

Edina Public Schools March 9, 2026

Spring 2026 Marketing Update

Daphne Edwards, Director of Marketing and Communications



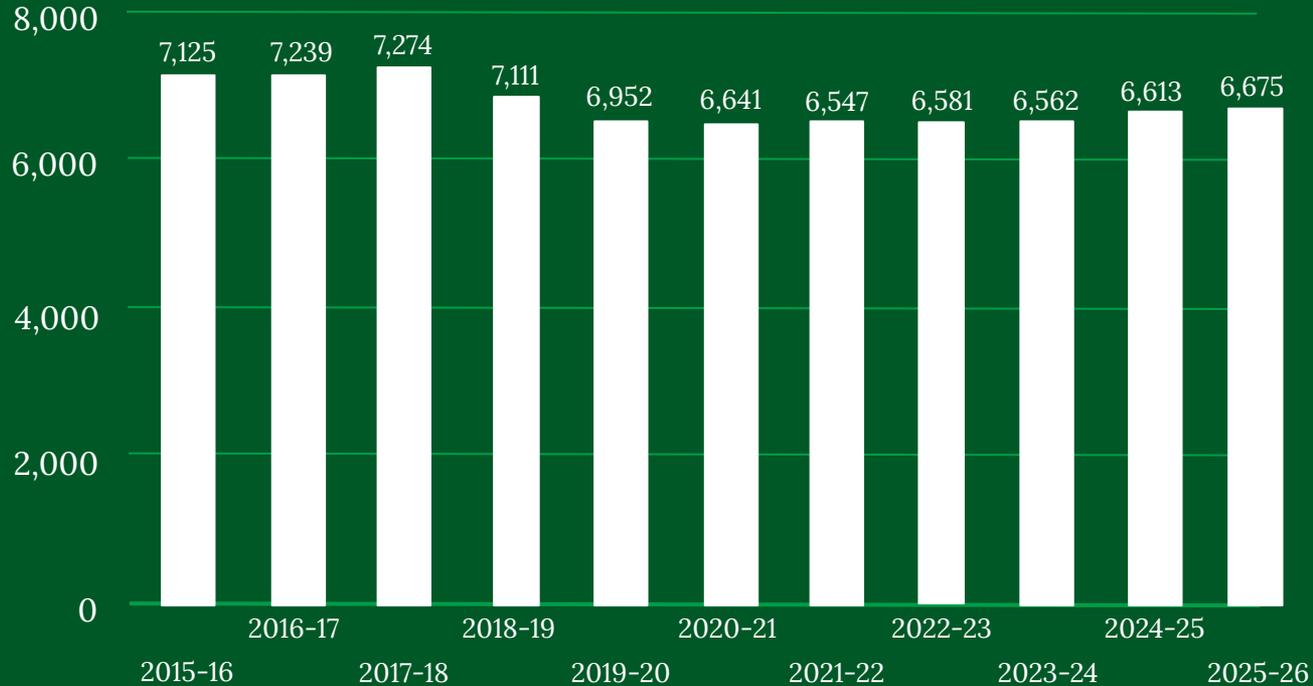
Today's Topics

- 1 Enrollment Overview
- 2 New Visual Identity
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Enrollment Overview



RESIDENTS





Enrollment Overview

All K-12 schools are under significant enrollment pressure due to declining birth rates. This is especially true in Edina where residents have access to educational options - proximity and cost.

3 out of 4 top competitors have made significant growth investments:

2022 OLG:

- Adds preschool - 130 student capacity
- Adds 4th kindergarten section
- Adds dedicated Middle School building
- Adds new gym and activity center
- Adds new cafeteria

2023 Blake:

- Adds dedicated preschool (4+) - 1st grade learning center

2025 Benilde-St. Margaret's:

- Adds 6th grade capacity, approx. 250 students (EPS loses 4 students)



New Visual Branding

New Visual Branding



Purpose

This brand guide exists to ensure the Edina Public Schools identity is expressed consistently and with integrity across all platforms, audiences and materials.

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2.2 Our Vision

For Each and Every Student to
Discover Their Possibilities and Thrive

2.3 Our Mission

Edina Public Schools is a dynamic learning community delivering educational excellence and preparing all students to realize their full potential.

Through academics, activities, and opportunities, we encourage creativity, foster curiosity, and develop critical thinking skills. We support every student's educational journey by creating a caring and inclusive school culture that supports the whole student.

2.4 Our Core Values

Integrity, Compassion, Courage,
Commitment, Appreciation, and
Responsibility



Unified Visual Identity



OFFICE of the SCHOOL BOARD





Unified Visual Identity

Normandale Elementary School

Normandale Elementary is a unique language Immersion school, where students learn French and are taught other subjects in French.

This unique language learning experience opens windows to French-speaking cultures and countries for students.



Dr. Daniel Bittman
Interim Superintendent

Chris Holden
Principal

Kany Seck
Administrative Dean

Hours: 8:40 a.m.–3:15 p.m.
Grades: K-5
Enrollment: 652 students

OUR STUDENTS

77.4%

**Meet or Exceed
Reading Standards**

Compared to 47.8% for MN



STEAM in the Class

Our Edina educators bring Science, Technology, Engineering, Arts, and Mathematics (STEAM) to life every day in the classroom, igniting our students' curiosity and encouraging them to think critically, problem-solve with confidence, and imagine the impossible.

Student Leadership

Normandale works to build leaders both inside and outside of the classroom. Normandale's student leaders, or Ambassadeurs, lead school-wide assemblies, help with community service activities, and work with Normandale staff to make our school welcoming for all.

Inclusive and Supportive Community

Normandale is deeply committed to fostering inclusion and providing support, ensuring respect, dignity, and equal opportunities for all. Comprehensive support services include Special Education, English Language Learning (ELL), and social-emotional learning (SEL) programs. These programs help all students grow as responsible, empathetic individuals.



A Journey Through Elementary

The Vision of Edina Public Schools is for each and every student to discover their possibilities and thrive. We work toward this vision at the elementary level by fostering a caring and supportive environment in which our students can develop as their authentic, whole selves.

This approach extends beyond academics, addressing students' social, emotional, and physical needs through a variety of extracurricular opportunities and

HOME > ENROLLMENT > 2026-27 KINDERGARTEN ENROLLMENT

2026-27 Kindergarten Enrollment

If you have a child who turns five on or before September 1, 2026, your child is eligible to enroll in Kindergarten for the fall of 2026. Welcome to the Edina Public Schools family! We are excited to welcome your child to the Class of 2039!

If you are a resident of Edina, you can use the form below to enroll your student now.

[Resident Family Enrollment](#)

If you live outside of Edina, please use the Intradistrict Transfer Form below.

[Intradistrict Transfer Form](#)

Early Childhood Screening

Early Childhood Screening is required by the state of Minnesota before your child enters kindergarten. Screening can be conducted as young as 3 years old and provides an overall check of your child's development. Screening is free and available to students whether or not they attend EPS.

[Make a Screening Appointment](#)



Kindergarten Enrollment

Wonder Awaits Your Kindergartner

Kindergarten is the first step in a lifelong journey of learning — and it all starts here. At Edina Public Schools, we nurture curiosity, creativity, and confidence through a strong academic foundation. With caring teachers, small class sizes, and a tradition of excellence, we're excited to welcome your child into the Hornet family next fall.



LIVE IN EDINA?

Resident Enrollment

Fall 2026 Window: Jan. 12–23, 2026

If you live in Edina and are ready to



DON'T LIVE IN EDINA?

Open Enrollment

Fall 2026 Deadline: Jan. 15, 2026

Thank you for considering Edina Public



CONSIDERING A CHOICE PROGRAM?

Choice Program Lottery

Fall 2026 Deadline: Jan. 4, 2026

To be considered for one of our three

Tour Our Schools

Discover What Makes Edina Public Schools Exceptional

We invite you to experience our community firsthand by visiting one of our nine schools. Tours are offered throughout the school year to fit your family's schedule and interests. Whether exploring elementary, middle, or high school, you'll learn about our academic programs, school and community culture, and what sets Edina apart.



Concord Elementary

[Schedule A Tour Here](#)



Cornelia Elementary

[Schedule A Tour Here](#)



Countryside Elementary

[Schedule A Tour Here](#)



Creek Valley Elementary

[Schedule A Tour Here](#)



Highlands Elementary

[Schedule A Tour Here](#)



Normandale Elementary

[Schedule A Tour Here](#)



South View Middle School

[Schedule A Tour Here](#)



Valley View Middle School

[Schedule A Tour Here](#)



Edina High School

[Schedule A Tour Here](#)

EARLY LEARNING AND FAMILY CENTER

Preschool Families

Want to see what a day at our Early Learning and Family Center looks like? Visit their website to learn more and plan your tour.

[Learn More](#)

A BRIGHT FUTURE

One of Minnesota's Top School Districts

Proudly Called Home By The Families We Serve

At Edina Public Schools, our students "take the cake."

But don't just take our word for it. Hear from the Class of 2025 about their experience at Edina Public Schools.





Email Marketing Campaign



Email Marketing Campaign - Kindergarten

Goals

- Join the conversation
- Stay top of mind with ongoing, relevant messaging
- Build awareness re: programs, culture

10 Emails, 2 Text Messages to Incoming KG Parents

- Kindergarten Information Nights
- Schedule a Tour
- Choice Program Due Dates
- Kindergarten Readiness
- Kindergarten FAQ's

Ave. open rates: 84.8%, *education average = 23-35%

*[Mailchimp.com](https://mailchimp.com), 2023



Dear Class of 2039,

Fall 2026 is fast approaching, and we're excited for your little learner to join the Edina family! To help ensure that your family is ready to start on the best note, we're sharing some tips to help get your student ready between now and next school year.

Is My Child Ready for Kindergarten?



Email Marketing Campaign - Middle School

Goals

- Join the conversation
- Stay top of mind with ongoing, relevant key messaging
- Build awareness re: programs, culture

9 Emails, 2 Text Messages to 5th Gr. Parents

- Middle School Night
- Making A Smooth Transition
- Sports Psychology Vir
- 5th Grade Site Visits
- Parent Perspective

Ave. open rates: 82.3%

73% open rate, Edina Residents (non-pub, other public),
5-7th Grade - Chris Balme Event

Parent Perspective: The Middle School Transition



We connected with Ramla, whose son attended middle school at EPS and transitioned to high school this year. We hope her perspective offers guidance and relief to parents whose students are going into middle school next year!

How was the transition from elementary to middle school for your child?

Looking back, it was an easy transition. There was so much support and the schools really made it a great experience. They know the students' names, are very welcoming, and really create a space where you feel like you belong.



Cabinet Kindergarten Phone Campaign



By The Numbers

125

Resident kindergarteners
enrolled outside of EPS

43%

Of parents reached,
30% = "Excellent"

Top Takers

OLG	55
Breck	12
Blake	8
Avail	7
ISLA	6
Minnetonka	6
All Other	<2

(18 schools)

Top Reasons

Faith
Smaller Size
Limited Access to
Programming
Older Children Attend
Other / Specific Needs



STRENGTHS

- Perceptions of EPS are overwhelmingly positive

GAPS

- Faith-based learning is the overwhelming driver of “res-out” decisions
- Limited access to French/Spanish programming

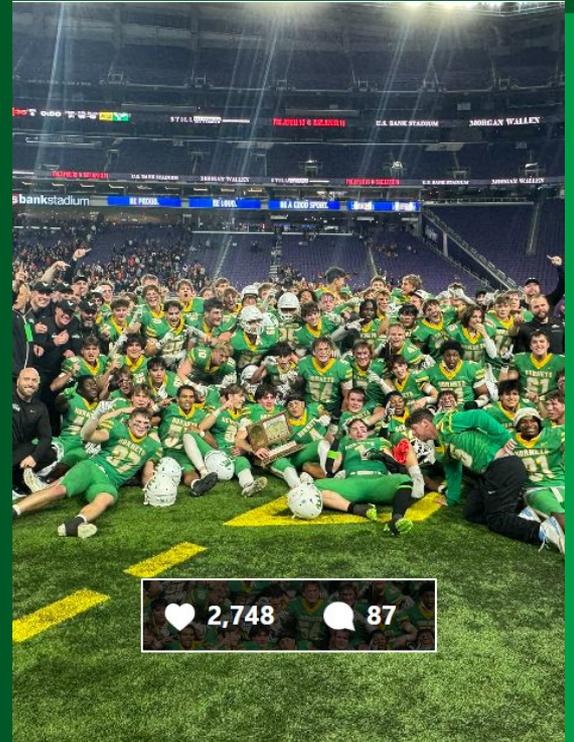
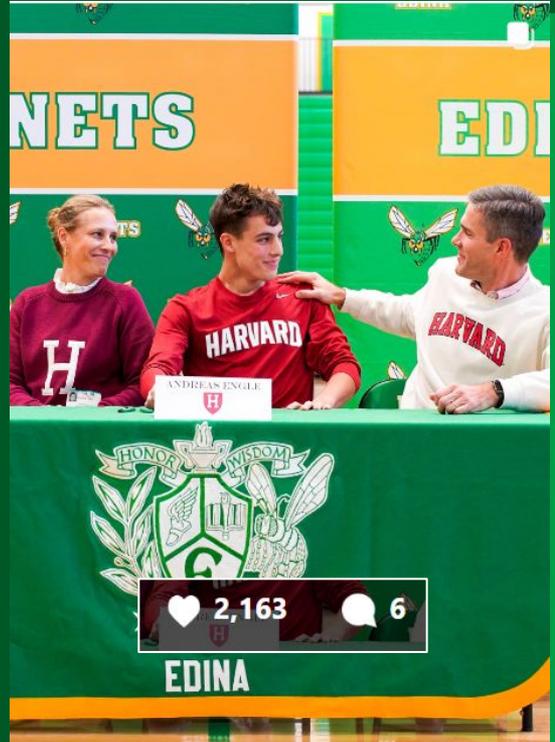
OPPORTUNITIES

- Majority are open to consider EHS, possibly middle school
- Continued outreach:
 - Benefits of large systems
 - Rigor + college entrance success as a proof point

THREATS

- Could not guarantee after school care
- Behavior concerns
- Public school misconceptions

Social Media Results





2026-2027 Initiatives

PILOT - Predictive Enrollment Model (Mert)

- Home value tipping point
- Targeted outreach

Elementary Social Ad Campaign

Target Edina Residents Assigned to Other District

Implement StuCo Ideas

Impact of Social Media on Children, Chris Balme

Enrollment Specialist

- Assist with Outreach



Questions?



Thank you!