



Excellence. For each and every student.

BOARD OF EDUCATION

Working Meeting - March 23, 2026 - 4:30 PM
Creekside
16000 41st Ave N.
Plymouth, MN 55446

AGENDA

1. **ROLL CALL/CALL TO ORDER**
 - A. **Community Ed Reports**
 1. Community Ed Survey Data - Morris Leatherman (45 minutes) 2
 - B. **Board Reports**
 1. Board Self Evaluation and Development (30 minutes)
2. **ADJOURN**

In case of inclement weather, the meeting will be held on the next business day at the same time and same place, unless a quorum of the board is not available.

In accordance with MN Statute 13D.01, some members may be attending via interactive technology.



Morris Leatherman Community Survey Results

March 23, 2026

2025-26 Community Ed Goals

Goal 1: Cultivate a High-Performing, Aligned, and Sustainable Community Ed Team.

Goal 2: Strategically Expand Community Ed Capacity and Impact Through Responsive Programs and Data-Informed Decision Making.

Goal 3: Strengthen Culture and Relationships to Foster a Collaborative and Inclusive Environment.



Community Satisfaction Survey and Needs Assessment

- Awareness of Community Ed
- Overall satisfaction with programs and quality
- Overall satisfaction with customer service
- Understanding of who our participants are
- Communication effectiveness
- Understanding of unmet needs
- Understanding of barriers to participation
- Sense of community
- Demographics tied to responses



Wayzata School District Community Ed

2025 Residential Survey

The Morris Leatherman⁵ Company

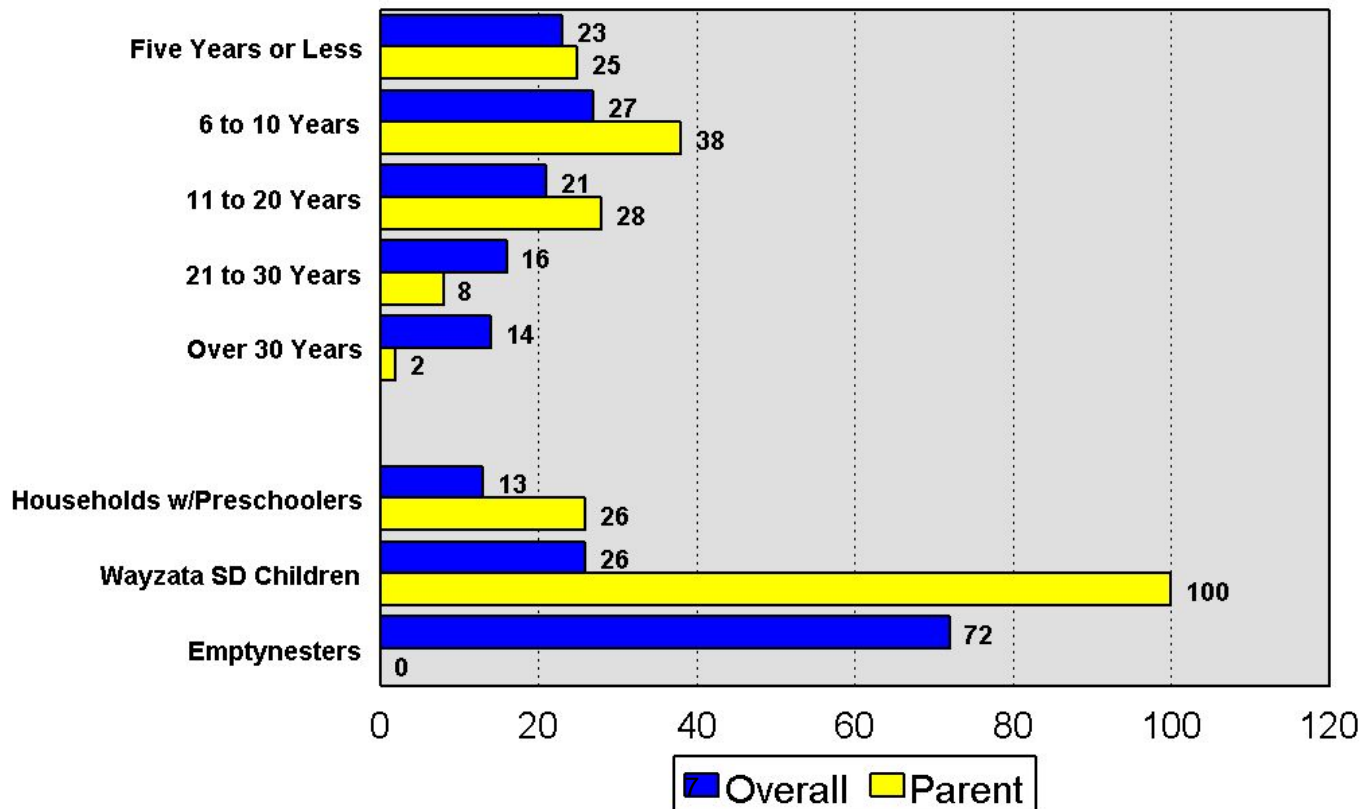
Survey Methodology

2025 Wayzata SD Community Education

- ☒ 400 random household sample of Wayzata School District residents
 - ☒ Projectable within +/- 5.0% in 95 out of 100 cases
- ☒ 400 random household sample of Wayzata School District parents
 - ☒ Projectable within +/- 5.0% in 95 out of 100 cases
- ☒ Telephone interviews conducted between November 5th and 20th, 2025
- ☒ Average interview time of 14 minutes
- ☒ Non-response level of 5.5%
- ☒ Cellphone Only Households: 63%
- ☒ Landline Only Households: 11%
- ☒ Both Landline and Cellphone Households: 26%

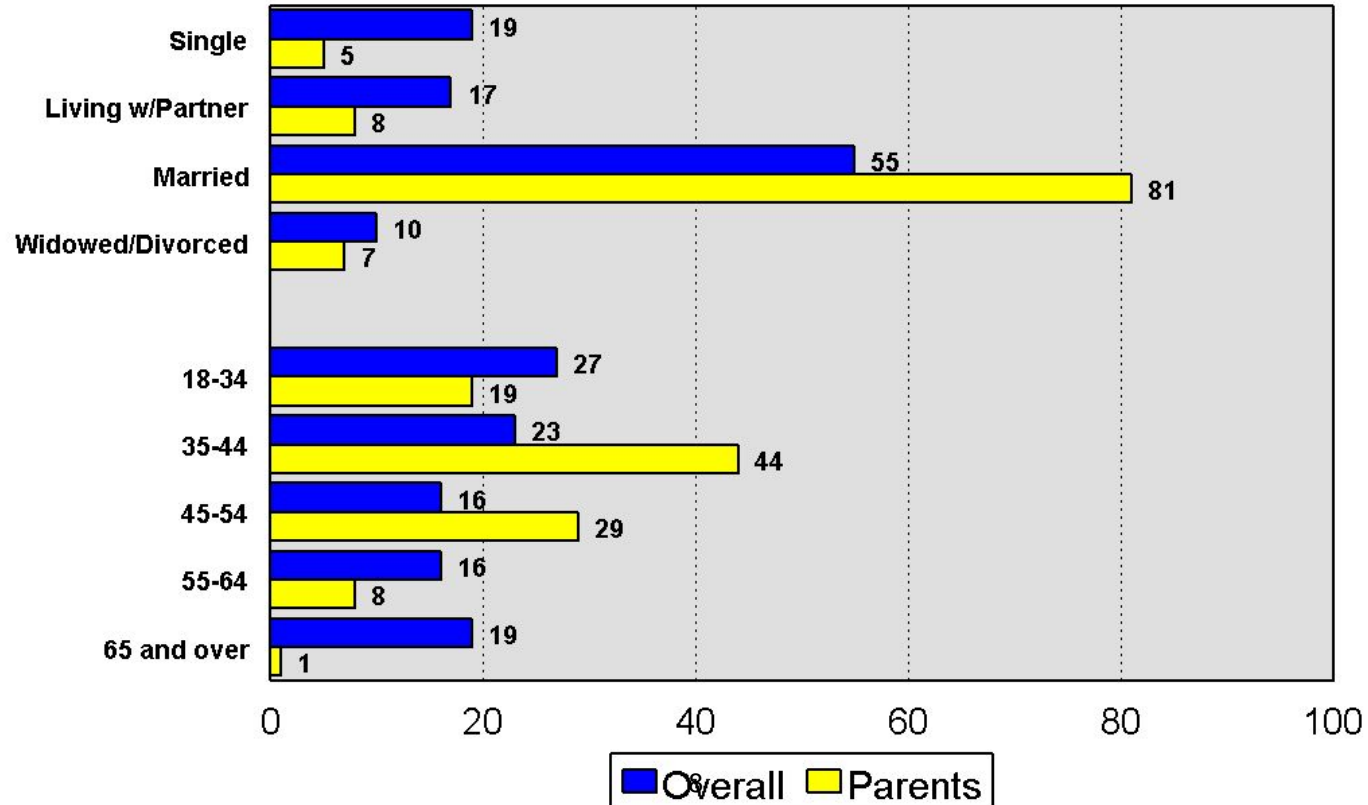
Demographics I

2025 Wayzata SD Community Education



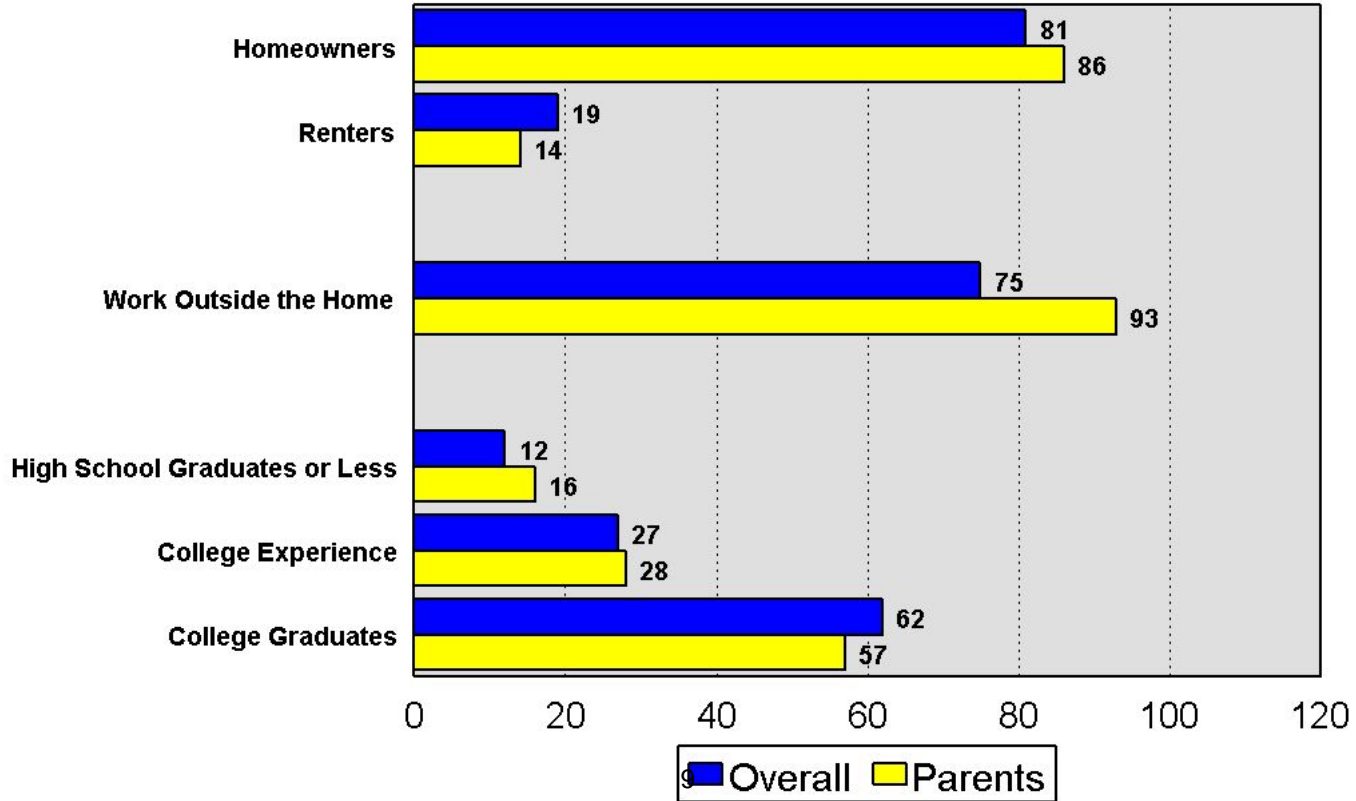
Demographics II

2025 Wayzata SD Community Education



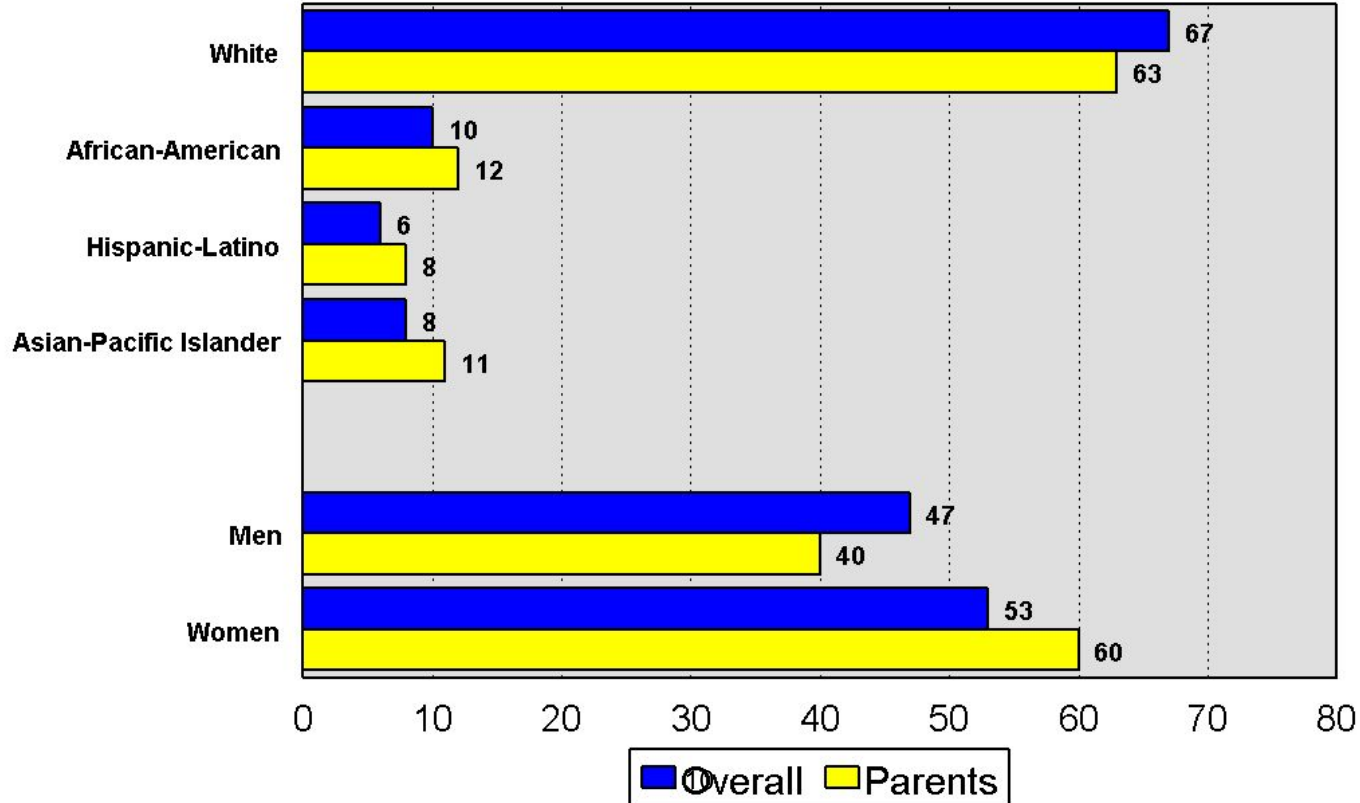
Demographics III

2025 Wayzata SD Community Education



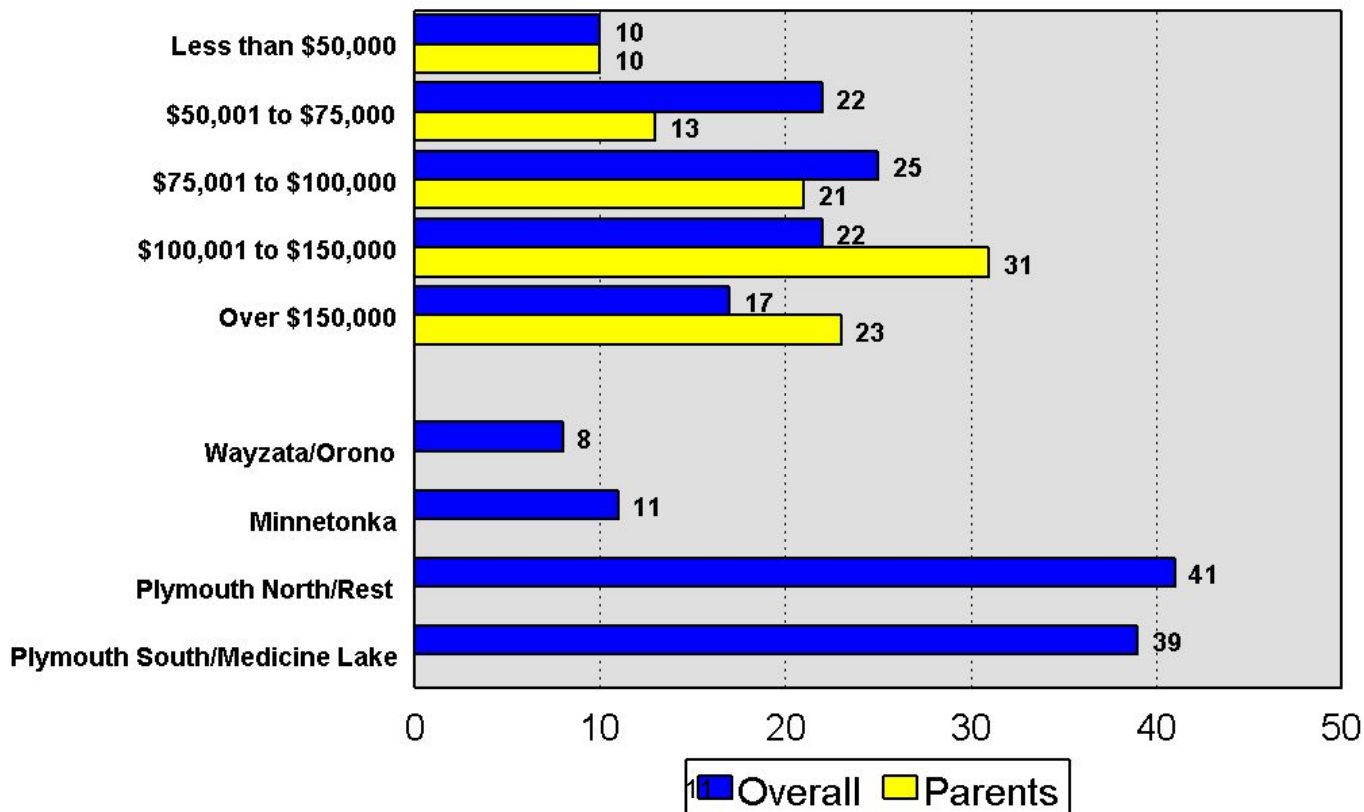
Demographics IV

2025 Wayzata SD Community Education



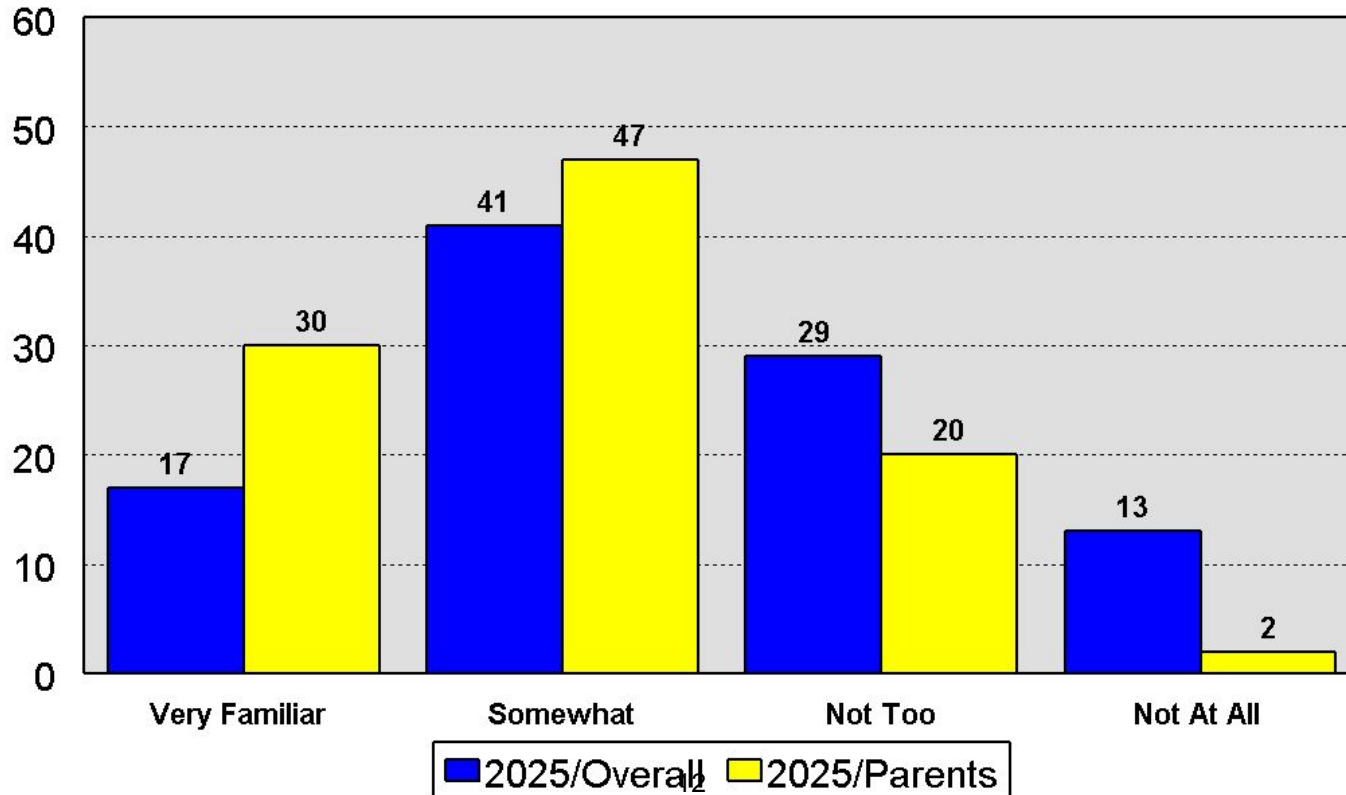
Demographics V

2025 Wayzata SD Community Education



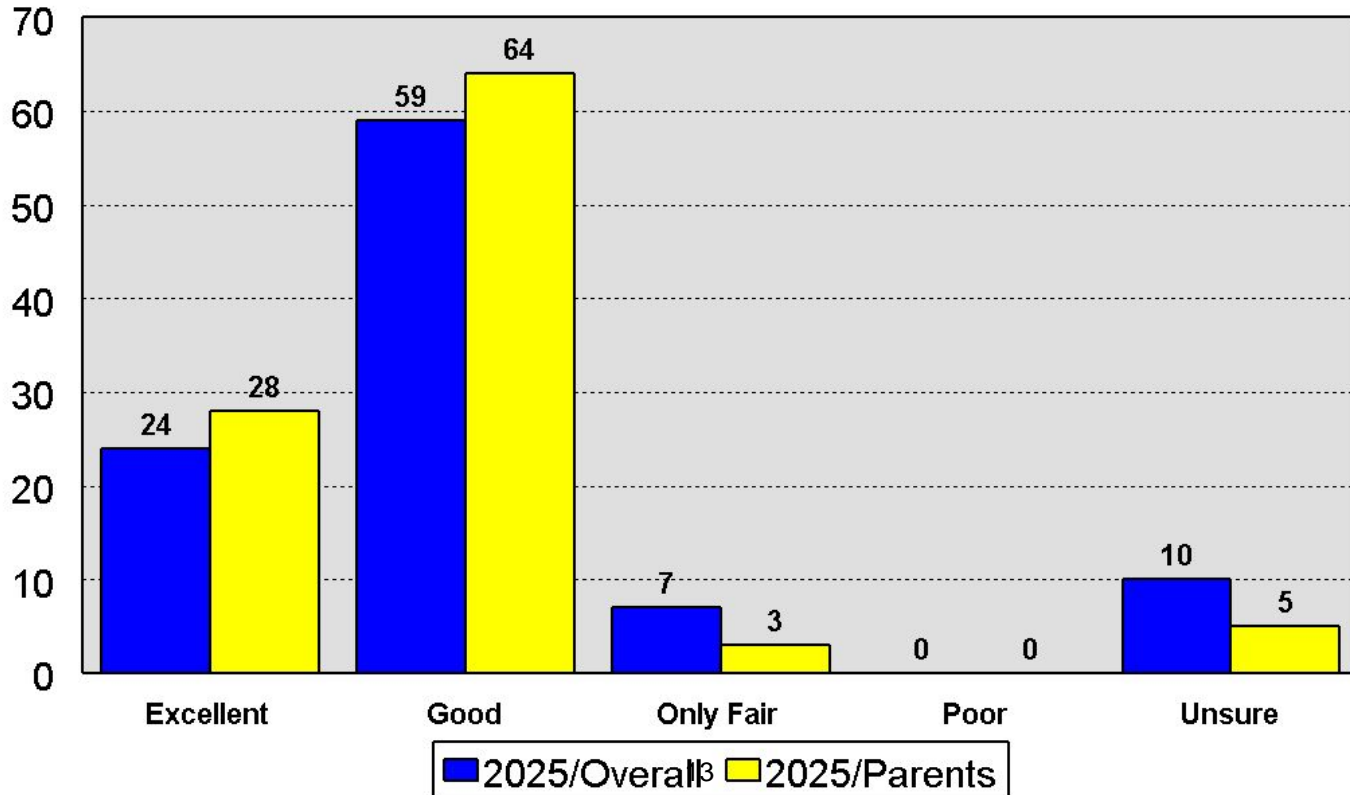
Familiarity with Community Education

2025 Wayzata SD Community Education



Rating of Community Education

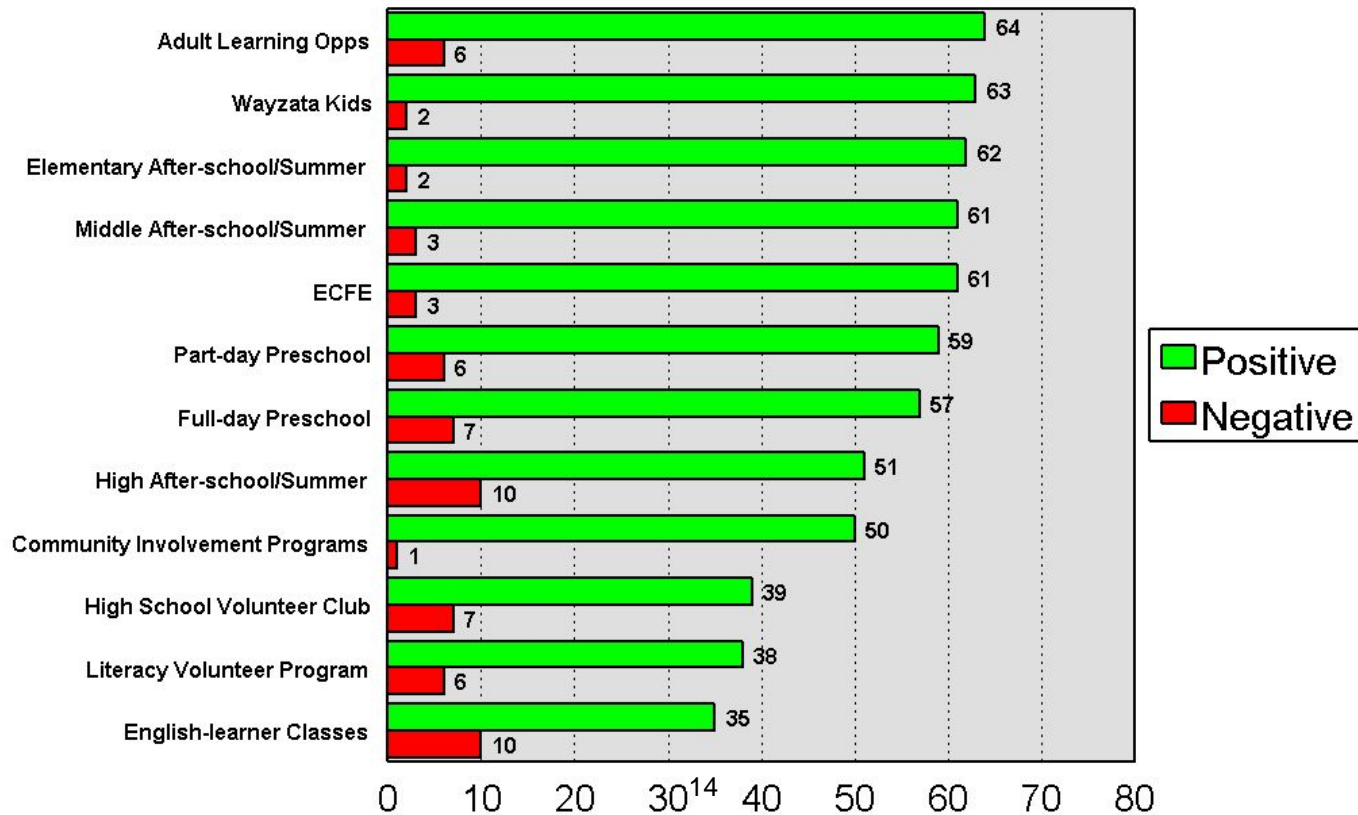
2025 Wayzata SD Community Education



Program Awareness and Rating

(Overall)

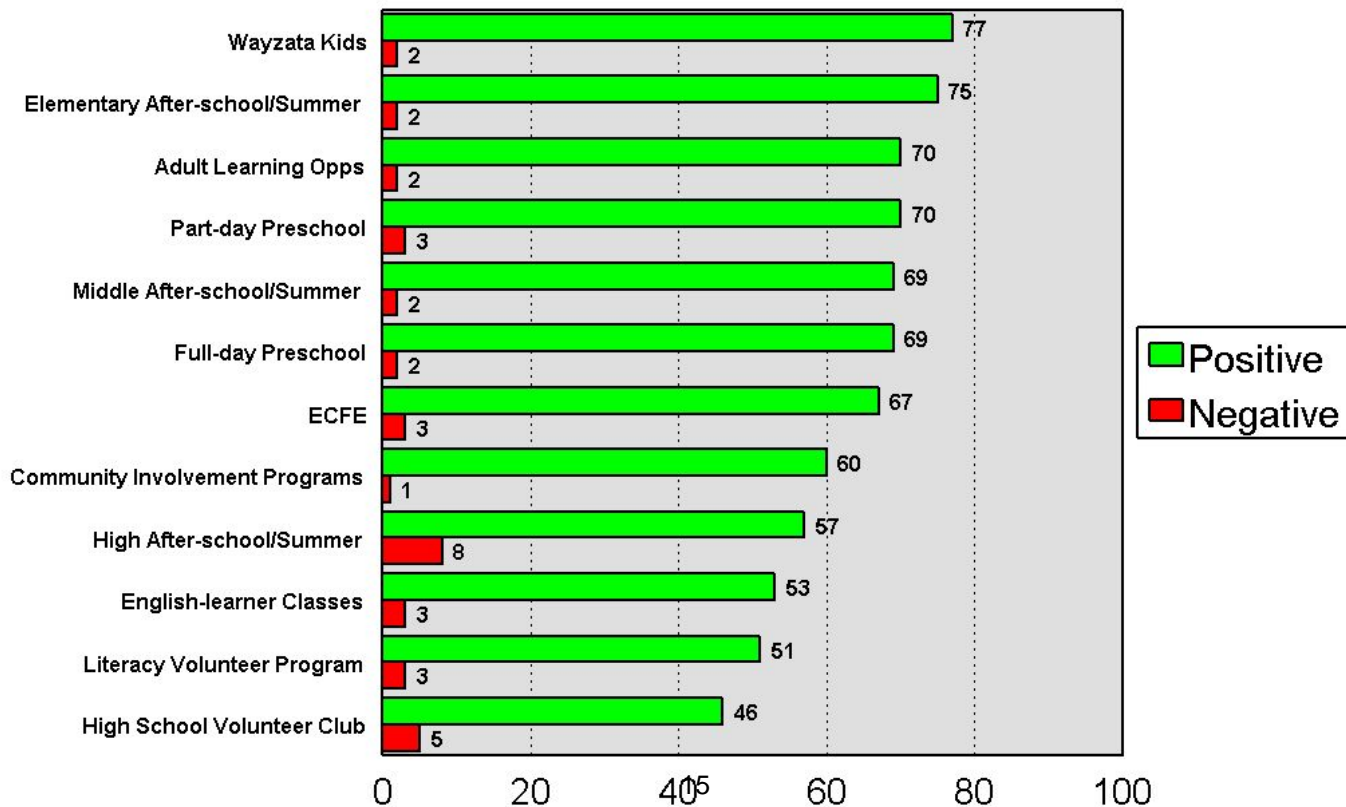
2025 Wayzata SD Community Education



Program Awareness and Rating

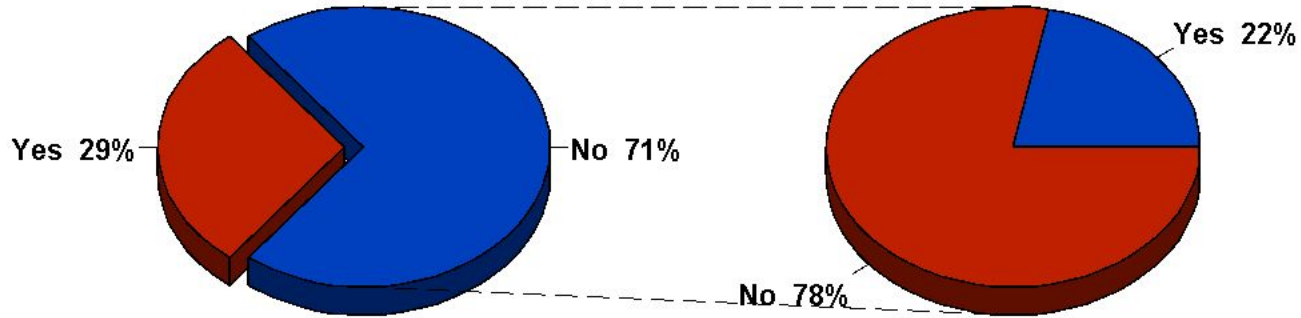
(Parents)

2025 Wayzata SD Community Education



Overall Household Participation

2025 Wayzata SD Community Education



Participation during Past Two Years

Participation Over Two Years Ago

Profile of Community Ed Users

2025 Wayzata SD Community Education

- ☒ Residents for six to ten years
- ☒ Parents of Wayzata School District students
- ☒ Parents of preschoolers
- ☒ 35-44 year olds
- ☒ Over \$100,000 annual income households
- ☒ Women

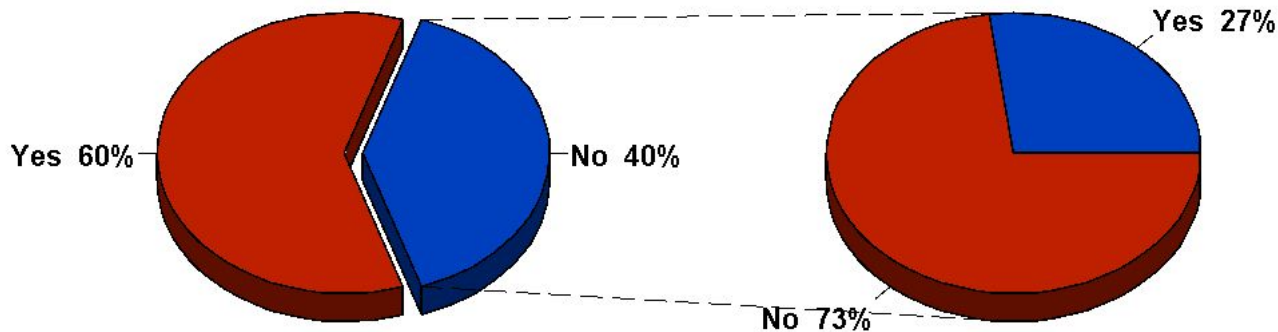
Profile of Community Ed Non-Users

2025 Wayzata SD Community Education

- ☒ Residents for more than twenty years
- ☒ Emptynesters
- ☒ Over 55 year olds
- ☒ Under \$75,000 annual income households
- ☒ Men

Parent Household Participation

2025 Wayzata SD Community Education



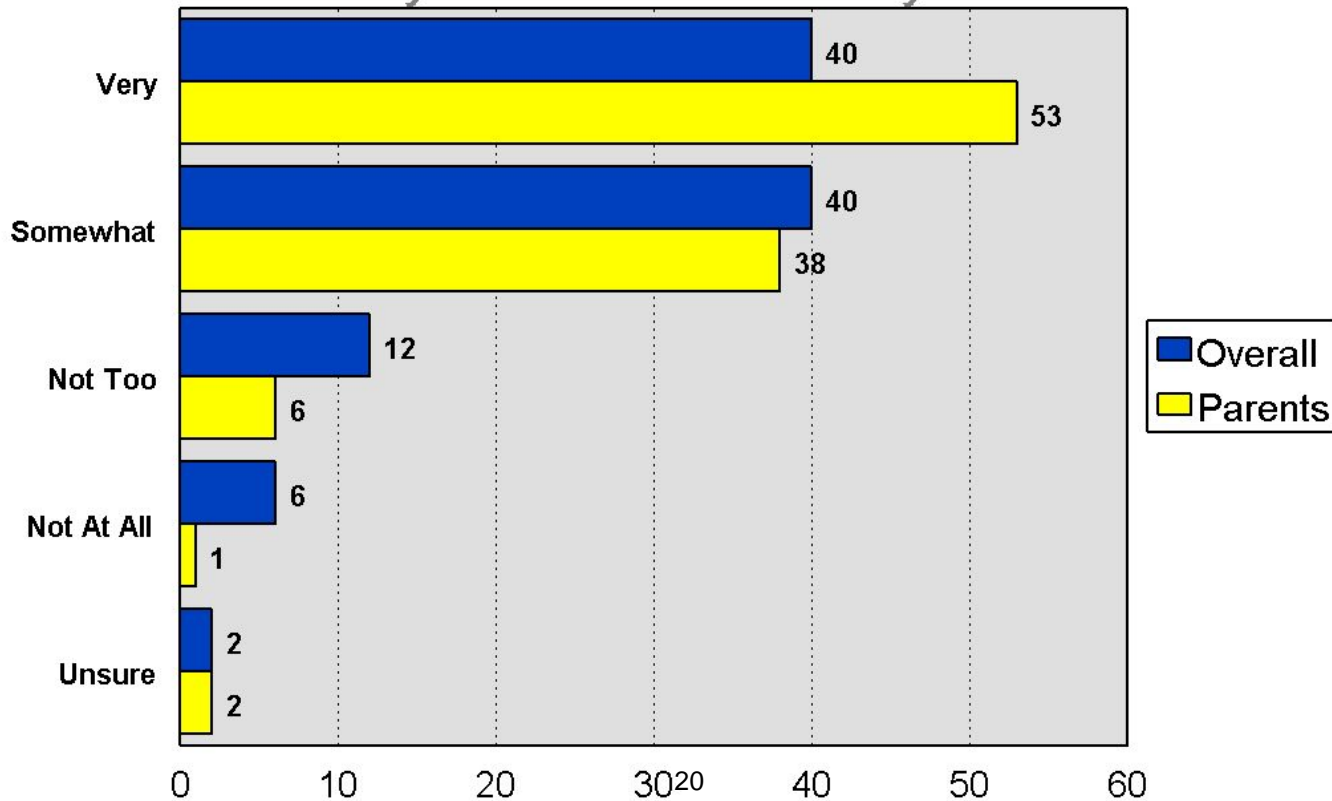
Participation during Past Two Years

Participation Over Two Years Ago

Likely to Continue to Use

(Community Education Users)

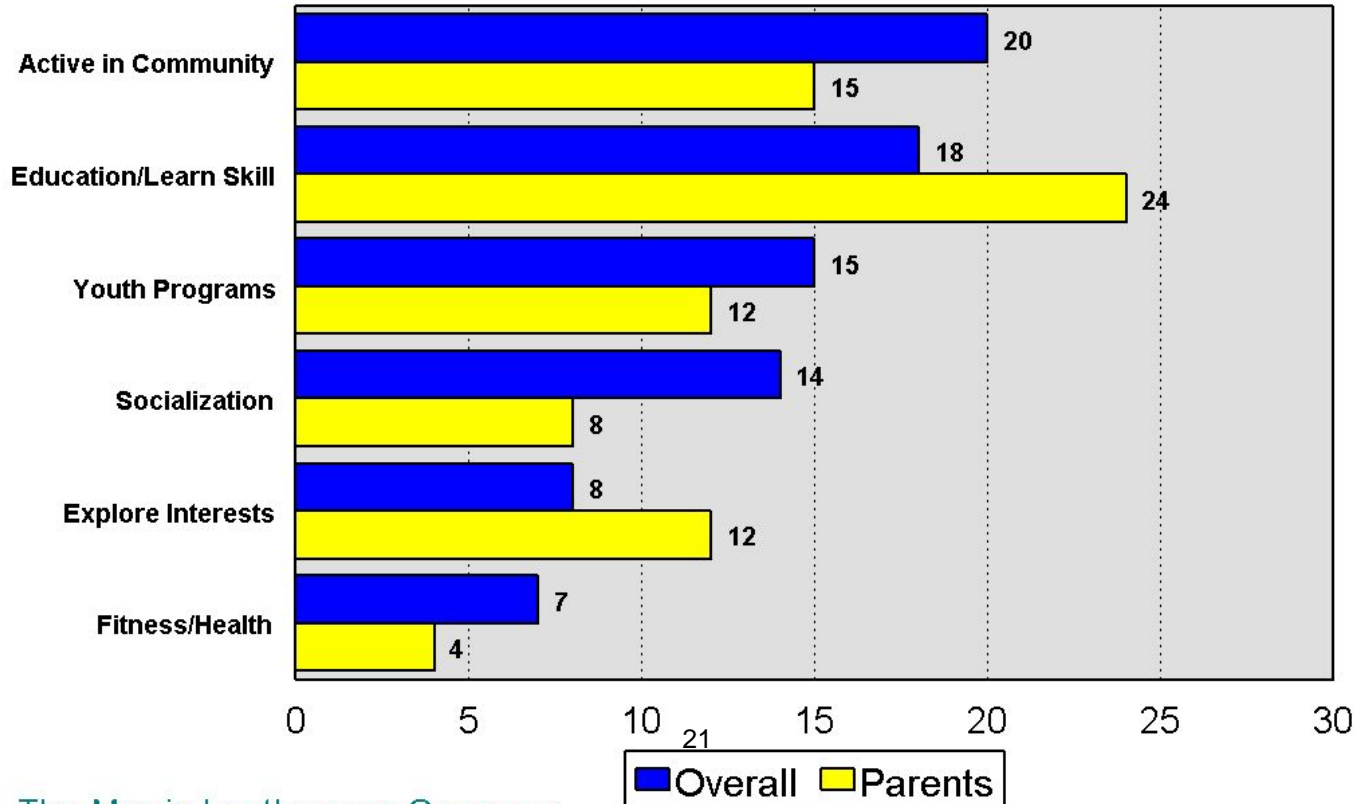
2025 Wayzata SD Community Education



Primary Reason for Participation

(Community Education Users)

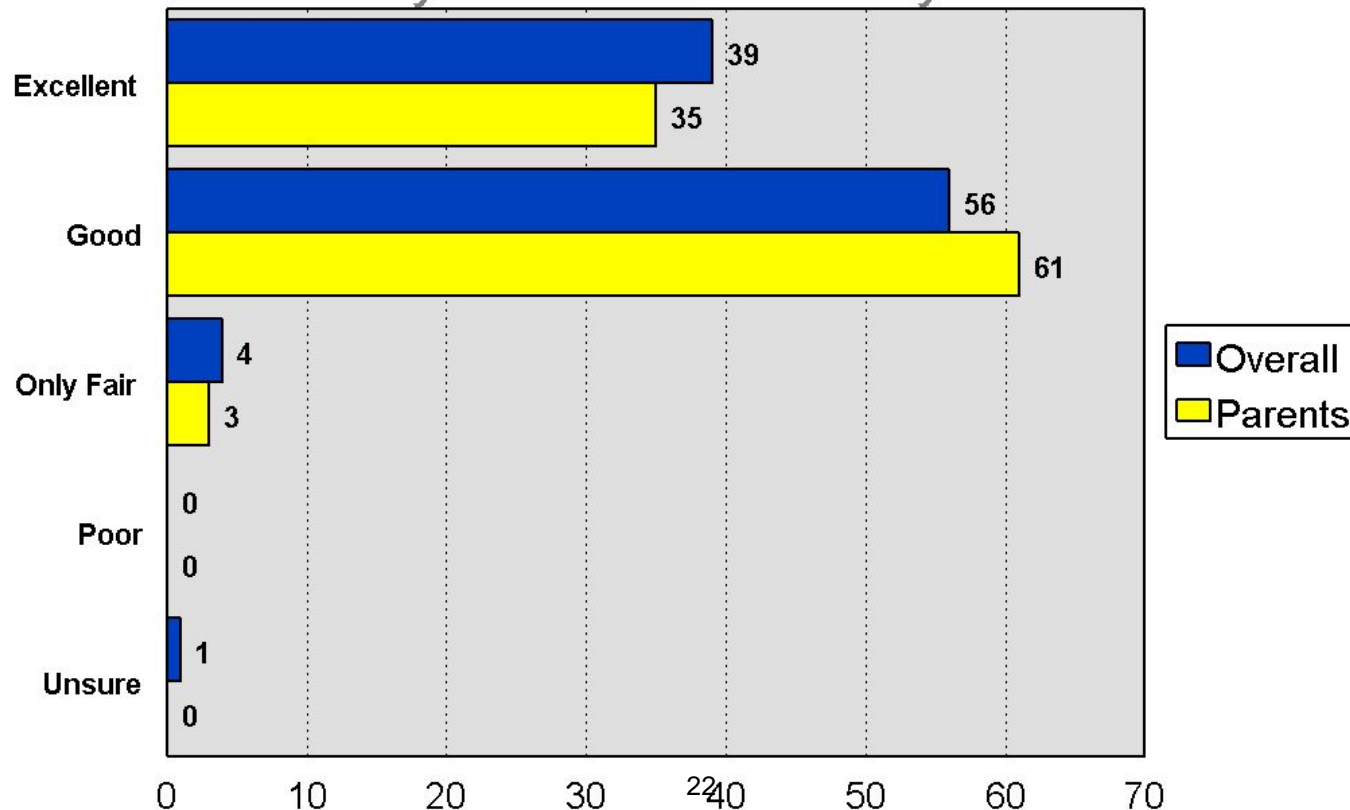
2025 Wayzata SD Community Education



Overall Rating of Experience

(Community Education Users)

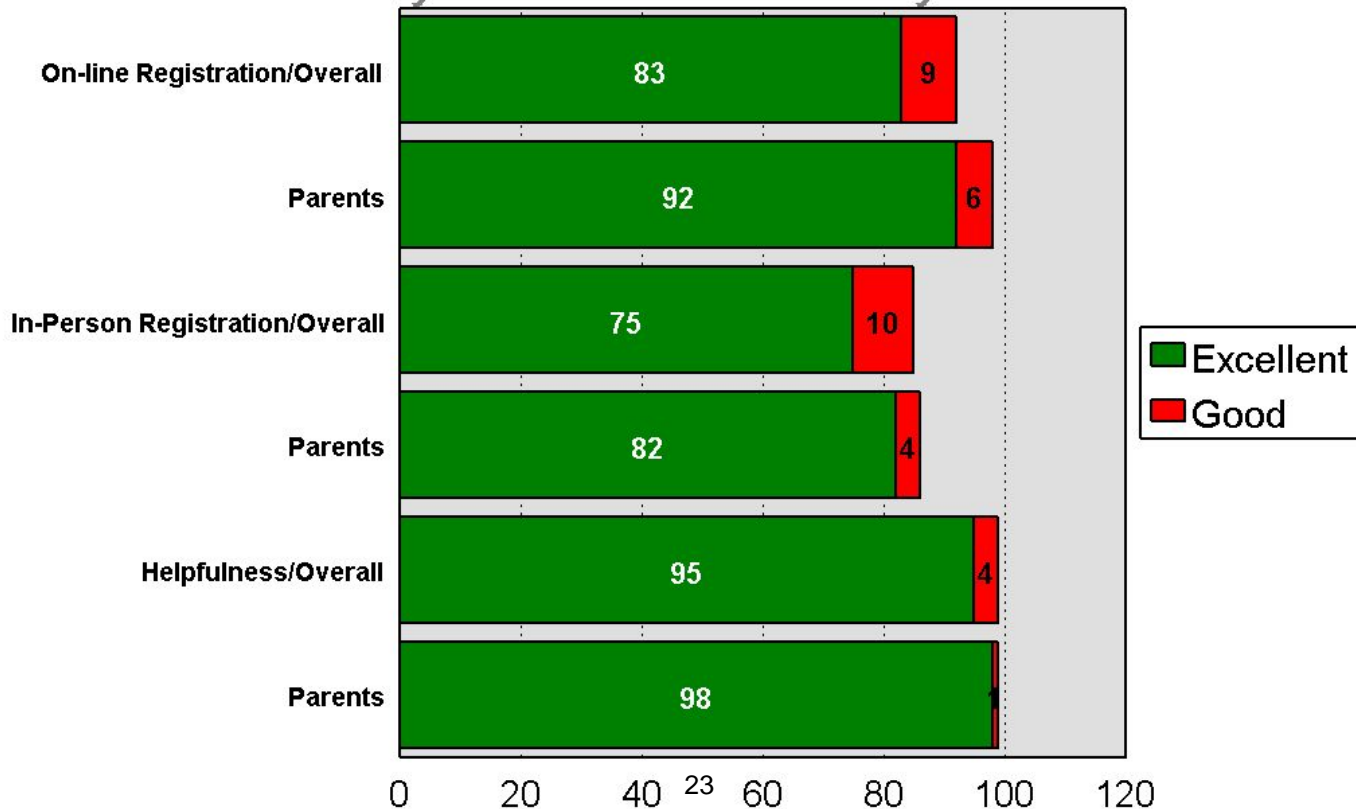
2025 Wayzata SD Community Education



Rating of....

(Community Education Users)

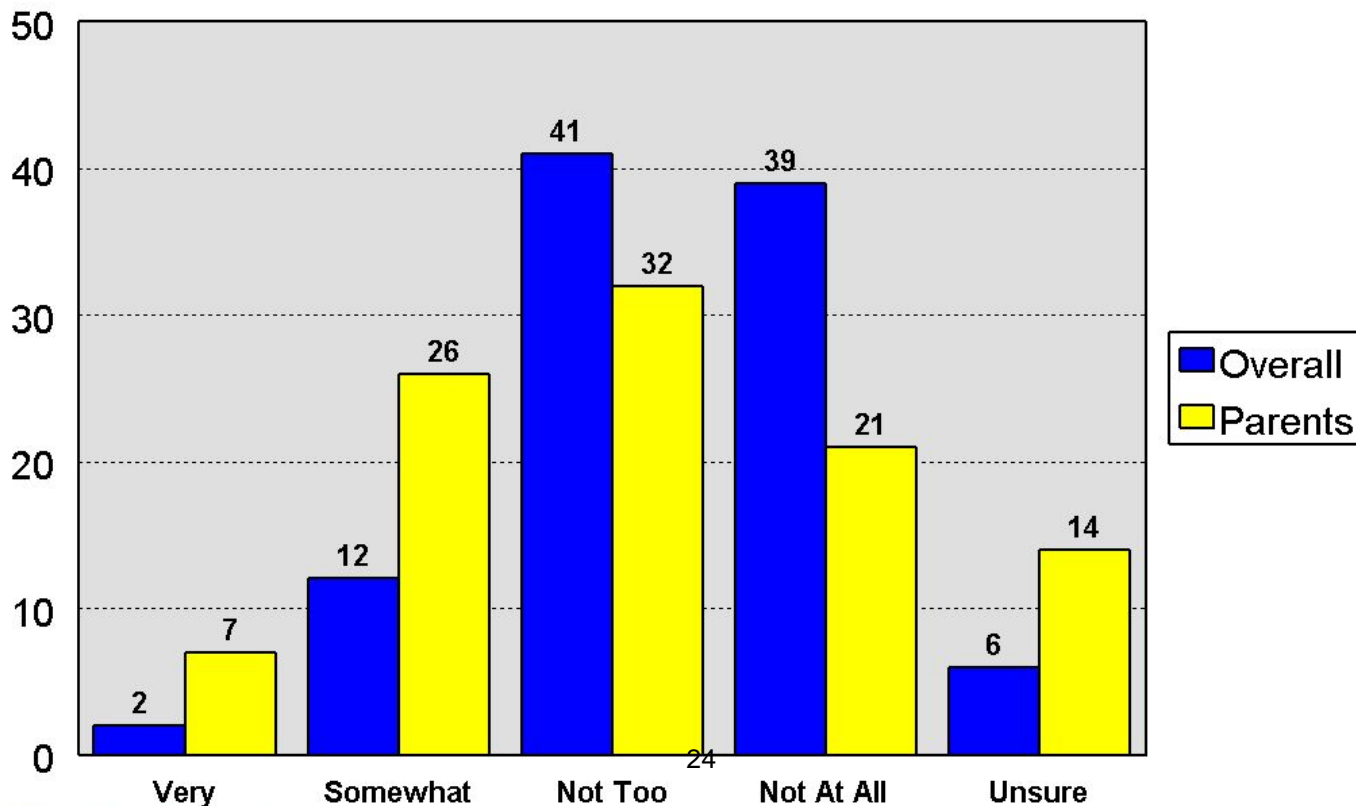
2025 Wayzata SD Community Education



Likely to Start to Use

(Community Education Non-Users)

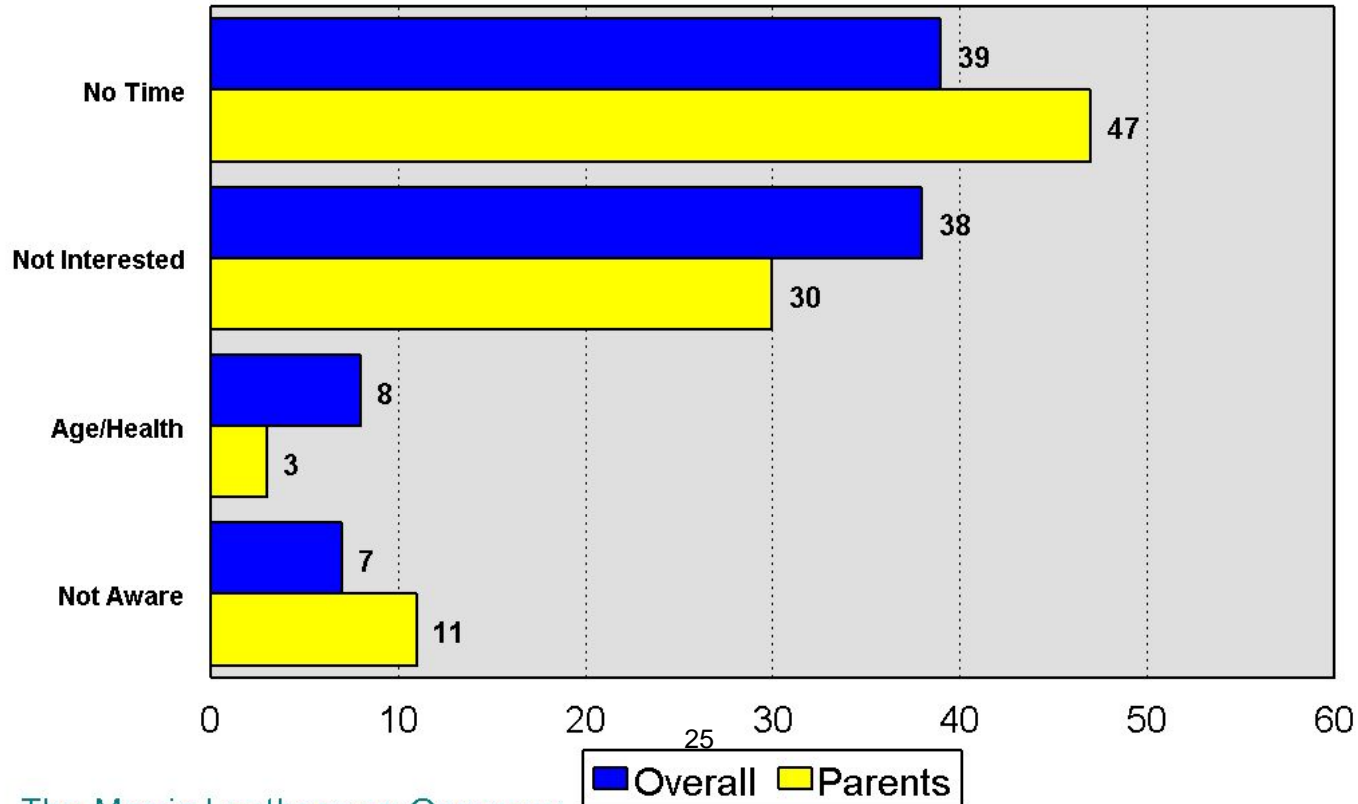
2025 Wayzata SD Community Education



Primary Reason for Not Participating

(Community Education Non-Users)

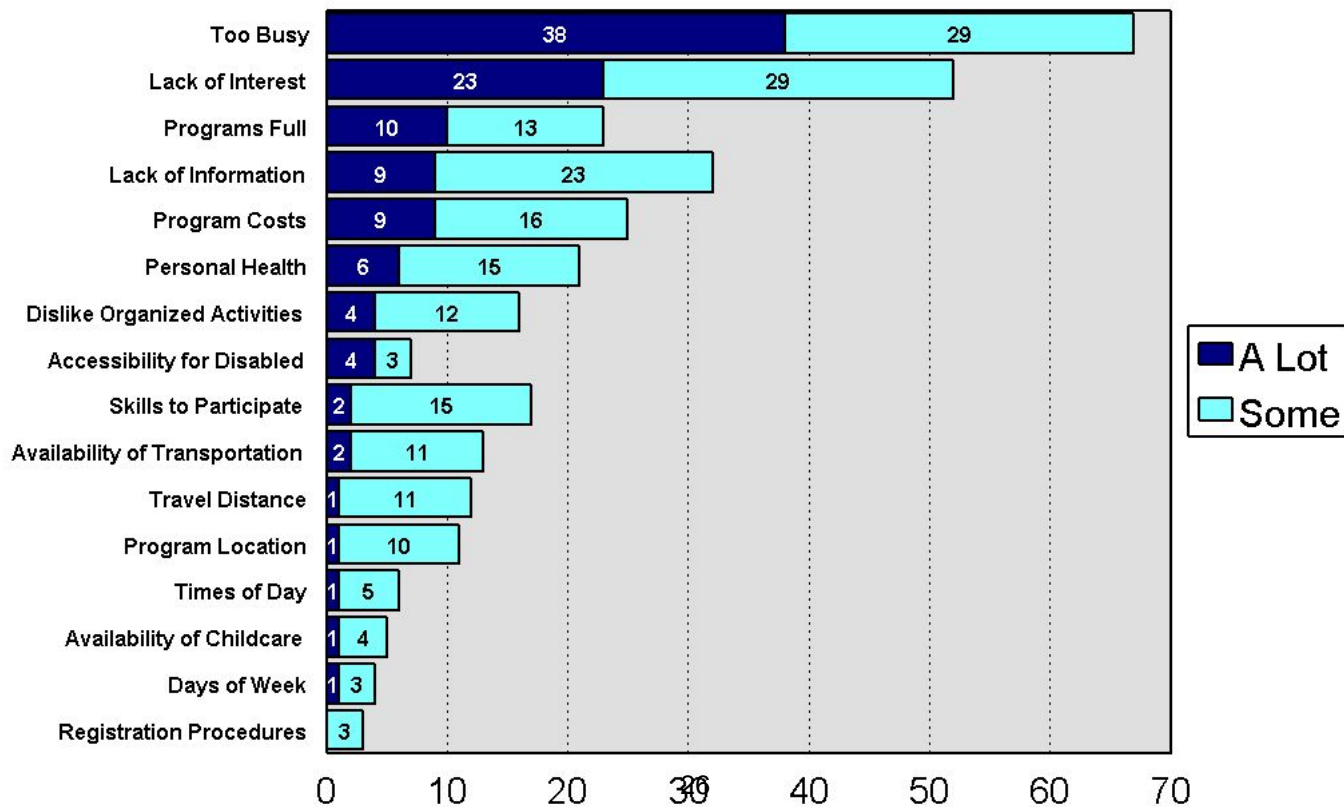
2025 Wayzata SD Community Education



Barriers to Participation

(Overall)

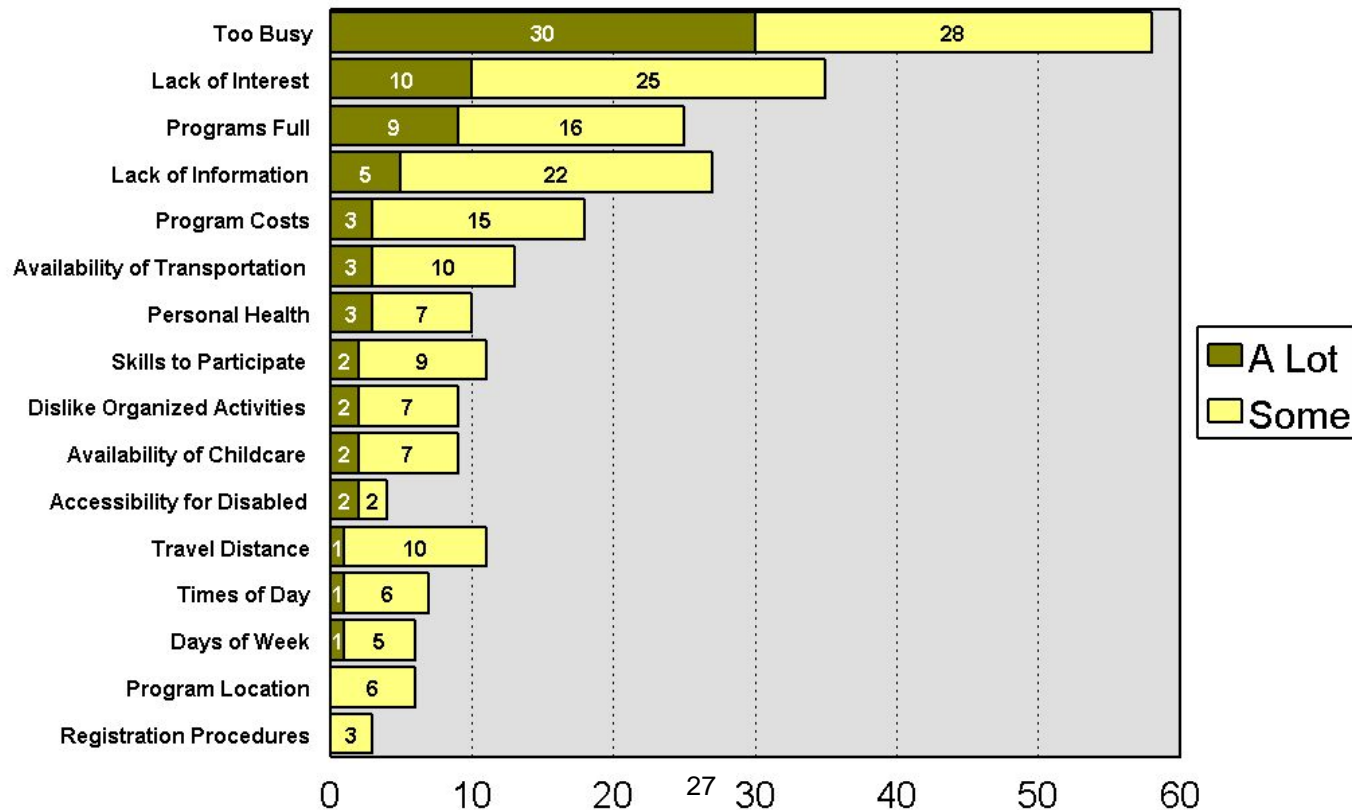
2025 Wayzata SD Community Education



Barriers to Participation

(Parents)

2025 Wayzata SD Community Education



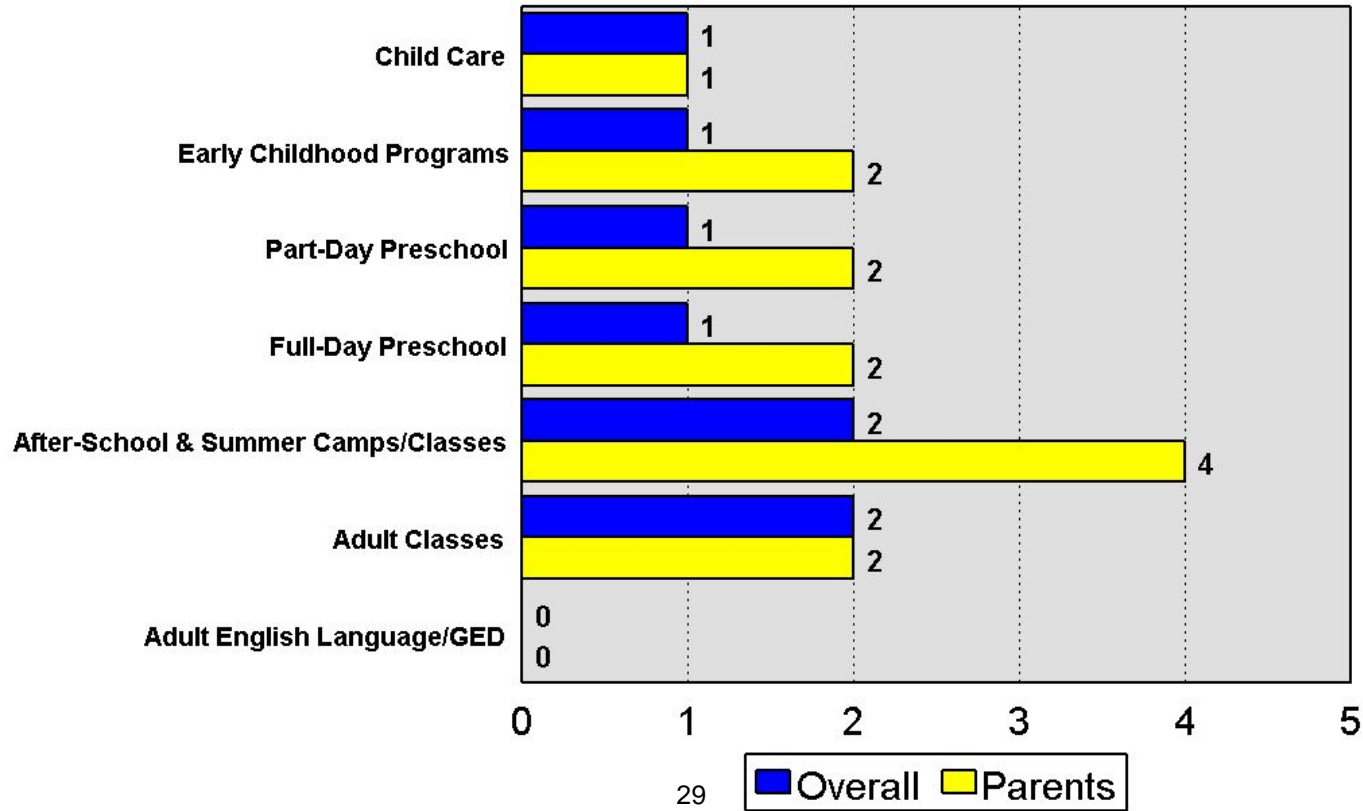
Key Barriers Demographic Profiles

2025 Wayzata SD Community Education

- ☒ “Programs Full”
 - ☒ Under 45 year olds
 - ☒ Renters
 - ☒ Post-graduates
 - ☒ Hispanic-Latinos
 - ☒ Asian-Pacific Islanders
 - ☒ Over \$150,000 annual income households
 - ☒ Southern Plymouth & Medicine Lake
- ☒ “Lack of Information”
 - ☒ 18-34 year olds
 - ☒ Households with preschoolers
 - ☒ Renters
 - ☒ Under \$75,000 annual income households

Program Participation Elsewhere

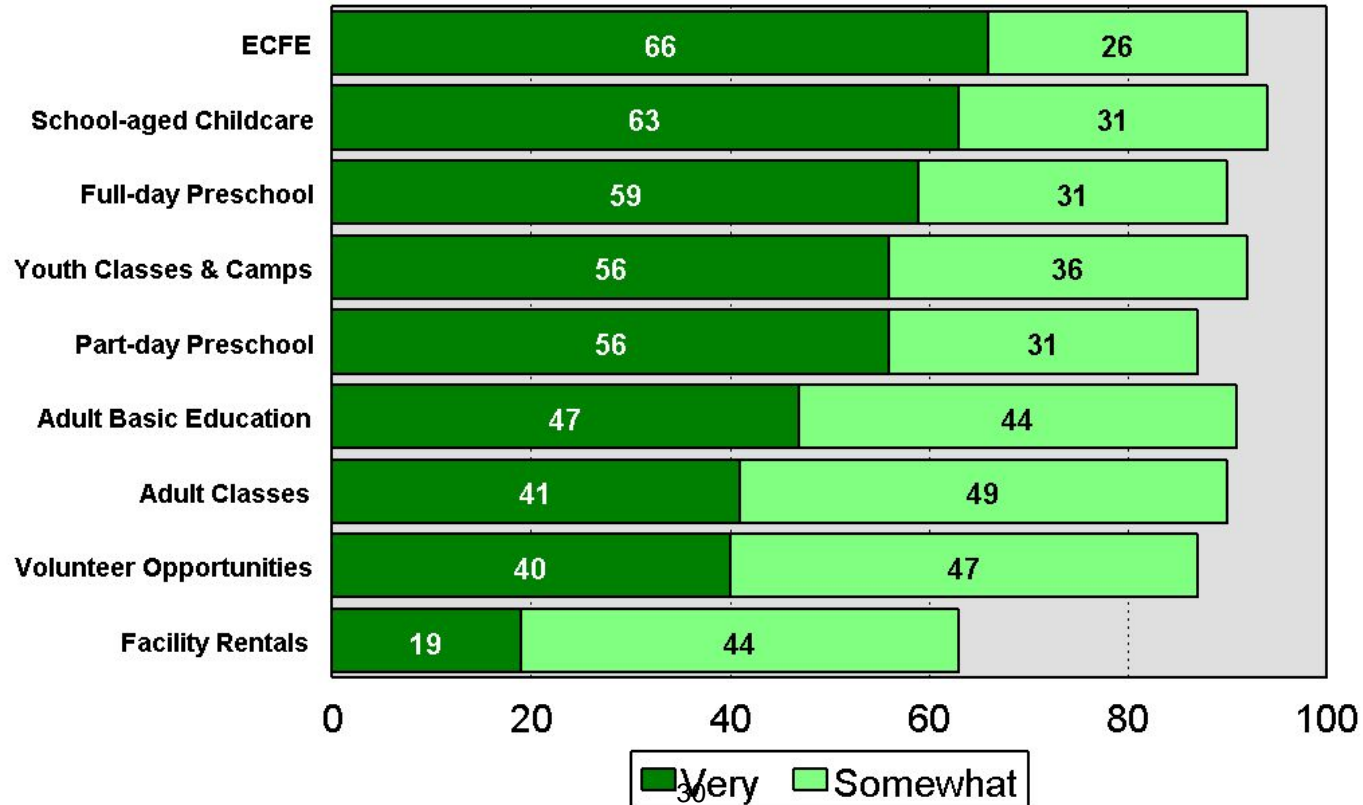
2025 Wayzata SD Community Education



Importance for Community Ed to Offer

(Overall)

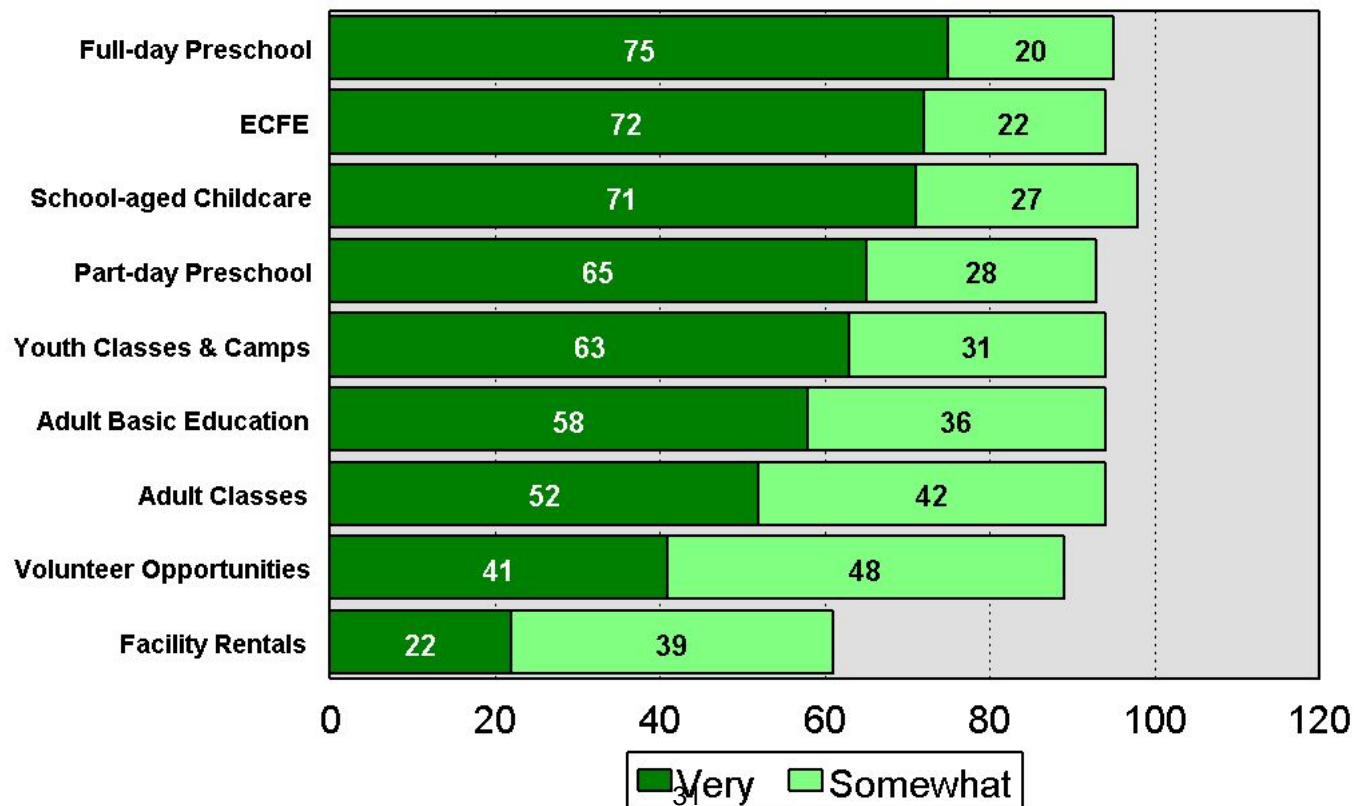
2025 Wayzata SD Community Education



Importance for Community Ed to Offer

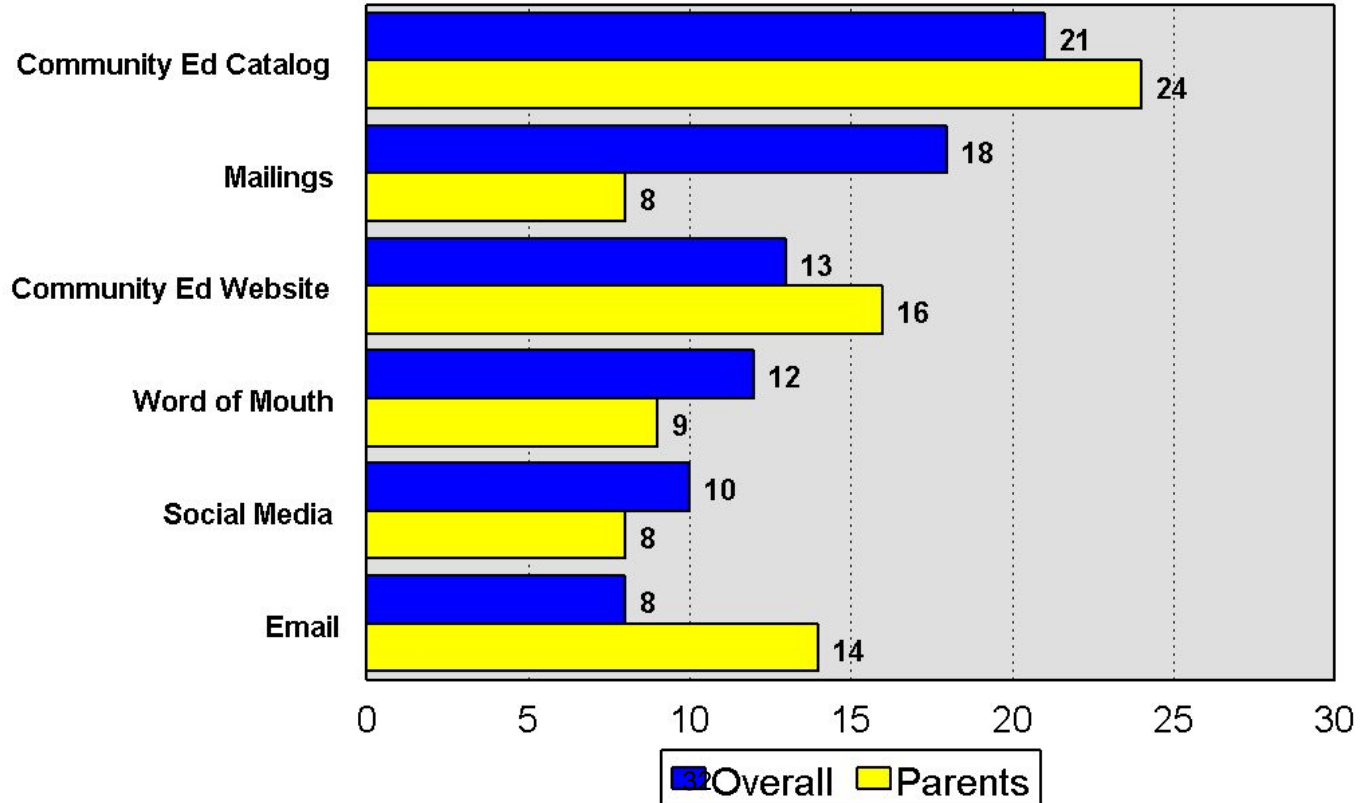
(Parents)

2025 Wayzata SD Community Education



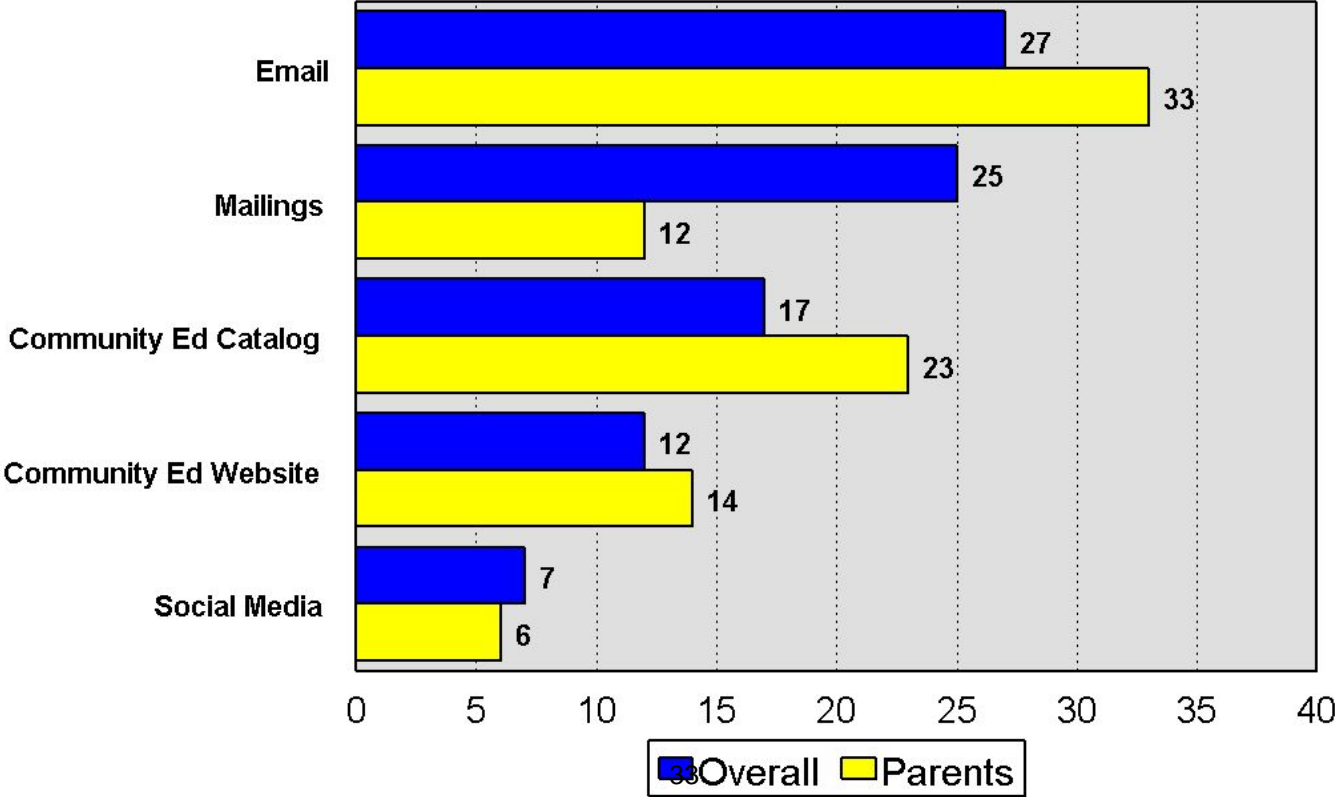
Primary Information Source

2025 Wayzata SD Community Education



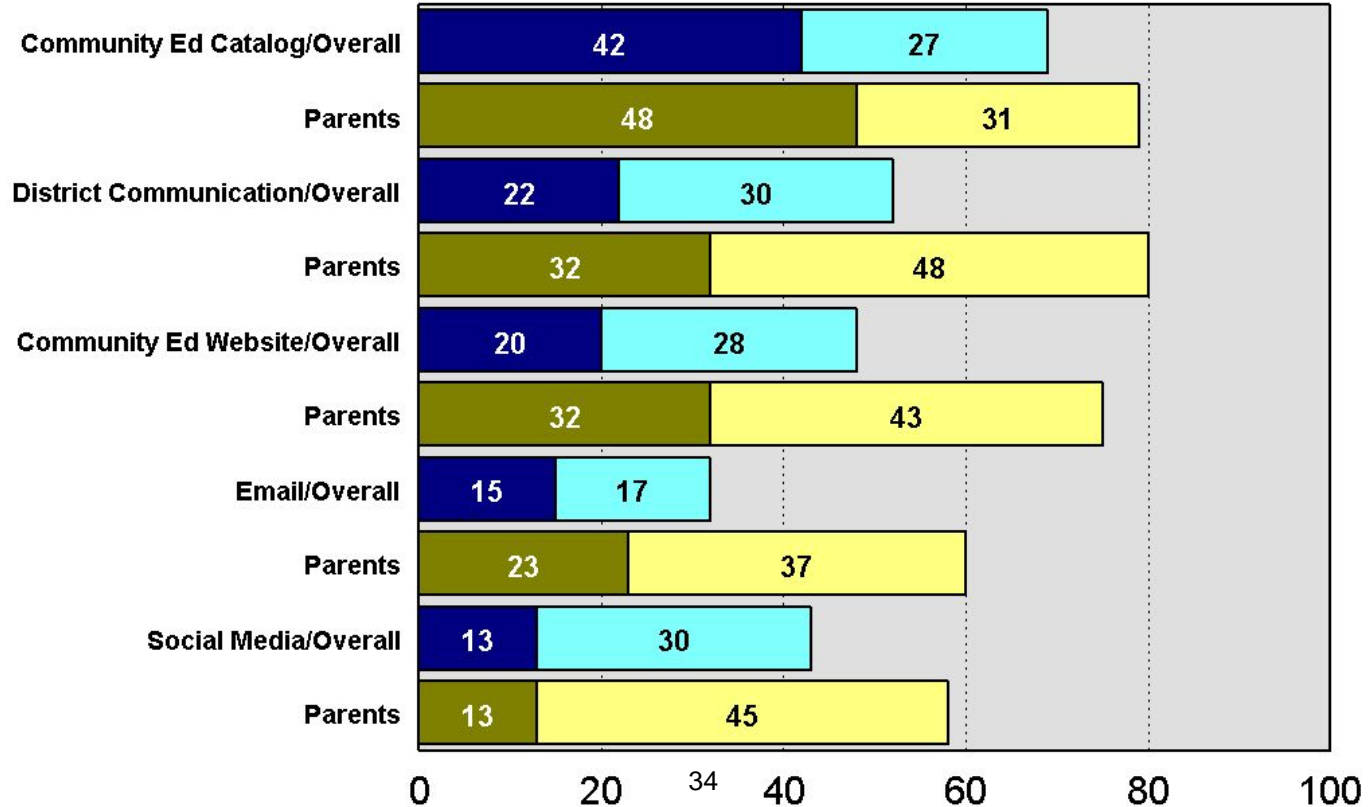
Most Effective Method To Receive Information

2025 Wayzata SD Community Education



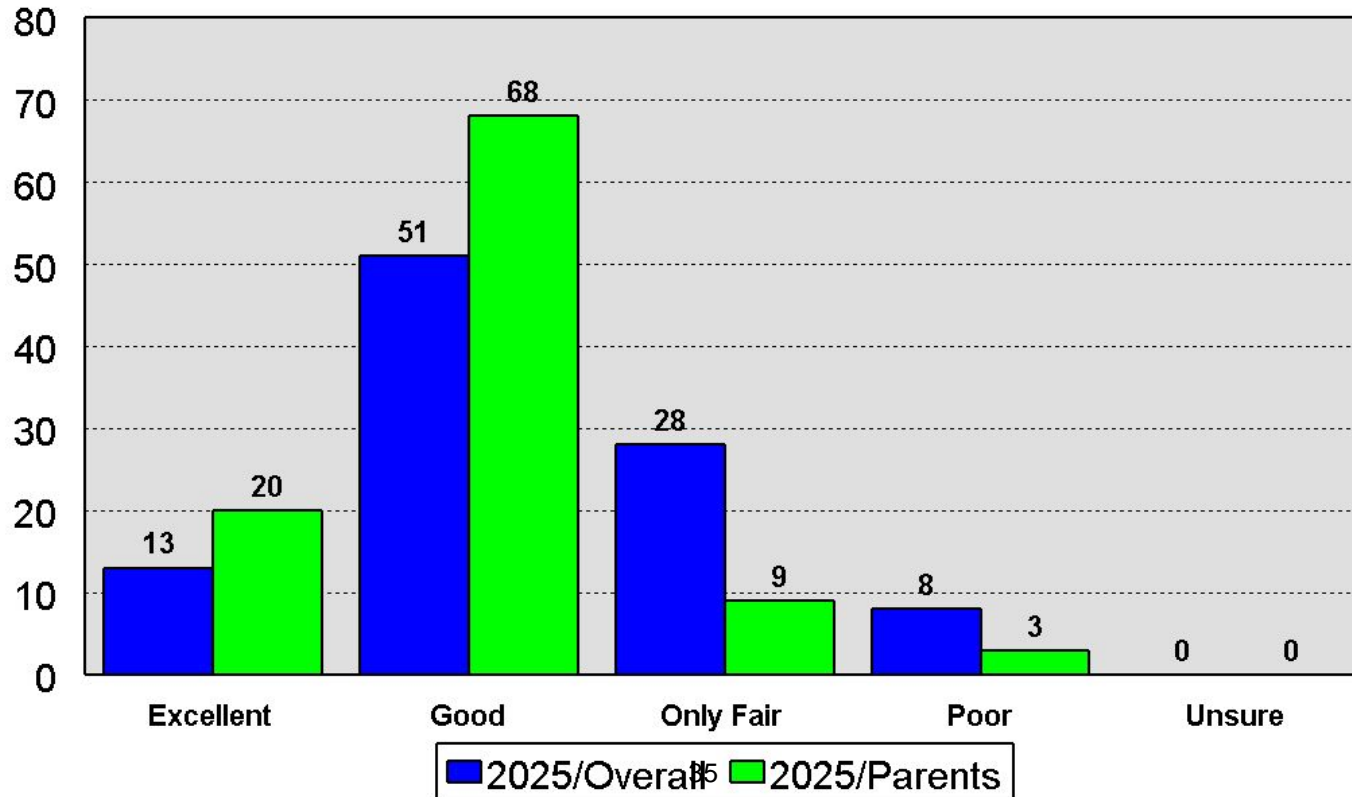
Sources of Information

2025 Wayzata SD Community Education



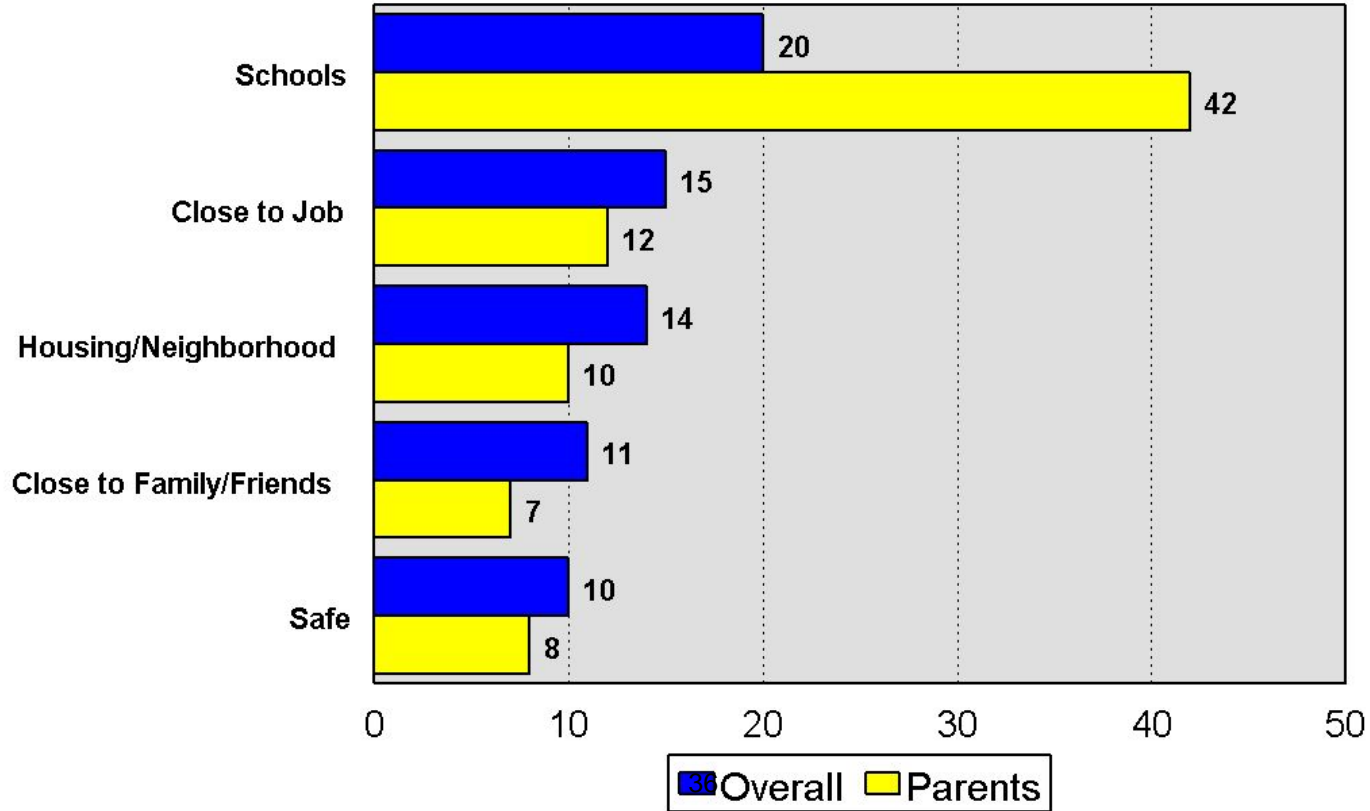
Rating of Level of Information about Community Education

2025 Wayzata SD Community Education



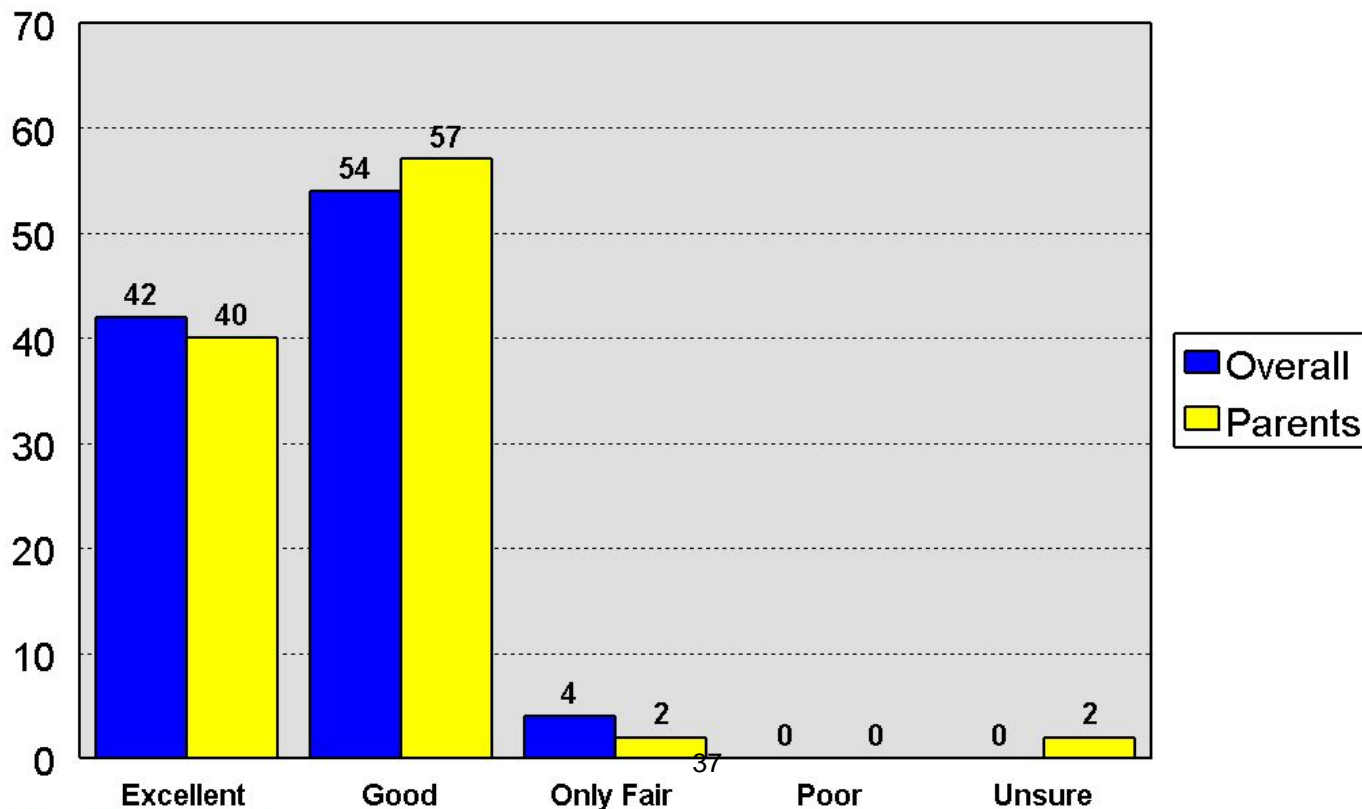
Most Important Factor Moving to Community

2025 Wayzata SD Community Education



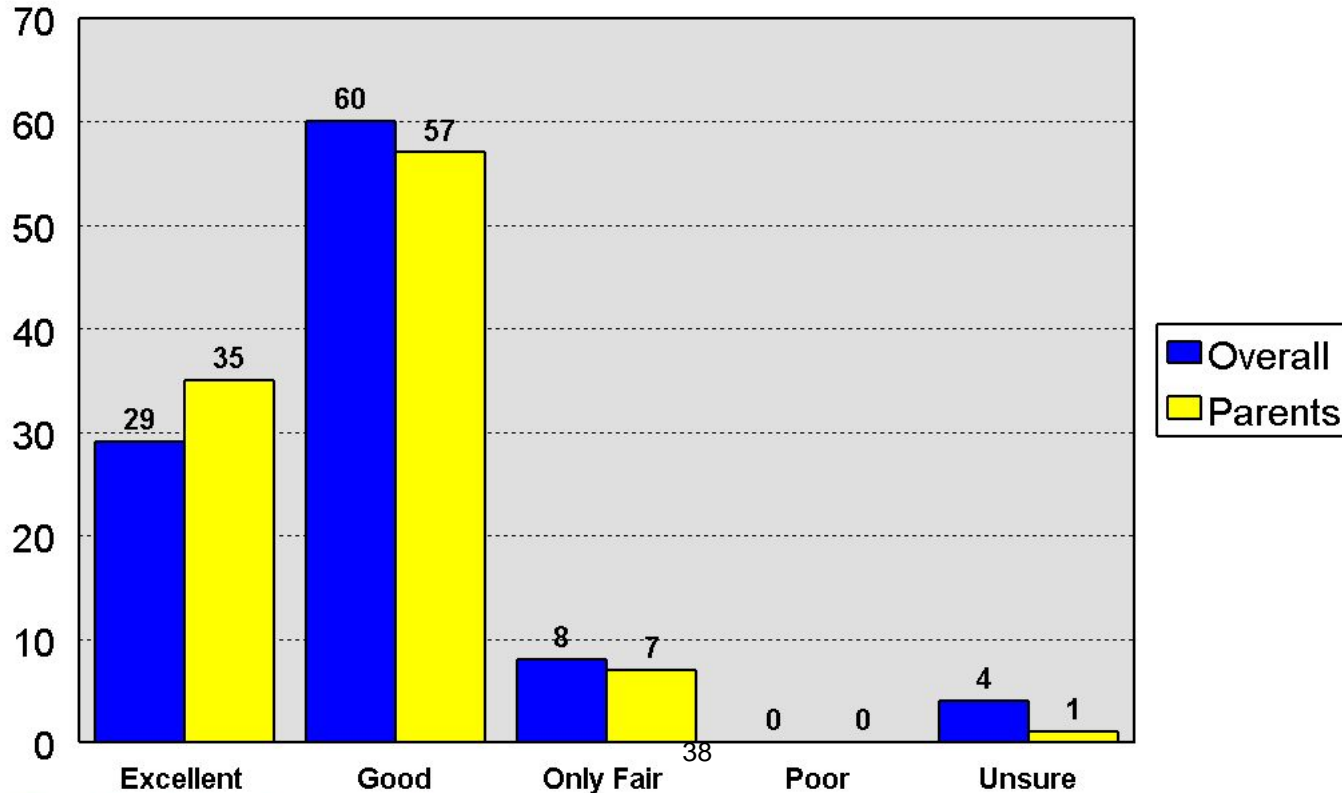
Rating of Quality of Life

2025 Wayzata SD Community Education



Rating of Sense of Community

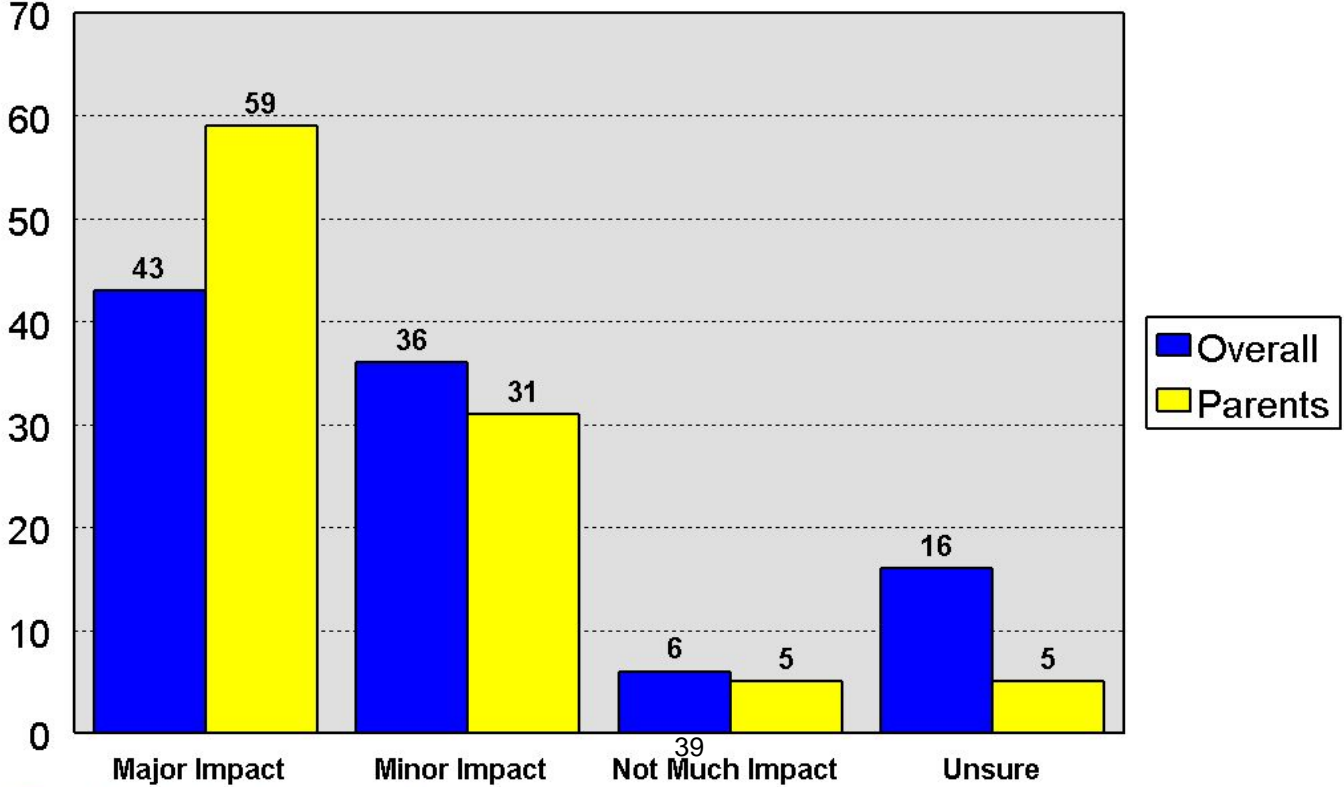
2025 Wayzata SD Community Education



Impact on Sense of Community of Wayzata CE

("Excellent" and "Good" only)

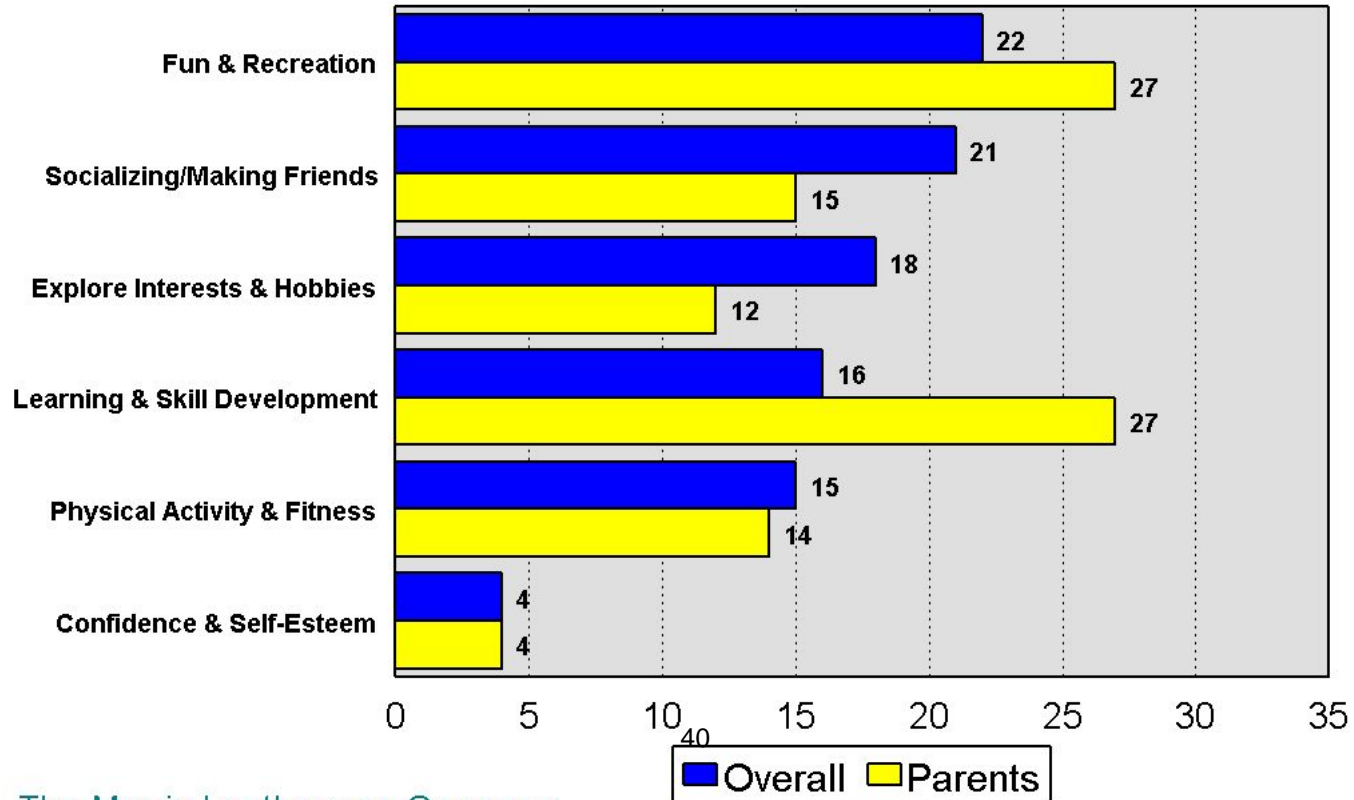
2025 Wayzata SD Community Education



The Morris Leatherman Company

Most Hoping to Gain When Participation in Community Ed

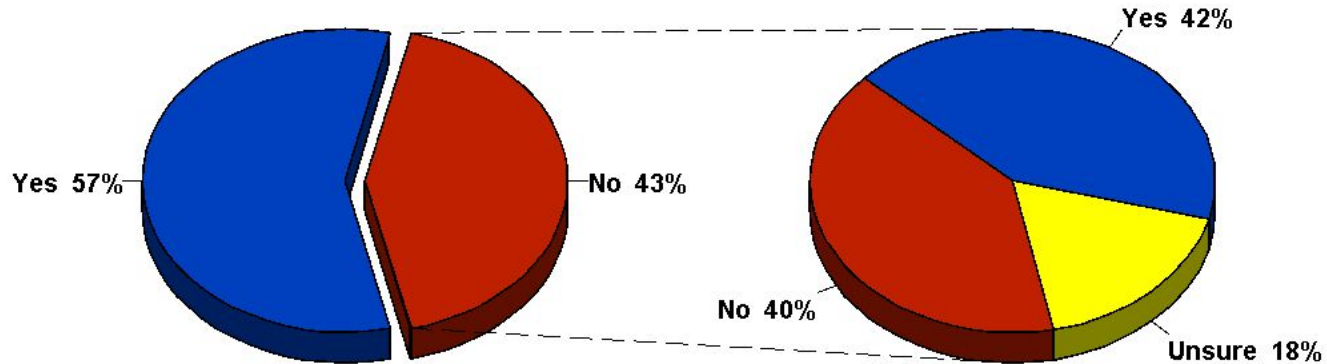
2025 Wayzata SD Community Education



Preschool Program

(Preschool Parents)

2025 Wayzata SD Community Education



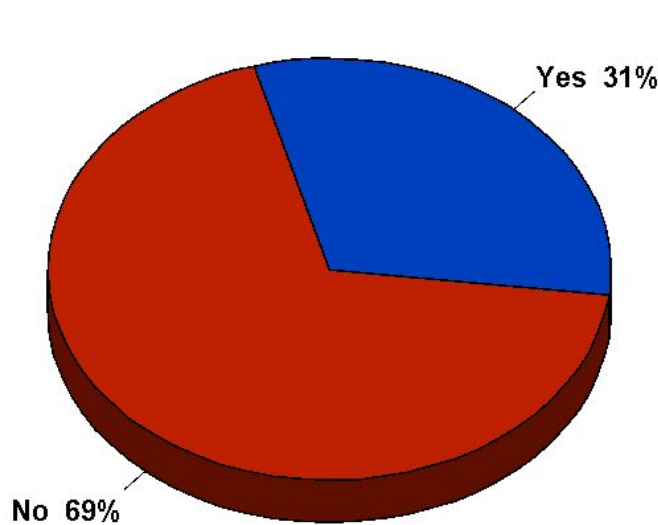
Child currently enrolled in either part-day or full-day preschool

More likely to enroll child if transportation was provided

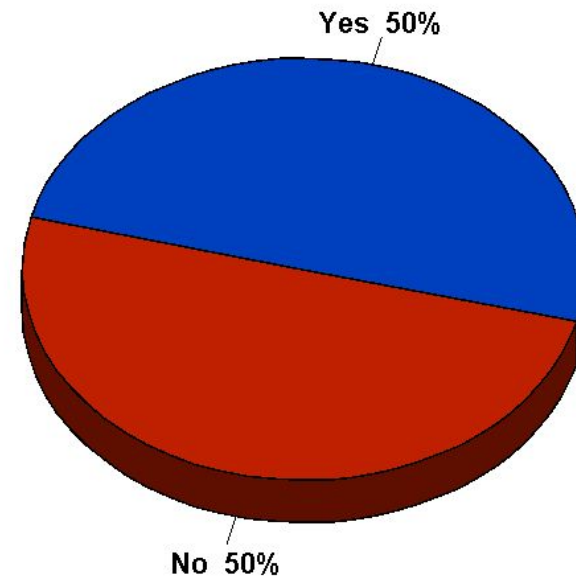
Elementary School Programs

(Parents of Elementary School Children)

2025 Wayzata SD Community Education



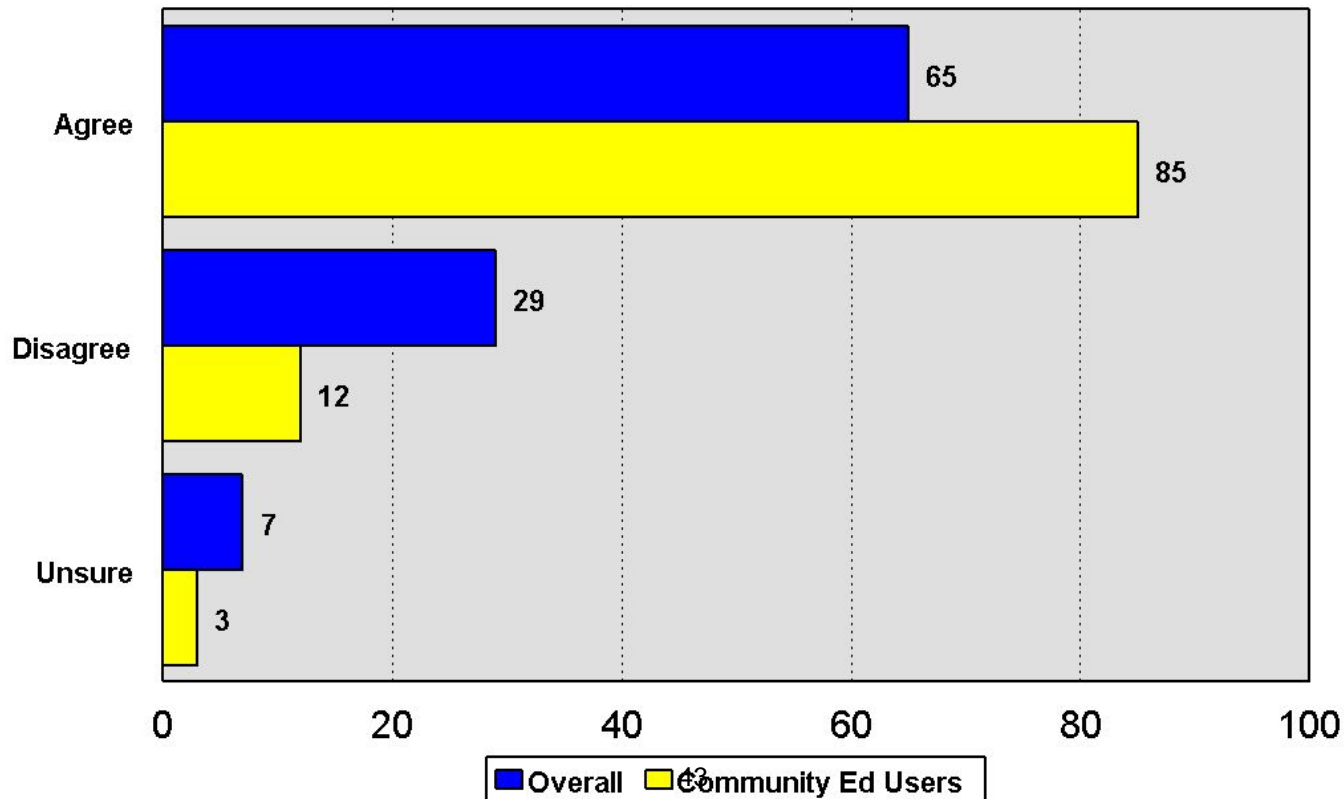
Child enrolled in either after-school youth classes or summer youth camps



More likely to enroll child if transportation was provided

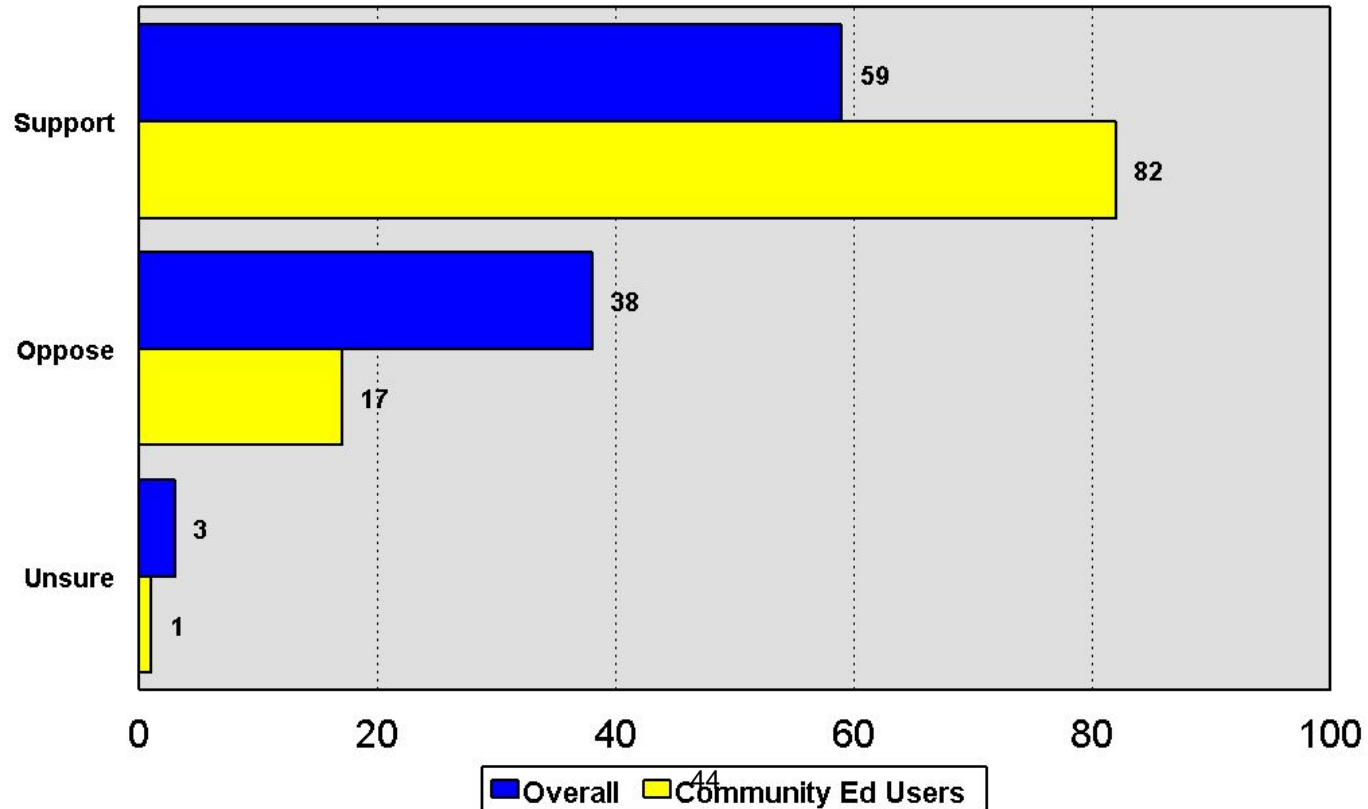
Good Invest/Support Tax Increase to Protect

2026 February Statewide Survey



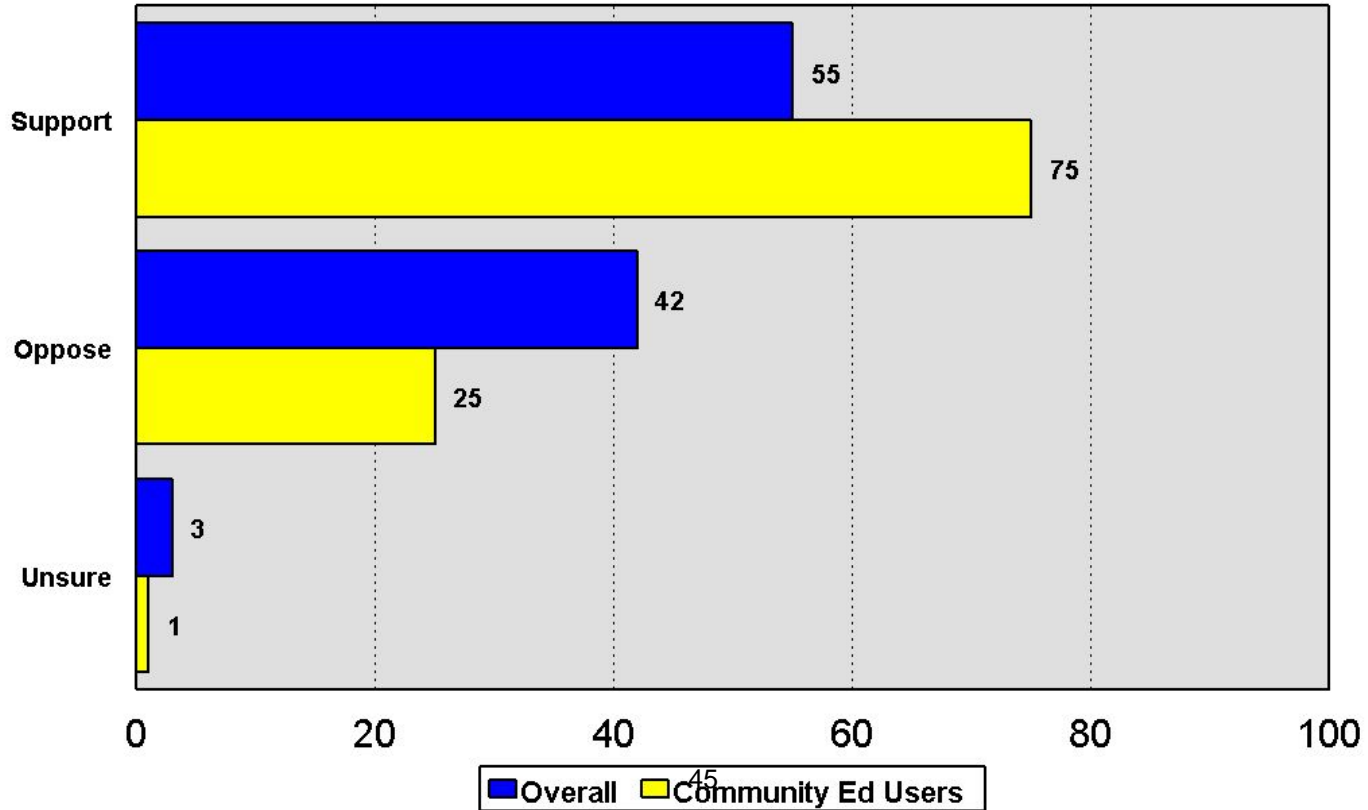
Support \$15 per month Property Tax Increase for Operating Levy

2026 February Statewide Survey



Support \$15 per month Property Tax Increase for Bond Referendum

2026 February Statewide Survey



What's Next?

- Move from quantitative data to qualitative "listening work" with underserved populations to ensure our future programming meets their specific needs.
- Explore new transportation options for preschool and youth classes to make it easier for every student to get to our programs.
- Enhance marketing strategies to favor email and the catalog, the community's preferred methods, while clarifying our brand.
- Launch outreach to our apartment communities for deeper engagement to reach renters who reported lower awareness and higher barriers to participation.
- Use these insights to strengthen and grow the essential programs that our community values most.



Thank you!

