

# Communications and Events Manager Bi- Annual Board Report

## General Information

Manager Name: Susan Peterson

Date: May 2026

## Section 1: SWOT Analysis

Category	Details (examples included)
Strengths	<p><b>Effective Internal Communication:</b> Continue to receive feedback that the weekly staff update is helpful. The addition of quick links to commonly used forms and processes has further improved staff access to important information and resources.</p> <p><b>Strong Community Engagement:</b> School events are consistently well attended and positively received by families, reflecting strong community support and satisfaction with school programs, activities, and events.</p> <p><b>High Parent Engagement with Communications:</b> Weekly parent emails maintain a strong 78–80% open rate, indicating that families are actively engaged, informed, and connected to school news and updates.</p> <p><b>Strategic Communication Planning:</b> The communications tracking plan has been an effective tool for organizing and scheduling school messaging in a thoughtful way to minimize email fatigue while keeping families informed. While unexpected communications occasionally arise, efforts are consistently made to balance frequency.</p> <p><b>Marathon Fundraising Messaging:</b> The school community has expressed appreciation for the increased transparency around Marathon fundraising, particularly in understanding how funds are allocated and directly support the school and student experience.</p>
Weaknesses	<p><b>Limited Insight into Staff Engagement with the Prep Weekly Communications:</b> While the Prep Weekly serves as a key communication tool, there is currently no reliable way to measure how consistently staff are reading or engaging with the content. Implementing a separate tracking method that measures email sends, opens, and clicks could provide more meaningful data and help improve staff communication effectiveness.</p>

Opportunities	<p><b>Continue to Leverage Digital and Social Media:</b> Implement a strategic and consistent approach to digital and social media communications to further highlight student achievements, school and community events. Recent audience growth demonstrates positive momentum, including a 14% increase in Instagram followers, a 5% increase on Facebook, and modest growth on X (data point from Dec 2025).</p> <p><b>Deepen Collaboration with the St. Croix Prep Foundation:</b> Continue strengthening collaboration with the Foundation to support shared initiatives, enhance communication efforts, and further align messaging and community outreach goals.</p> <p><b>Enhance Staff Engagement and Morale:</b> Create additional opportunities for staff connection, recognition, and team-building to support a positive, collaborative workplace culture. This is especially important as the school year concludes and staff fatigue increases, making intentional morale-building efforts particularly valuable.</p>
Threats	<p><b>Volunteer Burnout/Parent Involvement:</b> The school has experienced some turnover among parent volunteers leading key Parent Group initiatives, including leadership roles, the book fair, and the Lower School dance event. Sustaining long-term volunteer engagement and leadership continuity remains an ongoing challenge. However, the commitment of two parents to serve as co-leaders of Parent Group for next year is a positive and encouraging development.</p> <p><b>Maintaining Strong Parent Engagement:</b> Continued parent engagement is essential to supporting the mission and activities of St. Croix Prep. Ensuring communication remains timely, clear, and effective will be critical to maintaining strong family involvement and partnership within the school community.</p>

## Section 2: Parent Group Engagement

Prompt	Response
How have you engaged the parent group to support communications, events, and school initiatives so far?	<p>I attend the monthly Parent Group meetings and in daily/weekly communication with Parent Group co-leads/event coordinators re ideas for communicating their various events and initiatives and support their efforts in these events, follow up on facilities needs, other on site details as needed, and assist at the events when possible:</p> <ul style="list-style-type: none"> <li>- LS Carnival</li> <li>- Used Uniform Sale</li> <li>- Lower School Dance Party Event</li> <li>- Book Fair (winter/spring)</li> <li>- Book Bingo/Pizza Night</li> <li>- MS Bowling</li> <li>- Staff Appreciation Week</li> </ul>

	<ul style="list-style-type: none"> <li>- 8th Grade Moving Up Party</li> <li>- 4th Grade Level Up Movie Day</li> </ul>
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**Section 3: Community Engagement**

Prompt	Response
<p>What community partnerships, outreach efforts, or collaborations have been established or strengthened so far?</p>	<p>We have strengthened relationships with event sponsors and parent donors by fostering open, responsive, and professional communication so they feel comfortable reaching out with questions or needs.</p> <p>Through Parent Group initiatives and other school events, we have continued building strong partnerships with local businesses and community vendors that support our school through discounted pricing, give-back programs, and donations. These partnerships include businesses such as Kona Ice, Son’s Deli, Mike and Kat’s Other Place, Sara’s Bakery, Lucky Duck Bread, Shutter Valley Photo Booth, Joe on the Go, Sticks, Acapulco, Color Me Impressed, Autism Services of Minnesota, Woodbury 10 Theatre, Kwik Trip, and Game World.</p> <p>To continue building transparency and donor engagement, a year-end communication will be sent to Marathon donors summarizing how their contributions were used throughout the school year. In addition to the weekly highlights featured in Prep Weekly, this comprehensive update will showcase the direct impact of donor support on our students and school community.</p>

**Section 4: Event Updates**

Event	Details/Notes
Key Events Since Dec 2025	<p>LS Carnival - Jan 2026</p> <p>Ignite Prep - April 2026</p> <p>LS Dance Event - April 2026</p> <p>Marathon Reward Field Day - May 2026</p>
Attendance & Outcomes	<b>Ignite Prep</b>

	<p>Ignite Prep achieved its highest attendance to date and received overwhelmingly positive feedback from attendees. My primary involvement included managing communications and social media efforts for the Foundation. The school also oversaw the Fund-a-Need component, including creating the promotional video, developing the donor appeal, and securing pre-commitments. In addition, I supported the Ignite Prep coordinators by providing guidance on the auction software platform, assisting with the seating chart, and advising on event flow and check-in/check-out procedures.</p> <p><b>LS Carnival/Lower School Dance Event</b> Attendance was comparable to last year, and many families shared positive feedback about the events. Parents appreciated the opportunity for students and families to connect and strengthen relationships within the school community in a fun and welcoming environment.</p> <p><b>5th/9th Grade Marathon Reward Field Day</b> This reward event recognized the Middle School and Upper School grades that raised the most Marathon funds in their divisions. In collaboration with Middle School and Upper School teachers and staff, we organized an afternoon of activities and celebration for 5th and 9th grade students. Feedback from students and staff was very positive, particularly regarding the opportunity for students to enjoy time outside of their normal schedule. The Kona Ice truck was especially well received. Highlights from the afternoon will also be featured in an upcoming social media post.</p>
Upcoming Events	<p>Final Parent Group Events: 8th Grade Party (May 8), 4th Grade Level Up Movie Day (May 16)</p> <p>Senior Events: Lunch, Party, Pre-Commencement Reception</p>

**Section 5: Additional Notes & Support Requested**

Notes:

Support requested from the School Board: