



Graduation 2025 Board Presentation





An Update on Graduation 2025

TOPIC 1:

Graduation Feedback

TOPIC 2:

Survey Results

TOPIC 3:

Focus Group &
Recommendations

TOPIC 4:

Next Steps



1.

Graduation Feedback

How did we arrive here?

2024 Graduation Challenges :

Ticketing

Crowd noise and behavior

Bottlenecks when entering and exiting

Sound system and venue acoustics

Accessibility

Translation services accessibility



2.

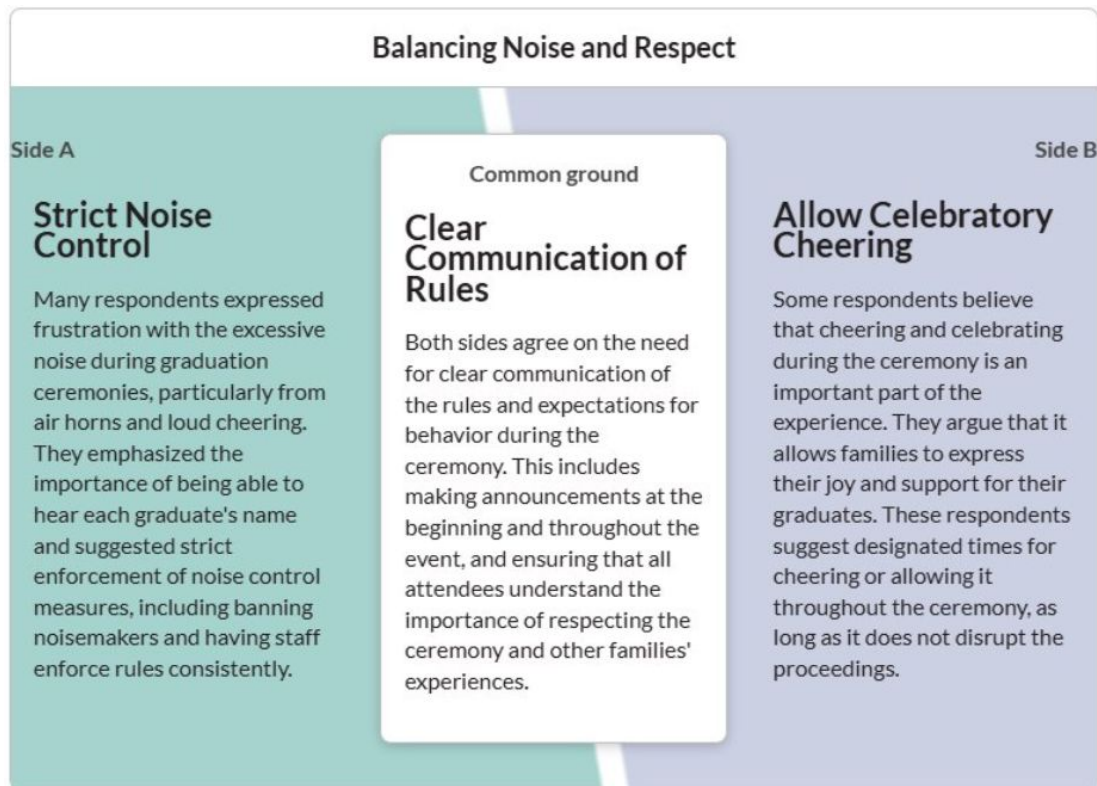
Survey Results

Family Survey Results

Themes:

- Preference for limited number of tickets per family (62% agree)
- Concerns about crowd noise (74% somewhat or very concerned)
- Strong support for implementing noise control measures (79% agree or strongly agree)
 - Clear communication of expectations before the event (80%)
 - Presence of more security/staff (66%)
 - Strict enforcement of noise rules (57%)
 - Designated cheering times (59%)

Synthesis of long answer responses from family survey:





3.

**Focus Group &
Recommendations**

Parent Focus Group Work:

- Take a deeper dive into survey results considering all perspectives and listening to each other
- Identify pros and cons of all potential decisions
- Make final recommendations

Parent Focus Group Recommendations:

- Stay with Mariucci Arena
- Continue to require tickets
 - No more than 10 per family
 - Improve ticket collection process at the gate
- Work with Mariucci to see what enhancements can be made regarding sound quality

Parent Focus Group

Recommendations:

- Implement crowd control measures
 - Clear expectations communicated upfront
 - Expectations coming from leadership as well as from students
 - Communication of expectations early and ongoing
 - Designated cheer times
 - Issue warnings and reminders
 - Have security/staff monitoring audience

Parent Focus Group Recommendations:

- Hire more staff to help expedite the entry and exit of guests
- More communication about ADA accessibility within the venue
- Move translation device check-out from the lobby to the concourse where it will be easier to locate
- Keep visitors from congregating in the concourse area during the ceremony

What we already knew:

- Edina families care a great deal about the graduation ceremony.
- Families want a meaningful, respectful, and accessible graduation ceremony.

What we have learned:

- We share more commonalities than differences about our wishes for the graduation experience.



4.

Budget/Next Steps

Budget Implications:

- Additional Security Staff
 - 12 additional security staff
 - Cost: \$3200
- Additional Ticketing Staff
 - 4 additional ticketing staff
 - Cost: \$640

Next Steps:

- A first communication has gone out to all families.
- More communications coming focused on:
 - Event details
 - Crowd expectations
 - Senior meeting
 - Cap and gown distribution
 - Parking and venue information
- Meeting w/ Mariucci about enhancements to sound quality and traffic flow.
- Work with seniors to develop messaging about graduation expectations.



QUESTIONS?

Edina Public Schools





THANK YOU

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Celebration