize flier distribution (PeachJar) as needed

2024 Sample Tactics

- Adjust communications plan as needed based on analytics and feedback - continue weekly or bi-monthly updates
- Launch candidate recruitment webpage
- Implement engagement plan
- Send email, text, and voice messages to families as needed for pivotal opportunities in the engagement process
- Manage media as needed

Sample Racially and Culturally Differentiated Tactics

- Small, in person, focus-group style conversations conducted in Spanish and Somali
- Use strategies that focus on the relational aspects of our various cultural communities, ex:
 - Identify and invite key parent influencers to participate in engagement opportunities
 - Ask parent influencers to help invite additional families in their respective circles of friends
 - Invitations sent in Spanish and Somali (emails, text and voice messages from our cultural liaisons) - greater reliance on word of mouth
- As part of the engagement process, dedicate time to educate families about the role of the superintendent, their responsibilities, how they influence student's school/education and the process of hiring a superintendent
- Hold opportunities at locations where families are already familiar; provide snacks and childcare at any in person opportunities; invite Spanish-speaking and Somali-speaking staff who already have relationships with families to be part of the conversation. *Also utilize the opportunity to engage our staff.*

What do we want people to do?

1. Use QR code to view **real-time updates** at any point in the process
2. Read **weekly/bi-weekly** pushout communications
3. Learn about the superintendent role and search process
4. Participate in engagement opportunities

Sample deliverables

Example magnet/postcard to families and staff

Superintendent Search Updates

Información de búsqueda del superintendente
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Get real-time updates anytime

Actualizaciones en cualquier momento

Hel warar cusub wakhti kasta

www.slpschools.org



[Sample Recruitment Webpage](#)

Become District 287's next Superintendent



The mission of Intermediate District 287 is to be the premier provider of innovative specialized services to ensure that each member district can meet the unique learning needs of its students.

We are experts in Special Education, Alternative Learning Center Academies (ALCs), Transition Services, Career and Technical Education, Itinerant Services, Care & Treatment, Online Learning, and Enrichment Programs.



Preferred candidates will:

- Hold or be eligible for licensure as a Superintendent in Minnesota.
- Have successful experience as a Superintendent or in a District level setting.
- Experience leading or working with Special Education programs as well as transition and special services for unique learners.



District 287 is committed to advancing racial equity and producing equitable student outcomes through evidence-based instruction, trauma-sensitive and healing-centered practices, and employee well-being. Racial equity is foundational to District 287's mission and embedded in all its priorities.

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