

[www.ISD709.org](http://www.ISD709.org)

# **Duluth**

## **Public Schools**

*Every Student. Every Day.*

# Superintendent's Report

*September 19, 2023*



## OUR MISSION

Every student, every day will be empowered with learning opportunities for growth, creativity and curiosity, in preparation for their future in a global community.

## OUR VISION

Duluth Public Schools provides an academically engaging, safe and inclusive environment with high expectations and responsible use of resources.

## OUR CORE VALUES

### Learning



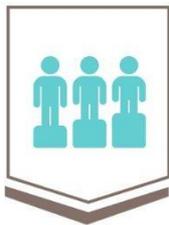
Developing a love of learning through life-long inquiry.

### Excellence



Having high standards for all through accountability, integrity and authenticity.

### Equity



Creating conditions of justice, fairness and inclusion so all students have access to the opportunities to learn and develop to their fullest potential.

### Collaboration



Working in partnership with staff, families, students and community.

### Belonging



Providing a welcoming and accessible environment where everyone feels safe, seen and heard.

# Topics

- Student Reports
- Referendum Updates
- Superintendent Evaluation Update

# FUTURE FORWARD

*NOVEMBER 2023 REFERENDUM*

Learn more at

**[FutureForward709.org](https://FutureForward709.org)**

# Referendum Overview

Residents will vote on a two-question referendum during the election on Tuesday, November 7. If approved, the two questions will provide approximately \$7.9 million to protect and strengthen academic and mental health supports, expand and enrich high school curriculum and invest in technology to help students learn.

We used COVID-relief funding to support these services over the past few years, which produced positive outcomes for our students. However, that funding has ended. The referendum would restructure existing debt that is currently paid by our general fund to free up funding to help protect staff levels, provide enhanced programming for high school students and student support services, and authorize a capital projects levy to provide dedicated funds for investments in student technology.

***The referendum is a community-wide decision. Our district's goal is to ensure everyone has the facts they need to make an informed vote on or before Election Day.***

# Referendum Overview

## Current informational efforts:

- Social Media Campaign
- Staff Informational Meetings
- PTA Informational Meetings
- Outreach to Other Groups
- Public Forum Meetings at East, Denfeld and ALC/AEO
- Newsletter Updates
- Television Ads on Fox 21 and Antenna TV
- Ads on Hulu, YouTube, Google and Facebook
- Billboard on Central Entrance and Miller Trunk Highway
- [Future Forward 709 Website](#)

# Website Analytics

- **Unique visitors (brand new to the site):** 2,187
- **Total visits:** 2,632
- **Page views:** 5,263
- **Top traffic sources:** Direct to URL (53.8%), referral (29.3%), Google search (9.7%), social media (7.37%)
- **Most popular pages:** Home (2,424 visits), The Plan (824 visits), The Cost (534 visits), Vote (462 visits)
- **Average time/page:** 1 min 46 sec
- **Top Devices:** Mobile (53%), Desktop (46%), Tablet (1%)

# Television Ads

- Running on Fox21 and Antenna TV
- 30 sec video ad created by Story North Productions
- 120 Ads on Fox21
- 200 ads on Antenna TV
- Also digital ads on their website [fox21online.com](http://fox21online.com)
- Estimated 12,000 impression for four weeks

# Online Ads

- Running the 30 sec ad on Facebook, Instagram, Hulu, YouTube and other Google partners
- Analytics since Friday:
  - Facebook/Instagram:
    - 8,912 reach
    - 9,329 impressions
  - Youtube/Google:
    - 2,060 Impressions
    - 991 Views
    - 4 website visits
  - Hulu is still populating

# Digital Billboard

- 4 weeks on north side of Central Entrance Billboard
- 3 weeks on south side of Central Entrance Billboard
- 1 week at Miller Hill Mall Billboard
- 58,302 impressions per week at Central Entrance spot
- 48,675 impressions per week at Miller Hill spot

# Public Forums

- Public forum at Denfeld High School on Oct. 18 from 6-7 p.m. in the cafeteria
- Community Facebook Live Forum on Oct. 24 from 5:30-6:30 p.m. [RSVP on Facebook](#)
- Public forum at East High School on Oct. 25 from 6-7 p.m. in the cafeteria
- Public forum at Area Learning Center on Oct. 30 from 5:30-6:30 p.m. Free parking in the Tech Village Parking garage.

# Superintendent Evaluation

Utilized the MSBA document, “A Goals- and Standards-Based Superintendent Evaluation: A Resource for School Board Members and Superintendents”

Three goals were selected for the 2022-23 school year:

- Strategic Planning
- Budget Development and Maintenance
- Relationships with the Community

# Superintendent Evaluation

Three goals for the 2023-24 school year:

## **Standard 2. School District Finances**

- Element 2.d. Bond and Levy Campaigns

## **Standard 3. Communication and Community Relationships**

- Element 3.f. Visibility and Approachability

## **Standard 6. Teaching and Learning**

- Element 6.b. School Improvement