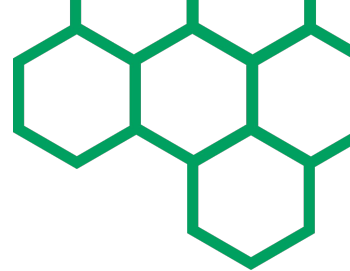




Spring 2025 **MARKETING UPDATE**





TOPIC 1: Resident Enrollment

TOPIC 2: Enhanced Branding

TOPIC 3: Enhancing the Shopping Experience

TOPIC 4: Results: 2024 Campaigns

TOPIC 5: EHS StuCo Design Team







RESIDENT ENROLLMENT

School Year	Resident Pool	Resident Enrollment	Resident-Out Enrollment	Market Share
2024-25*	8,667	6,638	2,029	77.3%
2023-24	8,488	6,562	1,926	77.3%
2022-23	8,488	6,581	1,907	77.5%
2021-22	8,448	6,547	1,901	77.5%
2020-21	8,591	6,641	1,950	77.3%
2019-20	8,725	6,952	1,773	79.7%
2018-19	8,760	7,111	1,649	81.2%
2017-18	8,805	7,274	1,531	82.6%
2016-17	8,653	7,239	1,414	83.7%
2015-16	8,638	7,125	1,513	82.5%





BIGGEST TAKERS



OVERALL	2023-24	2024-25	5-Yr % 
Private	1,562	1,646	12.3%
Other Public/Charter	364	348	-24.3%

BIG 4	2023-24	2024-25	5-Yr % 
Our Lady of Grace	529	560	34.9%
Blake	208	232	11.5%
Breck	191	196	10.1%
Benilde	209	182	-12.9%



BIGGEST TAKERS

OVERALL	2023-24	2024-25	5-Yr % 	Y-O-Y % 
Private	1,562	1,646	12.3%	7.2%
Other Public/Charter	364	348	-24.3%	-4.4%

BIG 4	2023-24	2024-25	5-Yr % 	Y-O-Y % 
Our Lady of Grace	529	560	34.9%	5.9%
Blake	208	232	11.5%	6.9%
Breck	191	196	10.1%	2.6%
Benilde	209	182	-12.9%	-9.9%

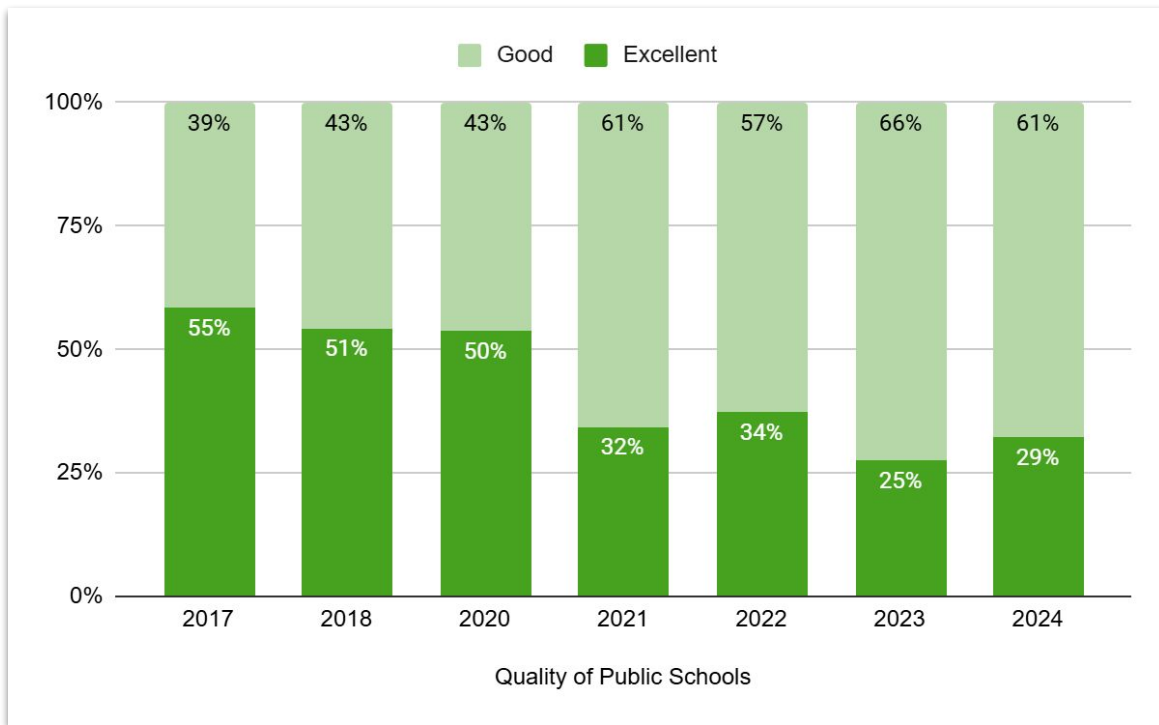


ENHANCED BRANDING





QUALITY OF PUBLIC SCHOOLS

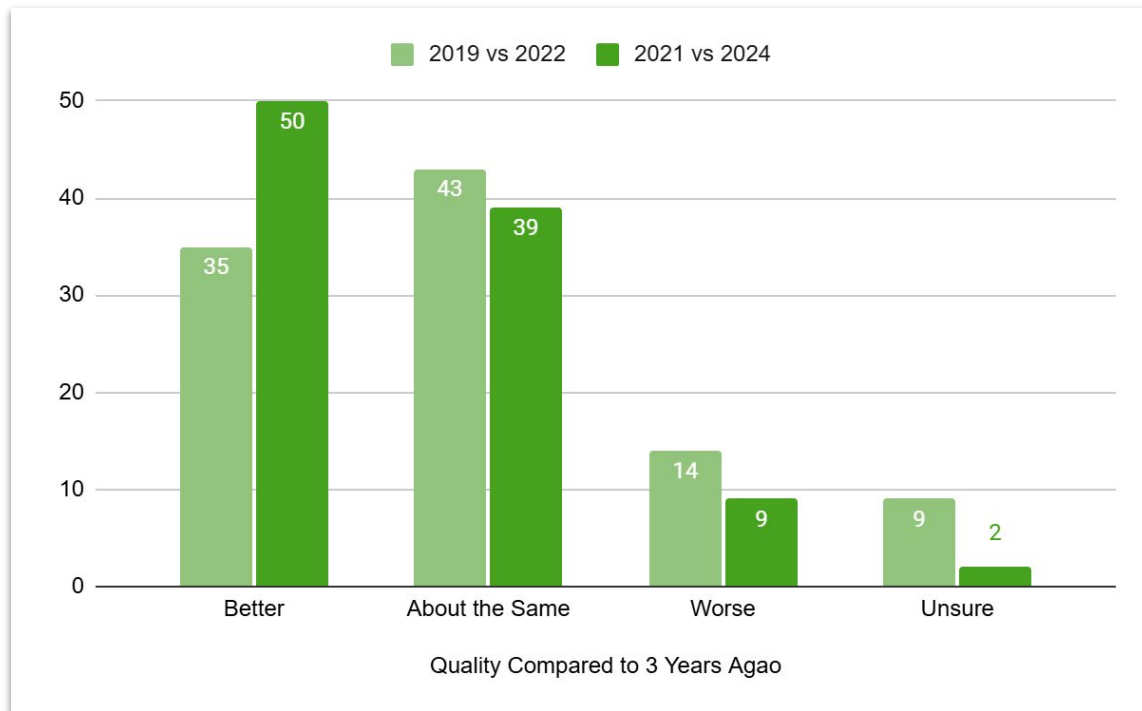


Source: 2018, 2024 Morris-Leatherman Parent Surveys

No survey data for 2019



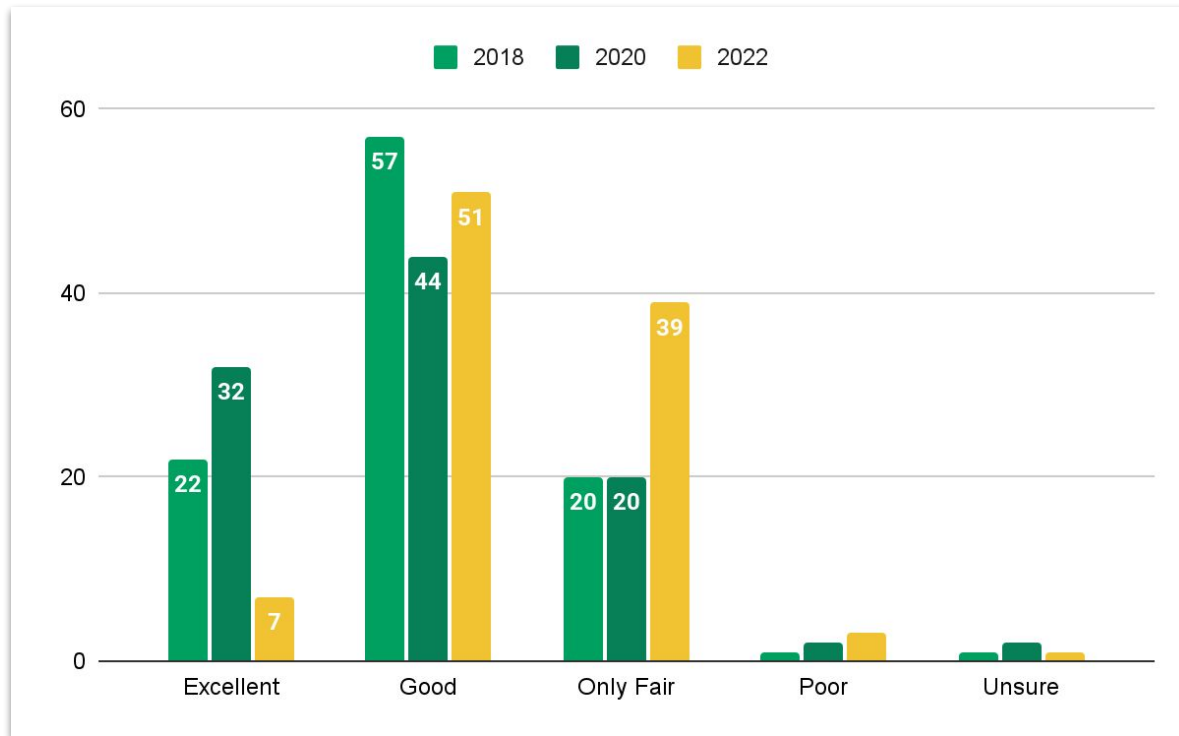
QUALITY COMPARED TO 3 YRS AGO



Source: 2022, 2024 Morris-Leatherman Parent Surveys



PRIVATE: QUALITY OF EPS



Source: 2018, 2020, 2022 Morris-Leatherman Private Surveys



PARENT SURVEY:

“Do you agree or disagree?”



Promotes
Excellence



High
Achieving



Educational
Leader



DEFINING EXCELLENCE

EXCELLENCE



EDINA STORIES CAMPAIGN

PORTRAIT OF A WELL-ROUNDED

Edina graduate



For Edina High School
seniors, *defining
excellence* means
attending the college of
their dreams.

RENSSELAER POLYTECHNIC INSTITUTE
US MILITARY ACADEMY
UNIVERSITY OF CALIFORNIA-LOS ANGELES
UNIVERSITY OF CHICAGO
UNIVERSITY OF MICHIGAN
UNIVERSITY OF PENNSYLVANIA
UNIVERSITY OF VIRGINIA
VANDERBILT

STANFORD UNIVERSITY

AMHERST COLLEGE
BROWN UNIVERSITY
CARLETON COLLEGE
CARNEGIE MELLON
COLLEGE OF WILLIAM & MARY
ELON UNIVERSITY
EMORY UNIVERSITY



Joseph, Class of 2025

For Kaylee, *defining excellence* is about more than victories on the field.

“One of my most special sports memories isn’t about a championship, but becoming a mentor to a girl who emailed me about following my soccer, hockey, and lacrosse seasons. Her excitement reminded me of my younger self, the girl who watched varsity athletes, dreaming of being in their shoes. Now, I not only play on those teams but also get to lead them as captain.”

KAYLEE IS THE 2024 ATHENA AWARD WINNER – A VARSITY ATHLETE IN SOCCER, HOCKEY, AND LACROSSE AND STATE CHAMPIONSHIP WINNER.





ENHANCING THE SHOPPING EXPERIENCE

Differentiated and student
centered.





ENHANCED TOURS

1

**Consistent
Sign-up**

2

**Based on
Best
Practices**

3

**Involves
Parents**

4

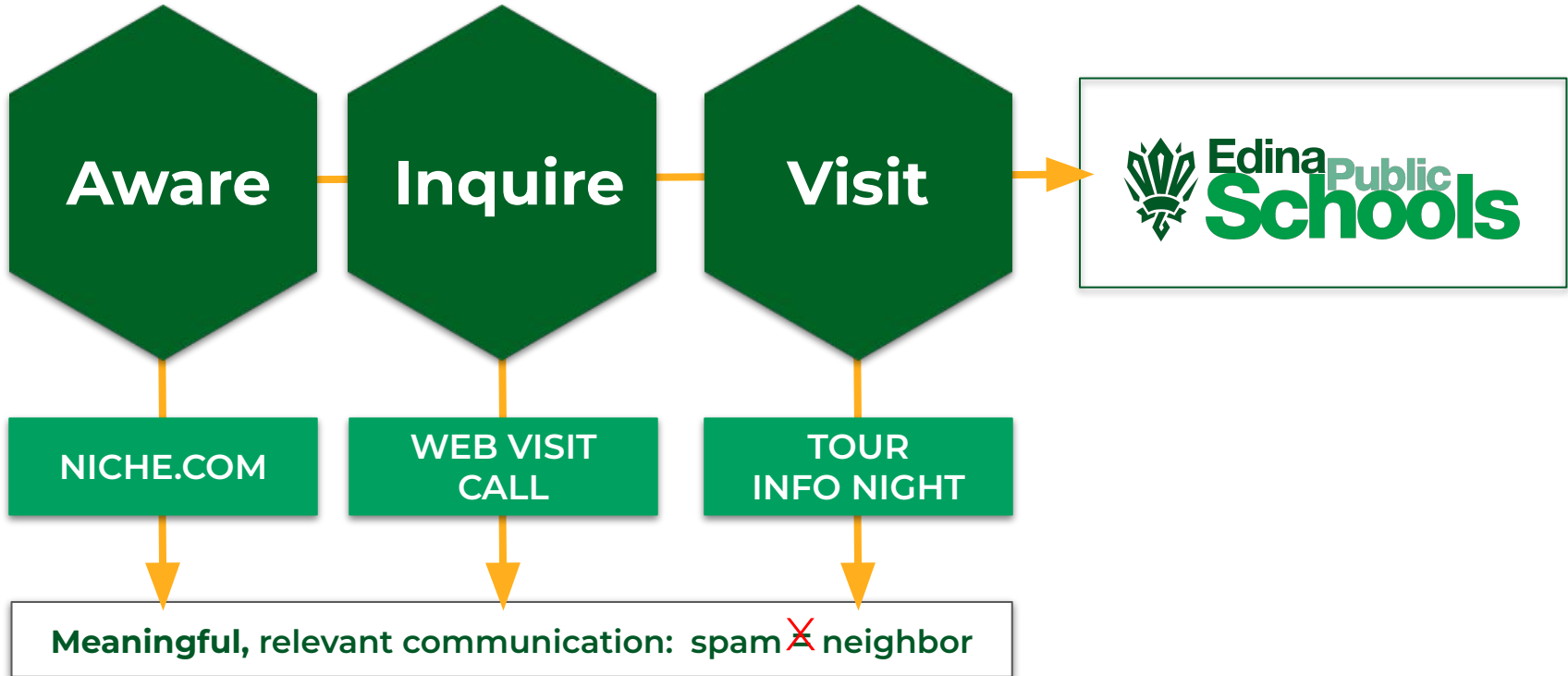
**Involves
Students**

5

**Community
of
Neighbors**



ENROLLMENT FUNNEL



1.

KG



- Information Nights Oct. 22 - 29
- Parent & Student Panel
 - Middle & High School Students
- Middle School Principals
- Experience Video
- ELC PTO Outreach
- Parents of 4 yr olds invited

Thank you Principals!

CAPTURE RATE:

2021-22	2022-23	2023-24	2024-25	2025-26
81%	83%	83%	79%	80%

OLG OPENS PRE-K AND EXTRA KG SECTION

2.

MIDDLE SCHOOL



**4th & 5th Grade
MIDDLE SCHOOL
NIGHT!**

**Edina Public
Schools**
DEFINING EXCELLENCE

Got questions about middle school??
Lockers, lunch, passing time?
Will I see my friends???

We get it! We have a night dedicated to you (and your parents!) to find out all about middle school! Meet the principal, staff, and other students. Take a tour and attend your first middle school rally! It's going to be so much fun! No sign-ups, just come! And don't forget to bring your parents!

Valley View Mon 11. 11
South View Wed 11. 13

5:30 pm - 7:00 pm

**Emailed city-wide
All 4th & 5th Gr
Backpacks**



**Shown in all 4th & 5th Gr
Classrooms, emailed city-wide**



“ We are back home from the Valley View event for families. My future 6th grader is beyond excited. Even my 3rd grader wants to go to Valley View now. They are engulfed in the VV vibes:-). It was truly a fun event and participants discovered the magic in the middle. Thank you!





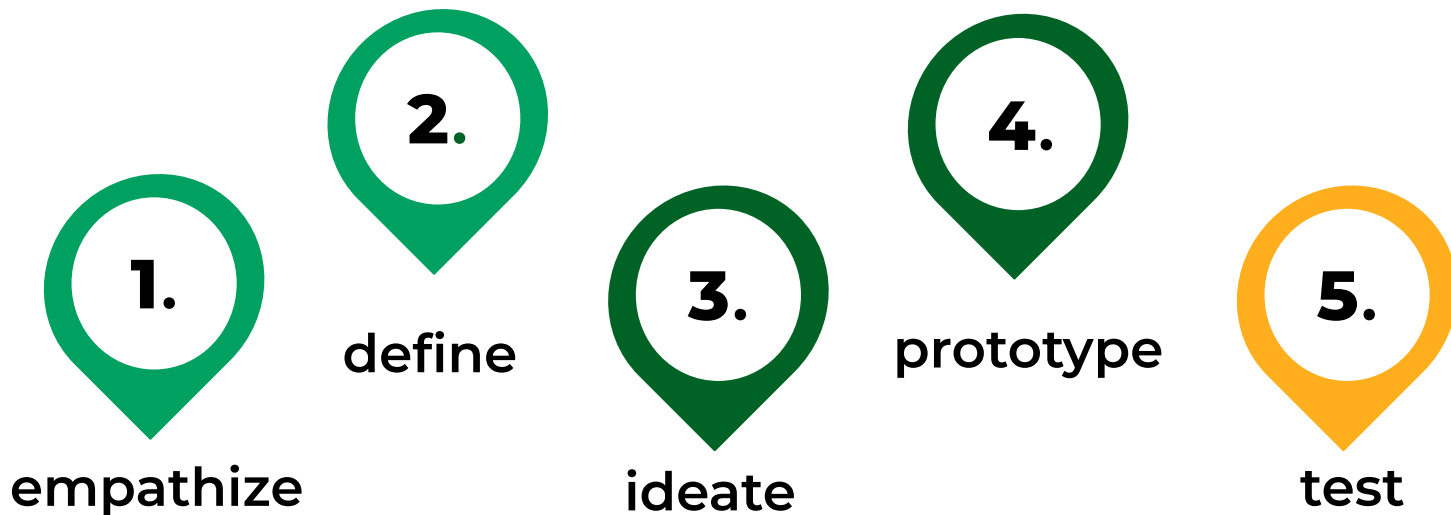
Wow. I actually have current 9th & 8th graders, but I haven't had any interactions with the principal. Our older 2 kids love South View. After hearing Principal Pettis speak about her deep understanding of middle school kids, it's no wonder why my kids felt so grounded, valued, and loved at school. I have confidence that my incoming 6th grader will feel the same.



3.

HIGH
SCHOOL

EHS STUCO DESIGN TEAM



**Reimagining the
student shopping
experience**

- 6 Student Council Leaders
- Meet weekly, spring - fall
- Pilot a test in Nov. 2025



QUESTIONS?

Edina Public Schools





THANK YOU

Edina Public Schools

