

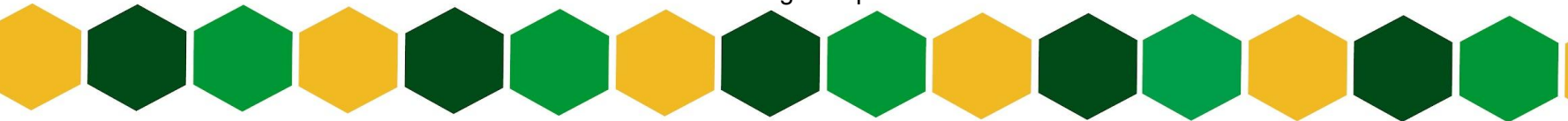
Marketing Update

2023-2024 Marketing Initiatives



Marketing Strategy

Winning Aspiration	Where to Play	How to Win (Messaging)	Must Have Capabilities	Enabling Systems
School of Choice for Edina Residents 83+% Market Share	Transitions	Academic Excellence, Activities & Opportunities Vision for Your EPS Future Kindergarten: -Choice Middle School: -Speak Directly to Students -Connections High School: -Speak Directly to Students -College Prep	<u>"Best In Class"</u> Shopping Experiences Ways to "Look Inside" Connections	Feedback Loops Cultivated Word of Mouth



The background of the slide is decorated with a pattern of hexagons in three colors: dark green, yellow, and grey. Some hexagons are solid, while others are outlined. They are scattered across the slide, with a higher concentration in the bottom right corner.

Grade Level Initiatives 2023-24

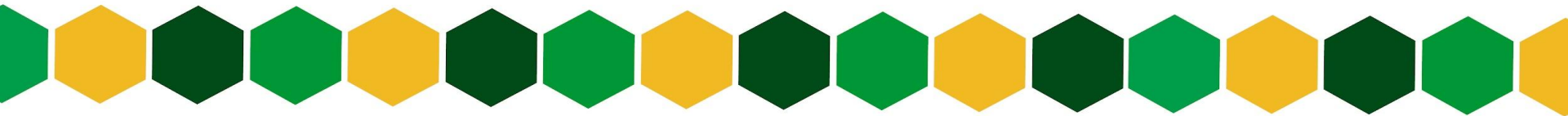
Kindergarten - Early Childhood Screening

Current:

- Targeted outreach - Affey Sigat
- Offer 30 appts/week
- Booked for 2 months out
- Personal calls made to Somali and Spanish speaking parents
- OLG requires ECS with application



- **Capacity**
 - Posting position to increase capacity to nearly double
- **Relationships**
 - Area preschools
 - Area pediatricians
- **Marketing Materials**
 - City Welcome Folders
 - Signage for ELC, area preschools, pediatricians
 - Gift (Ed Fund/T&L/CE)
- **Increase Visibility Online**





Kindergarten

Events - 4 weeks earlier*

Social Media

- Weekly posts
- Paid ads

"I do think it's nice to get the meeting out of December, both for staff and families."

"We had great attendance; very well attended."

"I felt like attendance was a bit better than usual."



*New this year



Kindergarten

Expanded City-wide Email Campaign - Key Dates

- Information Nights
- Choice Forms
- Due Dates
- Enrollment Week

Outreach

- Berry Patch, ABC Express, Primrose
- Jerry's, Public Library



Edina Public Schools Neighborhood Programs provide a personalized learning experience full of play and community with new friends. We invite you to attend one of our upcoming kindergarten events dedicated to parents wanting to learn more about our program.



Parents are actively involved in their child's elementary education through our Continuous Progress program! Starting in second grade, this multi-grade program allows a group of students to stay together throughout elementary school with the same few teachers to form a "family." If your child is starting kindergarten next year, we recommend families enroll to set themselves up for their future involvement in this program.



Dear Edina Families,

The **Kindergarten Choice Program Form** is now available! Use the form to indicate your interest in one of our Choice Programs:

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 littlest 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.

IMPORTANT DATES
Nov. 3: Online choice program forms are available
Jan. 5, 2024: Online choice forms deadline
Jan. 13: Lottery results emailed to homes
Jan. 15 - 26: Online enrollment period for all families—neighborhood school or a choice program

What do our parents say?

Learn more!

Get Ready for Kindergarten!

Your guide to enrolling your child in fall 2024 kindergarten

Edina Public Schools
DEFINING EXCELLENCE

***New this year**

Middle School

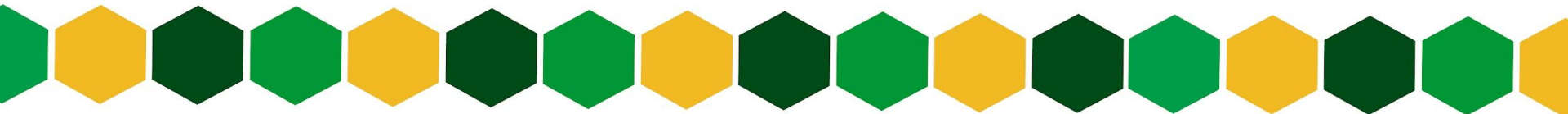


Marketing Research

- 5th Grade Focus Groups Facilitated by W.E.B. Leaders
- 5th Grade Middle School Tours
- Prospective/New Student Tours
- 2022 Outbound Survey

“What will my experience be?”

➡ Child Chooses



Middle School



- **Middle School Preview Night - Winter 2024**

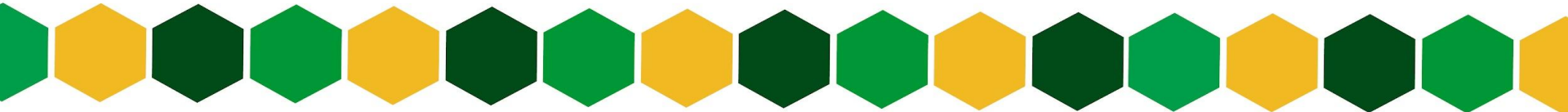
- 4th - 5th grade students & their parents
- Parent “Look Inside”
- Students preview their upcoming experience
- Academics, activities & opportunities

- **Prospective/New Student Tours**

- Academics, Schedules + **Student experience**
- What’s Next:



- **Kindergarten Registration Best Practices**



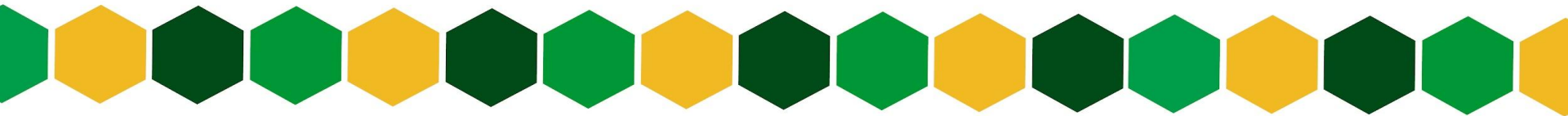
Middle School



The middle school experience at Edina Public Schools is full of opportunity! Our students have been delving into the fascinating world of science as Valley View Middle School students recently explored leaf pigment chromatography in Alison Anderson's science lab, unraveling the diverse pigments responsible for photosynthesis.



South View Middle School students recently celebrated [#inclusion](#) and [#kindness](#), with the Healthy Connections team warmly welcoming peers with motivational goodies and engaging in discussions around values of Acceptance, Inclusion, Unity, Respect, & Kindness, culminating in heartwarming posters displayed in the lunchroom. These are just a couple examples of the great things you will see behind our school doors. Way to go Valley View and South View!
[#DefiningExcellence](#)



High School



HIGH SCHOOL AND COLLEGE PANEL

GET EXPERT TIPS AND ADVICE FROM EDINA HIGH SCHOOL ALUMNI

August 9th, 4:15pm

**SOUTHDALE LIBRARY
ETHEL BERRY ROOM**
7001 York Ave S, Edina, MN 55435

RSVP + SUBMIT

Emily Leung
Dartmouth College

Anand Khariwala
Northeastern University London Scholars Program

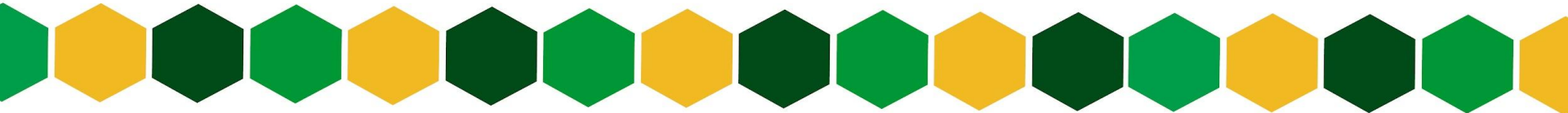


- **Prospective/New Student Tours**
 - Academics, Schedules + Student experience
 - What's Next
 - Personal Follow-up
 - Principal letter to parents
 - Student letter to students
- **Kindergarten Registration Best Practices**
- **Competitive Assessment of College Admissions Support**
- **Alumni**

Competitive Analysis



- Shopping experience
- College admissions support



Questions?