

Owatonna Online: Strategic Overview & Growth Forecast

Comprehensive 4-12
Programming Update

Presented by Dr. Martina Wagner, Director



A Rapidly Scaling 4-12 Institution



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Scope

Currently serving Grades 4-12 with rigorous alignment to Minnesota State Standards.



+56%

Growth

Enrollment has surged +56% between September 2025 and January 2026.



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Network

Established as a regional hub serving students from Owatonna and major partner districts including Northfield, Bemidji, and East Grand Forks.



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Curriculum

Leveraging Pearson Connexus and Edgenuity for a seamless, standards-based experience.

The Viability of the Online Learning Model

Flexibility & Access

- Self-paced asynchronous options allow families to balance education with diverse needs (medical, athletic, or travel).

Teacher-Led Support

- Not just “packets.”
- Students have assigned teachers for direct instruction, progress monitoring, and daily help via **Google Meet**.

Human Connection

- Requirement for weekly connections with teachers or Learning Coaches to ensure guidance.
- Tech support provided directly to each student.



Curriculum: Leveraging Pearson Connexus and Edgenuity for a seamless, standards-based experience.

Elementary Programming (Grades 4-6): Tailored Pathways

Two distinct modes of engagement based on family needs.

Pathway 1: Flexibility Focus



Target: Families needing self-paced scheduling.

Requirements: One daily Morning Meeting.

Scheduled weekly/monthly check-ins.

Open office hours.

Pathway 2: Structure Focus



Target: Higher level of teacher interaction.

Requirements: 2-4 scheduled Meets daily (including Morning Meeting).

Daily office hours.

Frequent Learning Coach check-ins.

Secondary Programming (Grades 7-12)

Middle School (Grades 7-12)

Dedicated teachers (including a dedicated 6th-grade teacher for transition).
Personalized instruction designed uniquely for online learners.

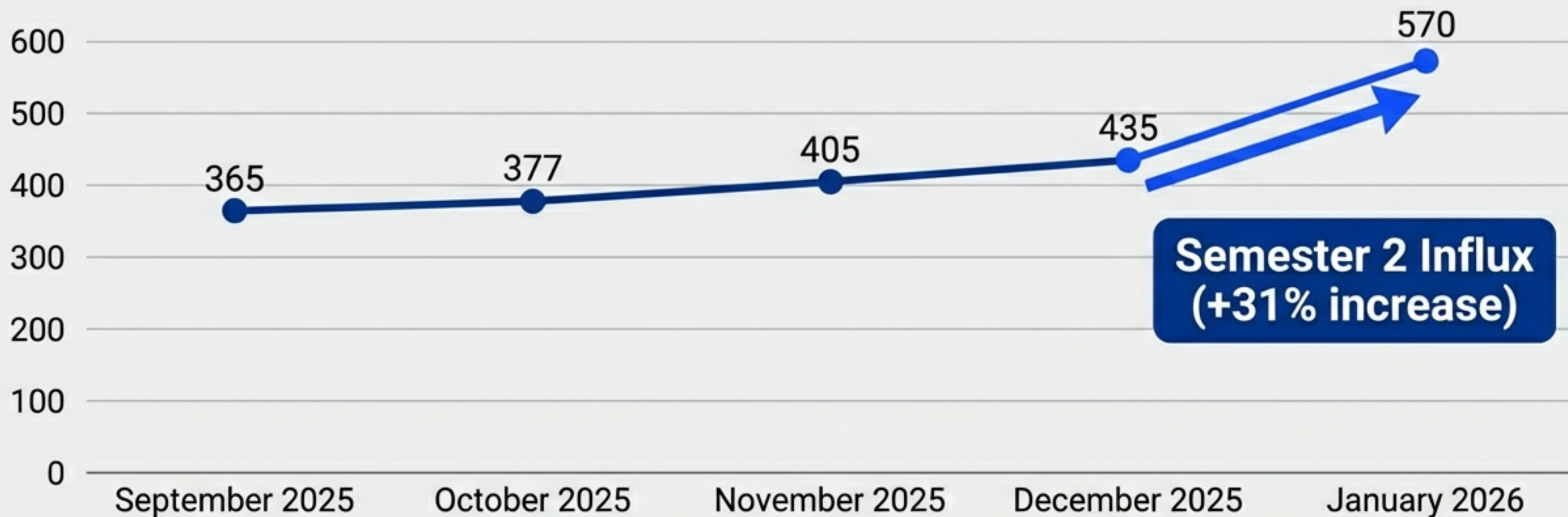


High School (Grades 9-12)

Required coursework plus Honors courses and 37+ Electives. Career Readiness tracks including Engineering, Construction, Business, Spanish, and French. Provides a viable alternative for credit recovery, acceleration, or career exploration.

**Course Variety Summary:
Required Coursework, Honors
Courses, 37+ Electives.
Career Readiness Tracks:
Engineering, Construction,
Business, Spanish, French
Credit Recovery, Acceleration,
Career Exploration.**

2025-2026 Enrollment Trajectory



Sharp increase validated market demand for Semester 2 entry.

Student Composition & Demographics (Jan 2026)

Partner District
Students: 188
(33%)

**Total:
570**

OPS / Open
Enrolled:
382 (67%)

Grade Level Insights

- High School is the primary driver of volume.
- 111 Seniors (Grade 12).
- 90 Juniors (Grade 11).
- Elementary (4-6) remains a specialized cohort (approx. 37 students).



The Partnership Ecosystem

Partner districts utilize Owatonna Online to retain students needing flexible options.



Northfield
Public
Schools
(76 Students)



East Grand Forks
Public Schools
Home of the Green Wave

East Grand
Forks
(31 Students)



BEMIDJI
AREA SCHOOLS



WASECA
PUBLIC SCHOOLS
Think Blue. Achieve Gold.

Waseca
(18 Students)



TRITON
PUBLIC SCHOOLS
Claremont • Dodge Center • West Concord

Triton Public Schools



Waterville-Elysian-
Morristown (WEM)

Kasson-Mantorville,
Pequot Lakes,
Waconia, Fertile
Beltrami, NRHEG,
Mankato

Strategic Analysis: Successes & Challenges

Successes (Market Validation)



Demand: Surge to 570 students proves model viability.



Trust: Successful onboarding of large cohorts (e.g., Northfield).



Retention: High retention of local Owatonna students.

Challenges (Rapid Growth)



Staffing Ratios: Maintaining 1:1 connection and weekly check-ins as enrollment scales.



Onboarding Velocity: Integrating 135 new students in one month (Dec-Jan) strains tech support and administration.

Strategic Projections (2026-2027)



Forecast

Continued demand anticipated from current partners (Northfield, Bemidji) and potential for new district partnerships seeking 4-12 solutions.



Decision Point: Capacity Planning

Evaluating the need to cap enrollment vs. expanding teaching staff to maintain quality.



Decision Point: Resource Allocation

Ensuring tech support scales linearly with student population.



Goal

Stabilize the growth curve to ensure academic quality remains the priority over sheer volume.

Strategic Goals & Planning

Academic Excellence



Increase course completion rates and credit acquisition for high schoolers (specifically the 111 seniors).

Operational Efficiency



Streamline the onboarding process for partner districts to reduce administrative overhead during enrollment spikes.

Community Connection



Enhance “Family Connection Time” and Learning Coach support structures across all grade levels.

Director's Vision

“Owatonna Online is not just an alternative; it is a vital pathway ensuring that every student—whether in Owatonna or our partner districts—has access to high-quality, personalized education.”

Dr. Martina Wagner, Director
Owatonna Public Schools

