

**School District of River Falls
Personnel Committee Meeting**

March 10, 2025 - at 7:00 PM or immediately following the 6:00 PM Educational Program Meeting
District Office
852 E Division Street
River Falls, Wisconsin 54022

Personnel Committee members: Stacy Johnson Myers (Chair), Alison Page, & Alan Tuchtenhagen

A quorum of the Board may be present for information-gathering purposes only.

Agendas can be viewed at <https://www.rfsd.k12.wi.us/district/school-board.cfm> or at
<https://meetings.boardbook.org/Public/Organization/1447>

1. **CALL TO ORDER - 7:00 PM (or immediately after Educational Program Committee Meeting)**
2. **MANNER OF PUBLIC NOTIFICATION OF MEETING**
3. **HEARING OF VISITORS OR DELEGATIONS**

4. **INSURANCE UPDATE**

2

Description: A brief update on the status of the 2025-26 insurance plan will be provided.

Recommended Action: None, informational only.

5. **STAFFING UPDATE**

4

Description: The administrative team will share a 2025-26 staffing update.

Recommended Action: None, informational only.

6. **NEW STAFF/MENTOR MID-YEAR CHECK-IN REPORT**

5

Description: Administration will share a report of new staff/mentor mid-year check-in meeting feedback.

Recommended Action: None, informational only.

7. **TEACHER RECRUITMENT MARKETING PLAN**

9

Description: Administration will share their teacher recruitment marketing plan.

Recommended Action: None, informational only.

8. **CONSIDERATION OF ADJOURNING TO CLOSED SESSION PURSUANT TO WIS. STAT. SEC. 19.85(1)(C), WHICH PERMITS CONVENING IN CLOSED SESSION FOR THE PURPOSE OF CONSIDERING EMPLOYMENT, PROMOTION, COMPENSATION OR PERFORMANCE EVALUATION DATA OF ANY PUBLIC EMPLOYEE OVER WHICH THE GOVERNMENTAL BODY HAS JURISDICTION OR EXERCISES RESPONSIBILITY, TO DISCUSS THE PRELIMINARY NONRENEWAL OF CERTIFIED STAFF AND TO DISCUSS AN ALTERNATIVE CERTIFICATION PATHWAY FOR A TEACHER. ROLL CALL REQUIRED.**

9. **CONVENE TO CLOSED SESSION**

10. **RECONVENE INTO OPEN SESSION TO AFFIRM ACTION TAKEN IN CLOSED SESSION**

11. **PROPOSED/SUGGESTED ITEMS FOR THE NEXT REGULAR AND FUTURE PERSONNEL MEETING AGENDA(S)**

Description: As always, committee members will be given the opportunity to suggest items for future committee and/or Board meeting agendas.

Recommended Action: As needed.

12. **SCHEDULE NEXT PERSONNEL COMMITTEE MEETING**

Description: Upcoming committee meeting dates, times, and locations will be reviewed.

Recommended Action: Set the meeting schedule as follows:

Personnel Committee meeting, Monday, April 14, 2025, 7:00 p.m. *(or immediately following Finance & Facilities)*
The meeting will be held at the District Office, 852 E. Division Street.

13. **ADJOURN**

RFSD Health Insurance Renewal Summary

I. History

- A. 2020-2021 through 2021-22 Health Partners (HP)
- B. 2022-23 through 2023-24 Medica
- C. 2024-25 through 2025-26 HP

II. Transition to HP 2024-25

- A. 4% increase for 24-25 with 12% cap in 25-26
 - 1. Aligned plan year with deductible/out of pocket
 - a) July 1- June 30th

III. HP renewal in 2025-26

- A. 12% increase for 2025-26 applied by HP
 - 1. High claims with projected risk
 - a) Claims loss ratio of 130%
 - (1) \$3.9 million incurred claims+pooling/\$3million in premiums
 - b) Total plan loss ratio of 139%
 - (1) \$4.2 million total net costs/\$3 million in premiums
 - c) High cost claimants (5)
 - (1) 18% of claims costs
 - B. Plan stays the same
 - 1. Deductible
 - a) \$2000/\$4000 (\$2400/\$4800)
 - (1) \$900/\$1800 HSA contribution
 - b) \$4000/\$8000 (\$4800/\$9450)
 - (1) No less than current HSA contribution: \$2204/\$4767
 - 2. Premium
 - a) Open Access: 87.5%/12.5%
 - b) *Achieve: 93%/7%
 - (1) *District pays same amount regardless of plan
 - 3. Cost Comparison

• Base Plan

– Deductibles/Out-of-Pocket Maximums reduced from \$2,400/\$4,800 to \$2,000/\$4,000

– Total Monthly Rates*

Open Access	Current	Renewal	Difference	Achieve	Current	Renewal	Difference
Single	\$876.42	\$981.59	\$105.17	Single	\$823.83	\$922.69	\$98.86
Family	\$1,994.70	\$2,234.06	\$239.36	Family	\$1,875.01	\$2,100.01	\$225.00

• Alt Plan

– Deductibles/Out-of-Pocket Maximums reduced from \$4,800/\$9,450 to \$4,000/\$8,000

– Total Monthly Rates*

Open Access	Current	Renewal	Difference	Achieve	Current	Renewal	Difference
Single	\$752.27	\$842.54	\$90.27	Single	\$707.13	\$791.99	\$84.86
Family	\$1,712.13	\$1,917.59	\$205.46	Family	\$1,609.40	\$1,802.53	\$193.13

*Total monthly rate means District and Employee contribution, combined

RFSD Dental Insurance Renewal Summary

- I. Self Funded
- II. HP renewal in 2025-26
 - C. % increase TBD for 2025-26
 - 1. Total plan loss ratio of 100%
 - 2. Reserve needed to pay claims

RFSD Voluntary Benefit Package

- I. Eyemed (2024-25): Total enrollment: 146
- II. Accidental Injury
- III. Critical Illness
- IV. Hospital Indemnity

RFSD Benefit Survey

- I. Sick time/Paid time off (PTO)
- II. Pay entire premium

2025-26 CERTIFIED STAFF HIRES

	LOCATION	POSITION	APPLICANTS	INTERVIEW	REPLACES	REASON	NEW EMPLOYEE	NOTES
1	HS	SCIENCE			Merkatoris, A	Resignation		
2	HS	SPANISH			Muenich, C	Retirement		
3	HS	SPEL			Anderson-Smolinksi, M	Resignation		<i>Unfilled 2024-25</i>
4	DISTRICT	OT			NA	New Position		
5	DISTRICT	SP/L			NA	New Position		
6	MMS	Social Studies			Carlson, J	Resignation		
7	MMS	SPEL			NA	New Position		
8	MMS	Music			Fuller, Mk	Retirement		
9	WS	4th Grade			Lindquist, N	Retirement		
10	WS	Title I Reading			Owens, K	Retirement		
11	RB	SPEL			NA	New Position		
12	RB	1st Grade			Kornmann, C	Retirement		
13	GW	Music			Jantscher, B	Retirement		
14	GW	Speach/Language			Lindevig, K	Retirement		

New Teacher Check-In Summary

New Teachers Met With	25
Mentor Support (1-10):	8.2
Mentor Experience	<p>Overall, very positive. Some challenges with arranging scheduled meeting time. However mentees feel like mentors take their role seriously and work hard to support new teachers.</p> <p><i>Very helpful, supportive, willing, texting outside of work, sharing materials/ideas.</i></p> <p><i>She is probably going above and beyond. Check in with me via text at the end of the day. So smart, very aligned in our classroom desires.</i></p> <p><i>Going really well. We have a strong relationship. We've had the time to meet. She is really good at answering my questions. Lends me materials, helps me however she can.</i></p>
First Month Summary	<p>Orientation was viewed as a success.</p> <p><i>Orientation was good, helpful. Gave me an idea of district philosophies and systems. Great to see board members and central office staff as interested. Felt very welcomed.</i></p> <p><i>Orientation was really good. I really appreciated that.</i></p> <p>Tech access to class link, schoology, IC, curriculum sites.</p> <p>Computer hook ups, connection to printer, smart board.</p>

New Teacher Check-In Summary

<p>What's going well?</p>	<p>Supportive colleagues, relationship building with students.</p> <p><i>Supportive colleagues/admin. Have loved getting to know the kids. Systems are strong</i></p> <p><i>Overall, the building really values its educators. Trusts them fully, while knowing what's going on in the classroom</i></p> <p><i>Even though I'm new I feel part of the family</i></p> <p><i>I love how the district collaborates. I feel really lucky to have the support of the school board and community.</i></p> <p><i>I feel that the district wants us to have what we need.</i></p>
<p>What are some of the challenges?</p>	<p>Getting to know curriculum</p> <p>Overcoming lack of institutional knowledge. Where things are, who to go to for what.</p>
<p>How's it going scale of 1-10</p>	<p>7.8</p>
<p>Likelihood of returning next year? (1-10)</p>	<p>9.6</p>

New Para Check-In Summary

New Paraprofessionals Met With	30
Mentor Support (1-10):	9.3
Mentor Experience	<p>Mentees are grateful for their mentors. Mentors are viewed as helpful and caring. Schedules are viewed as a barrier to successful mentoring <i>She checks in regularly. She is so approachable, has good knowledge, and has been a good role model for me.</i></p> <p><i>My mentor is very helpful. She checks in from time to time. She's a good human.</i></p> <p><i>Mentoring is going really well. I can go to her with anything. She checks in and we talk daily.</i></p>
First Month Summary	<p>The first month was a challenge for most new paraprofessionals.</p> <p><i>Difficult to get into a routine, it was all new to me. Expectation for what I was hired for was different than what it really was.</i></p> <p><i>I didn't have a clear understanding of what my responsibilities were when I got to my assignments.</i></p> <p><i>More explanation of duties and responsibilities would have been nice.</i></p> <p><i>Been wonderful, been an amazing experience.</i></p>
What kind of training or support would have made your transition smoother?	<p><i>Modeling/shadowing from my mentor earlier in the first month</i></p> <p><i>Student behavior management techniques.</i></p> <p><i>Where stuff is, who to go to.</i></p>

New Para Check-In Summary

<p>What's going well?</p>	<p>Connections with colleagues and students.</p> <p>Positive environment</p> <p><i>Everyone is very positive here. The kids are happy.</i></p> <p><i>I love this job. Atmosphere is really good. Everybody I interact with is nice, we enjoy each other and the stuff we work on. This is one of the best work environments.</i></p> <p><i>It's been going really well. Kids are great. Coworkers are great. I feel welcomed, and supported.</i></p>
<p>What are some of the challenges?</p>	<p>Behavior management</p>
<p>How's it going scale of 1-10</p>	<p>8.1</p>
<p>Likelihood of returning next year? (1-10)</p>	<p>8.5</p>

Teacher Recruitment Marketing Plan

Date: Jan - May, 2025

Objective: Attract top educators by showcasing the district's strengths through engaging recruitment videos. Highlight supportive administration, teacher growth, mentorship, and River Falls as a great place to live.

Target Audience:

- New and mid-career educators seeking opportunities
- Education majors and recent graduates

Videos:

- **1 Long-Form Video (2:30 min):** In-depth look at district benefits, culture, and opportunities.
- **3 Short-Form Videos (30 sec each):**
 - Supportive environment & administration
 - Mentorship for new teachers
 - Growth & professional development
 - River Falls community appeal (small-town charm, city access)

Process:

- I. Received bids from video production companies.
 - A. Captivate
 - B. DMM Productions
- II. Settled on a contract with DMM Productions
 - A. Local business run by RFHS graduate Dakota Nyberg
- III. Strategy Planning Meetings
 - A. Purpose
 - B. Interview Questions
 - C. Timelines
 - D. Identify staff to interview
- IV. Video Shoots
 - A. January 27th, 2025
- V. Production of "First Cut"
 - A. February 5, 2025
- VI. Edits
- VII. Production of "Final Cut"
 - A. Minor Edits
- VIII. Final Cut

Recruitment video promotion:

- I. **Website:** RFSD website landing page will be adjusted to include “Join our Team” Link
 - A. Link will take them main employment page, which will include:
 1. Teacher recruitment video
 2. Link to certified and support staff vacancies
 - B. Video will be prominently displayed on RFSD website landing page
- II. **Community & College Partnerships**
 - A. **Local Outreach:** Share in Chamber newsletter
 - B. **University Partnerships:**
 - a. Feature videos in career services newsletters & social media
 - b. Showcase videos at virtual career fairs & in job fair booths
 - c. Direct contact with Wisconsin and Minnesota colleges to provide videos to upcoming teacher graduates: [Teacher recruitment video contacts](#)
- III. **Social Media:** Facebook & Instagram
 - A. Organic
 - a. Shorts will be shared with staff via email, encouraging them to share on their social media pages (optional)
 - b. Various posts featuring videos, testimonials, and behind-the-scenes content
 - c. A new short will be shared every 2 weeks on our district social media platforms
 - B. Paid Ads
 - a. Target educators within 100 miles
 - b. A/B test messaging, retarget engaged viewers
- IV. **Email Marketing:** Embed video with a message “A place to call your home - join our district!”
 - A. eNewsletter, individual school newsletters
 - B. (optional) add to signature line in emails
 - C. (optional) personal emails sent
- V. **Website & Job Postings:** Include short videos in job postings (WECAN, Indeed, Handshake, K12JobSpot)

Success Measurements:

- Video views & engagement rates (likes, shares, comments)
- Website traffic increase to the employment page
- Click-through rates from emails & social media ads
- Number of applications received
- Feedback from university partners & job fair attendees