



# 100 Years of Inspiring Each

## Campaign goal

Elevate the reputation of Eden Prairie Schools among students, families, staff and community by fostering an ongoing sense of pride and celebrating our progress, which will increase stakeholder engagement and improve their connections with the district and its schools.



# 100 Years of Inspiring Each

## Campaign measures

- Maintain or improve current satisfaction levels as measured by our annual Morris Leatherman survey.
- Increase attendance at school and district events.
- Increase student retention.
- Increase staff retention.
- Raise at least \$100,000 for 100 years.
- Establish a database of at least 1,000 alumni.



# 100 Years of Inspiring Each

## Accomplishments

- Specific branding, banners, and commemorative items
- 100 day/100 years lessons in partnership with Learning & Innovation
- Give to the Max Day: \$20,076 (Goal: \$19,240; Royal Credit Union)
- CMS Dance of the Century
- Special acknowledgements from White House/Mayor
- Expanded partnerships
  - Pizza Karma: Centennial Pizza
  - Smith Coffee: 100 Year blend, Eagle Spirit latte, discount



# 100 Years of Inspiring Each

## Accomplishments

- Launch of Wellbeing Fair & Intergenerational Choir at All Staff Kickoff
  - Choir continued through Community Ed
- Citywide Prom
  - Supported by: Arctic Wolf | Bachman's | Foundation for Eden Prairie Schools | Kuubs | Nothing Bundt Cakes | Pizza Karma | SouthWest Transit | Twin Cities Photo Booth | Veridian Credit Union
- Citywide Celebration: Stadium Parade and Give Gathering







# 100 Years of Inspiring Each

## Accomplishments

- Honoring 100 column in staff newsletter
- Historic information in family & staff newsletters
- Updates and commemorative branding in Historic Gym
- Five-part video series
- \$100,000 donation from FEPS
- \$48,904 additional revenue (including GTM Day)
- Launch of *Inspire* magazine





# 100 Years of Inspiring Each

## Morris Leatherman survey

- 15% increase in excellence rating
- “Did you or members of your household participate in any activities or events for the 100 Years celebration?”
  - Overall: 31% yes | Families: 55% yes
  - Overall: 98% favorable | Families: 95% favorable
- “Compared to previous years, do you think you attended more school and/or district activities and events, about the same number, or fewer?”
  - Overall: 11% more | Families: 24% more



# 100 Years of Inspiring Each

## Morris Leatherman survey

- “Compared to last year, do you feel the reputation of Eden Prairie Schools has increased, decreased, or stayed about the same?”
  - Overall: 37% increase | Families: 41% increase
- “Compared to last year, do you feel your sense of pride in Eden Prairie Schools has increased, decreased, or stayed about the same?”
  - Overall: 32% increase | Families: 38% increase



# 100 Years of Inspiring Each

## Morris Leatherman survey

- “Compared to last year, do you feel more connected to Eden Prairie Schools, less connected, or has your feeling of connection stayed about the same?”
  - Overall: 20% increase | Families: 31% increase
- *“The 100th Year celebrations achieved their goals. Prior to this year, ratings of the Eden Prairie Schools were already high. The celebrations improved perceptions even further and certainly cemented more parents into keeping their children enrolled in the School District.”*



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# 100 Years of Inspiring Each

## **Campaign goal**

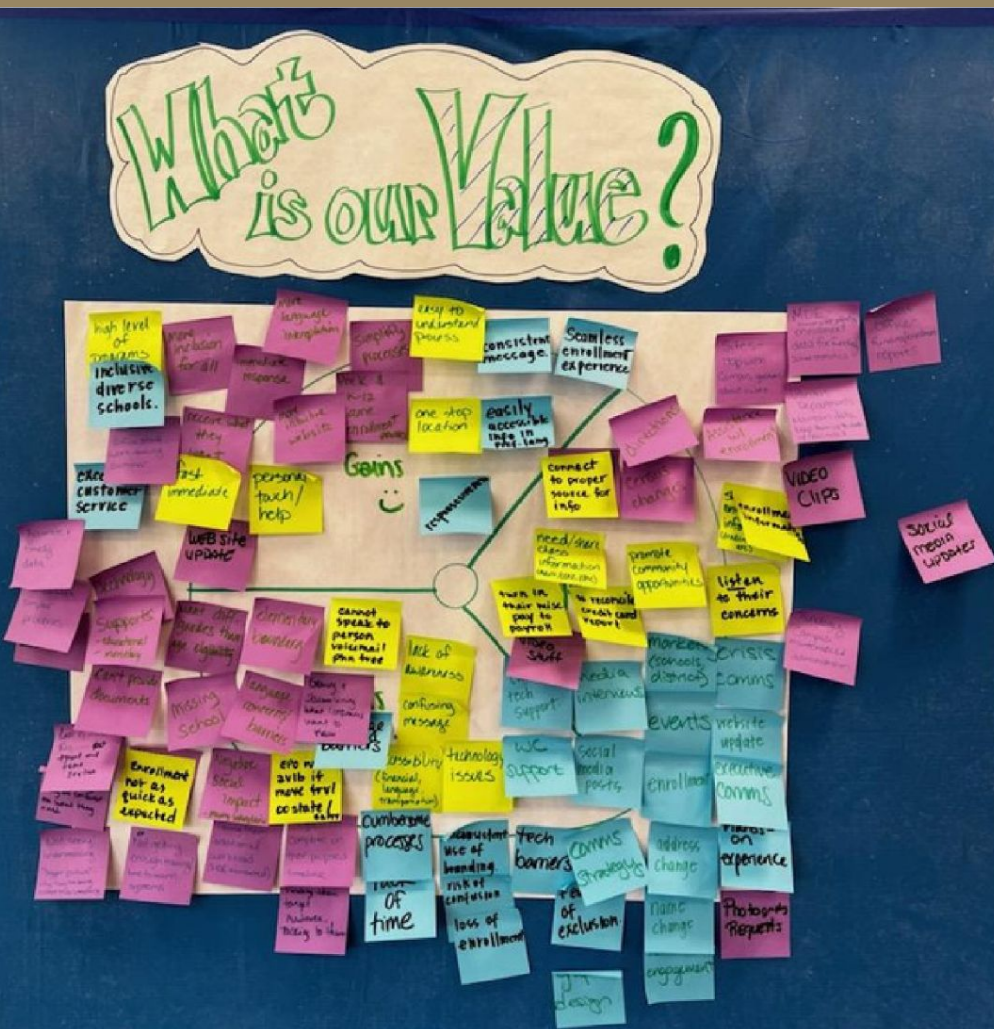
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# Marketing, Communications, Enrollment and Outreach

**Our knowledge and support helps staff, students, families and partners who want the best learning experience by eliminating barriers and building connections and community.**



# Department vision

**Engaged &  
Effective Team**

**Standardized  
Processes &  
Procedures**

**Intentional  
Community  
Outreach**

**Elevated  
District  
Reputation**

**Streamlined  
Customer  
Experience**

**Inclusive  
Cultural  
Connections**

**Dynamic Use  
of Technology**







100 YEARS  
**EPE**  
1924 2024  
OF INSPIRING EACH

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