

Work Session

Monday, November 13, 2023 4:00 PM

ECC 350, 5701 Normandale Road, Edina, MN 55424

I. Determination of Quorum and Call to Order

II. Approval of Agenda



School Board Work Session
Monday, November 13, 2023; 4:00 PM
ECC Room 350

- I. **Determination of Quorum and Call to Order**
- II. **Approval of Agenda**
- III. **Discussion**
 - A. EPS 2023 Residential Survey

Description: It is important to garner feedback from our Edina Public Schools (EPS) community. A comprehensive statistically reliable survey is one method that EPS has used to better understand the impact of district efforts. Morris Leatherman surveyed Edina residents and parents. This agenda item provides the results of that survey.
Presenter(s): Peter Leatherman, Morris and Leatherman Company; and Dr. Stacie Stanley, Superintendent
 - B. Extended Travel Process Updates

Description: This board report provides information on updates that have been made to the processes for extended travel. The purpose of the updates is to add clarity and support for the staff leading the experiences, as well as the students and families engaging in them. The updates specifically tighten the alignment with Policy 538 to ensure travel experiences are “properly planned, well-organized, conducted in an orderly manner and safe environment, and are carefully supervised.”
Presenter(s): Jody De St. Hubert, Director of Teaching and Learning
 - C. Marketing Update

Description: Marketing plans for the 2023-24 school year.
Presenter(s): Daphne Edwards, Director of Marketing and Communications
- IV. **Leadership and Committee Updates**
- V. **Superintendent Updates**
- VI. **Adjournment**

III. Discussion

III.A. EPS 2023 Residential Survey



Board Meeting Date: 11/13/2023

Title: EPS 2023 Residential Survey

Type: Discussion

Presenter(s): Peter Leatherman, Morris and Leatherman Company; and Dr. Stacie Stanley, Superintendent

Description: It is important to garner feedback from our Edina Public Schools (EPS) community. A comprehensive statistically reliable survey is one method that EPS has used to better understand the impact of district efforts. Morris Leatherman surveyed Edina residents and parents. This agenda item provides the results of that survey.

Recommendation: This is for report and discussion only. No recommendations at this time.

Desired Outcomes from the Board: Review presentation and bring any questions you might have.

Attachment(s):

1. Edina Public School District 2023 Residential Survey Presentation

Edina Public School District

2023 Residential Survey

Morris Leatherman Company

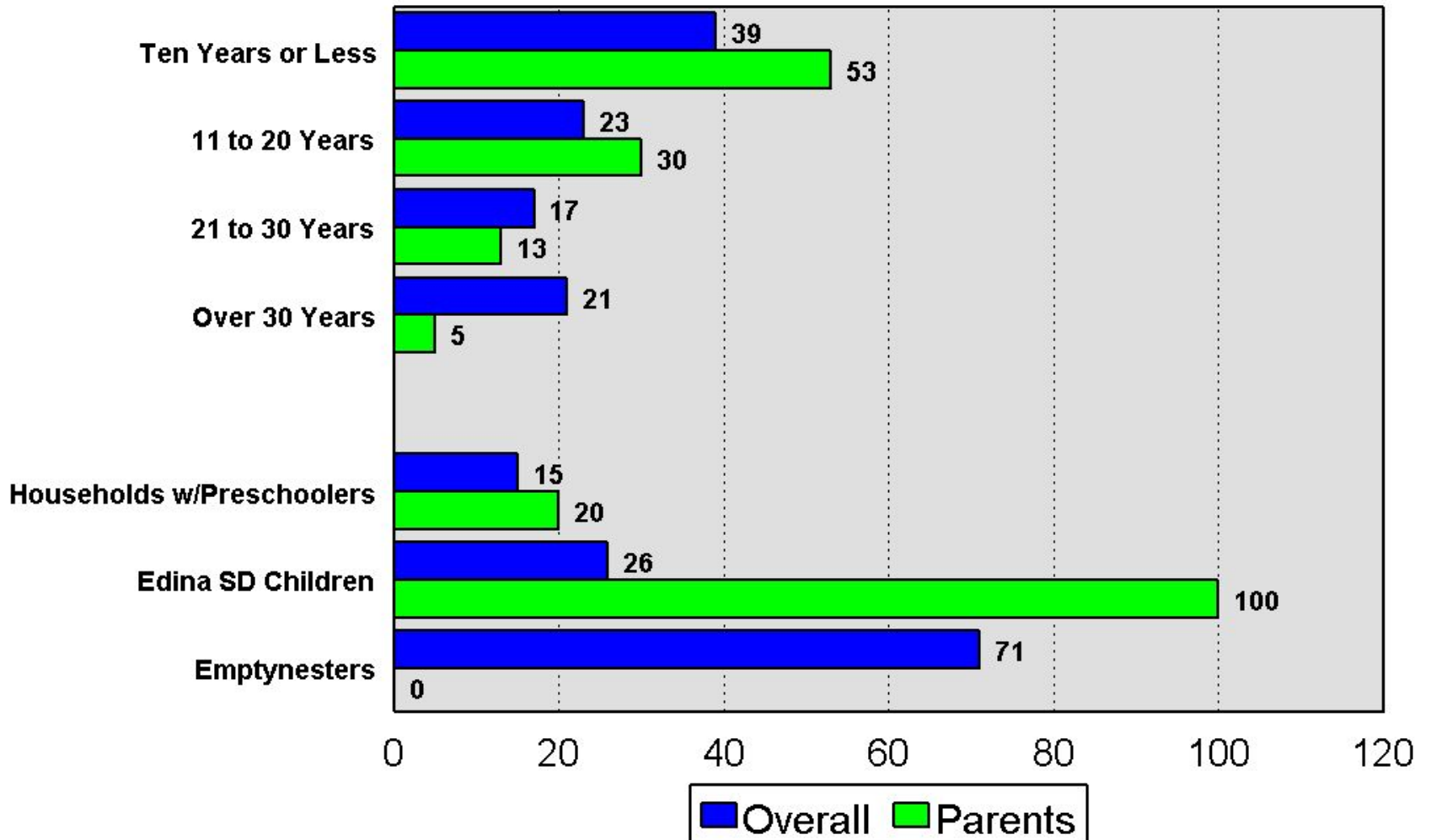
Survey Methodology

2023 Edina School District

- ⊠ 400 random sample of Edina School District residents.
 - ⊠ Results projectable within +/-5.0% in 95 out of 100 cases
- ⊠ 400 random sample of Edina School District parents.
 - ⊠ Results projectable within +/-5.0% in 95 out of 100 cases
- ⊠ Average interview time of 12 minutes
- ⊠ Non-response level of 6.0%
- ⊠ Telephone interviews conducted between October 9th and 26th, 2023

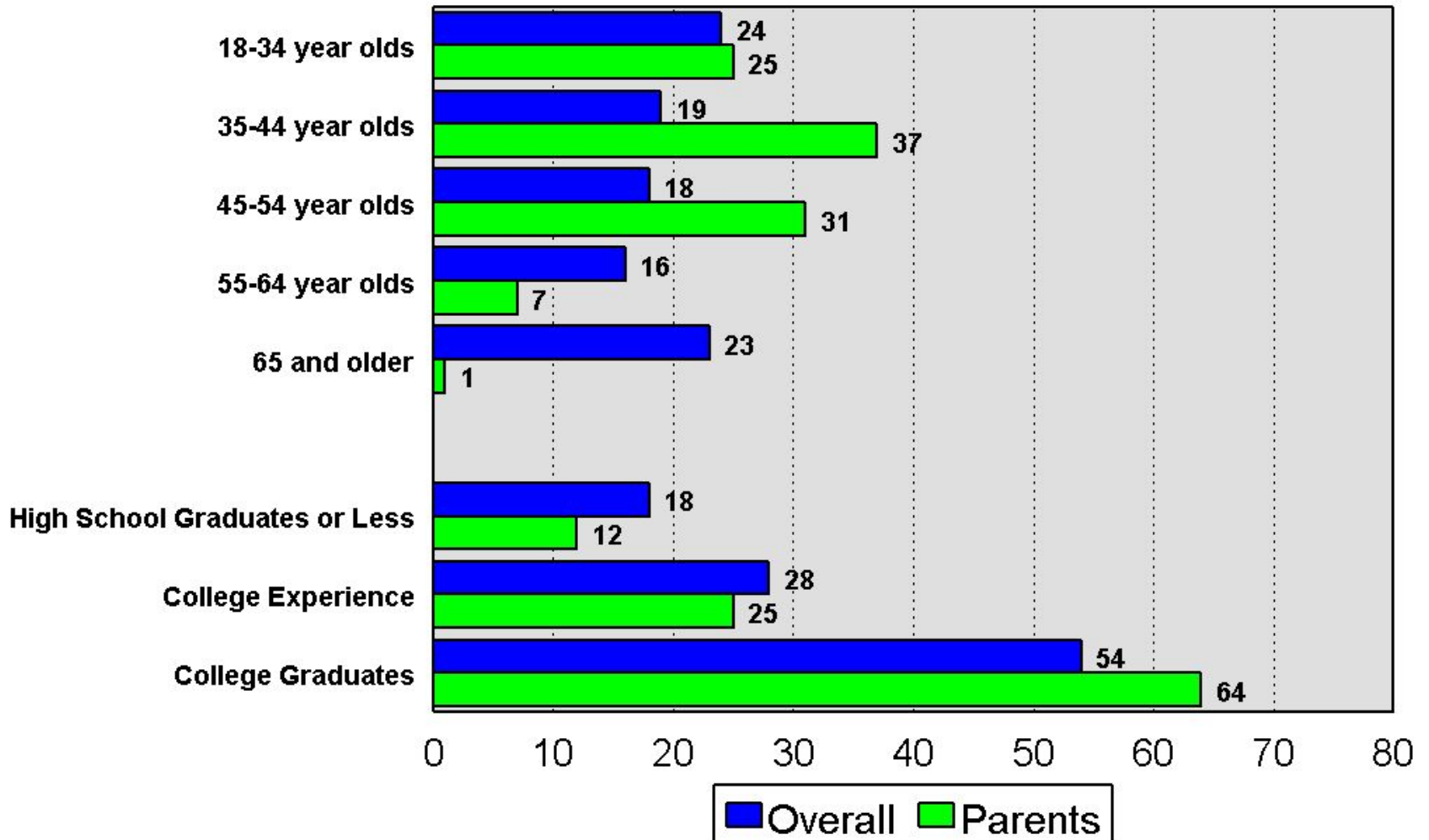
Demographics I

2023 Edina School District



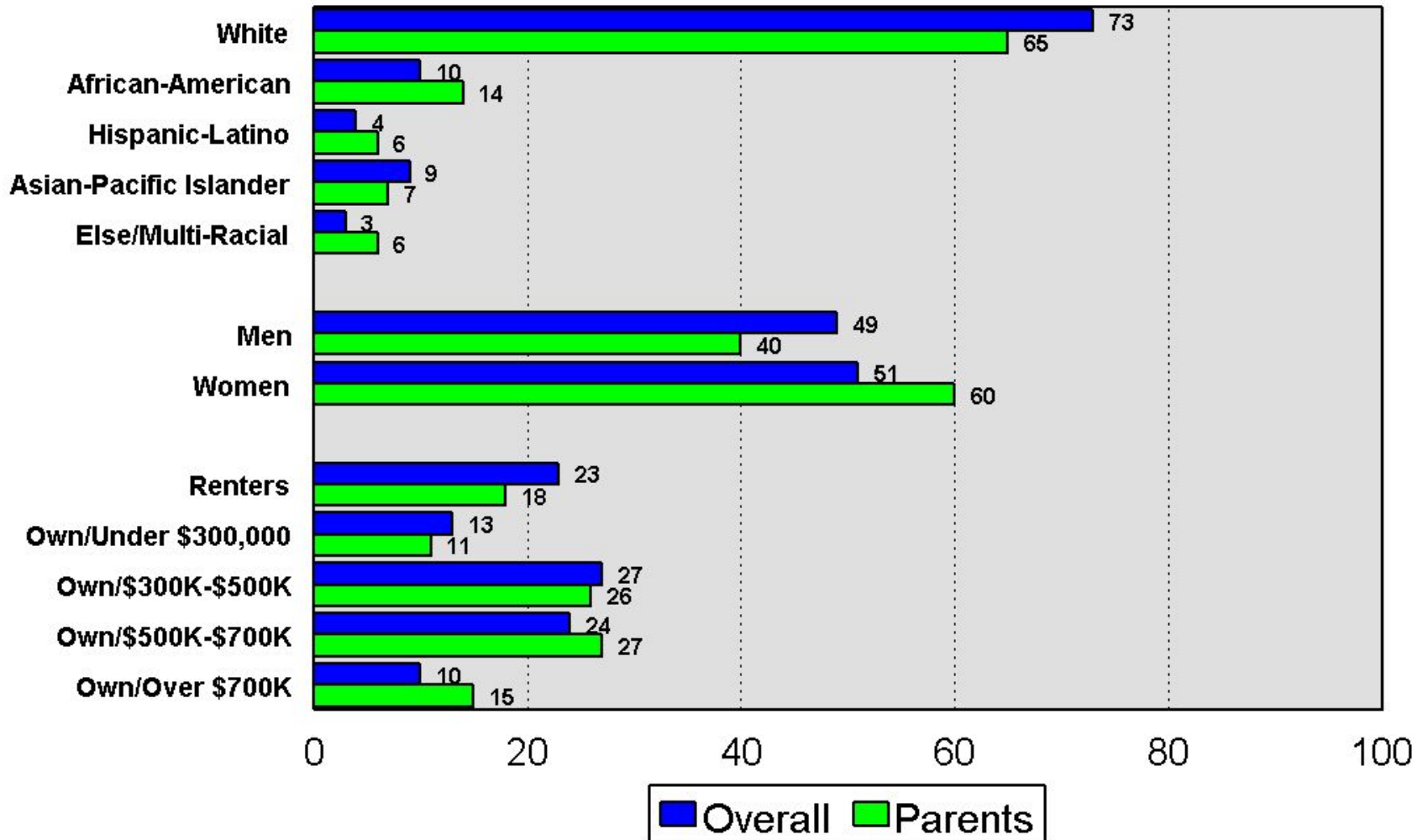
Demographics II

2023 Edina School District



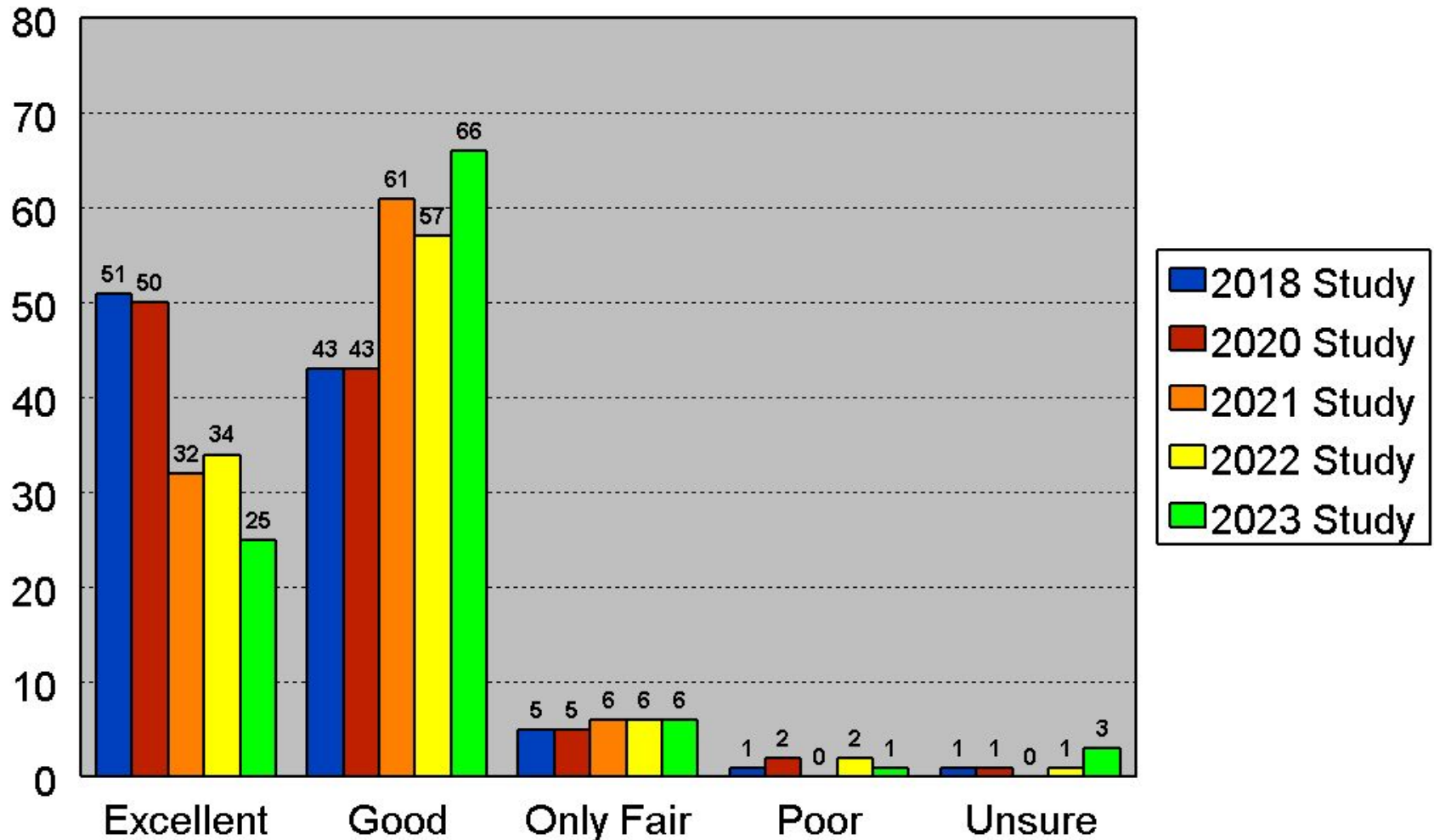
Demographics III

2023 Edina School District



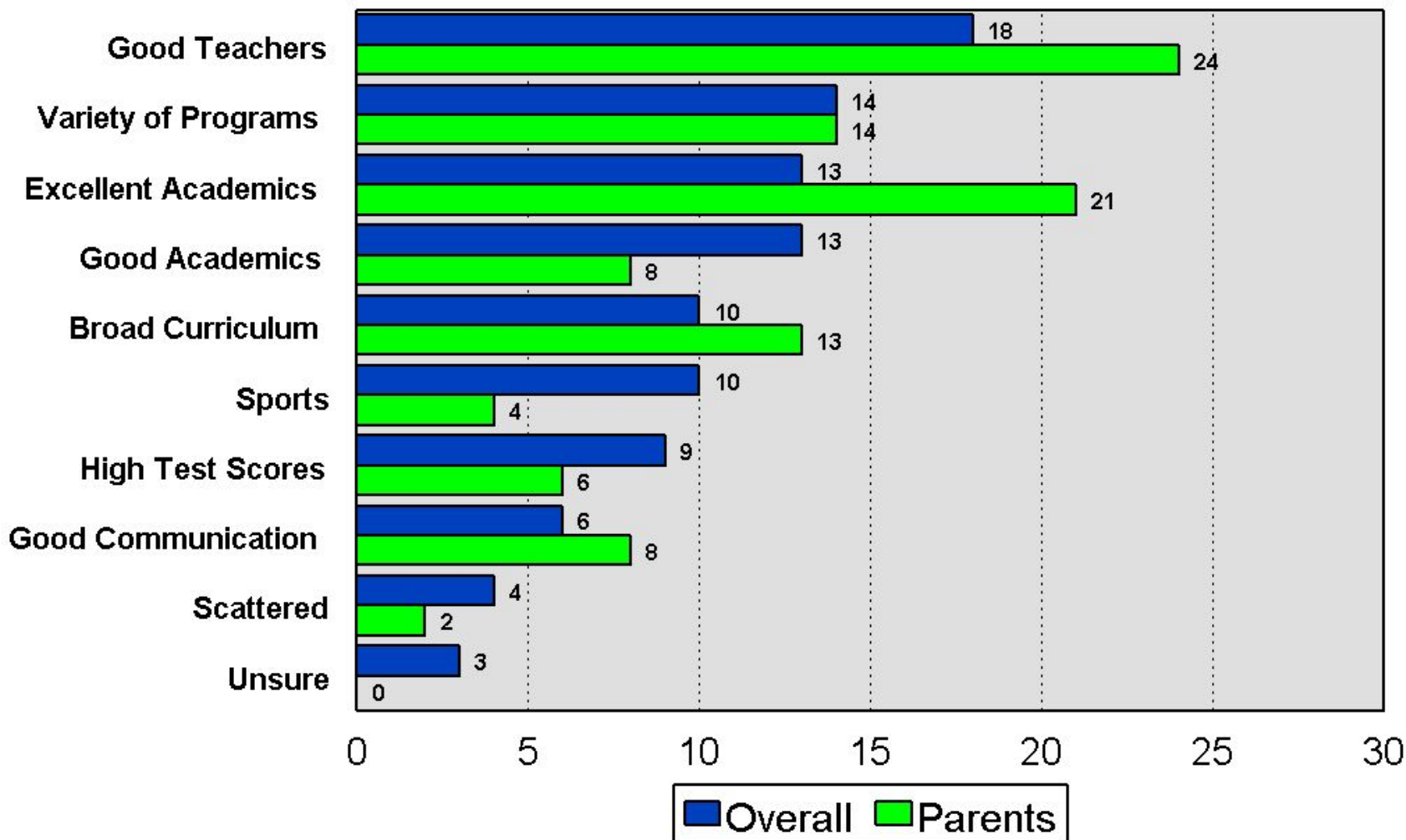
Quality of Public Schools

2023 Edina School District



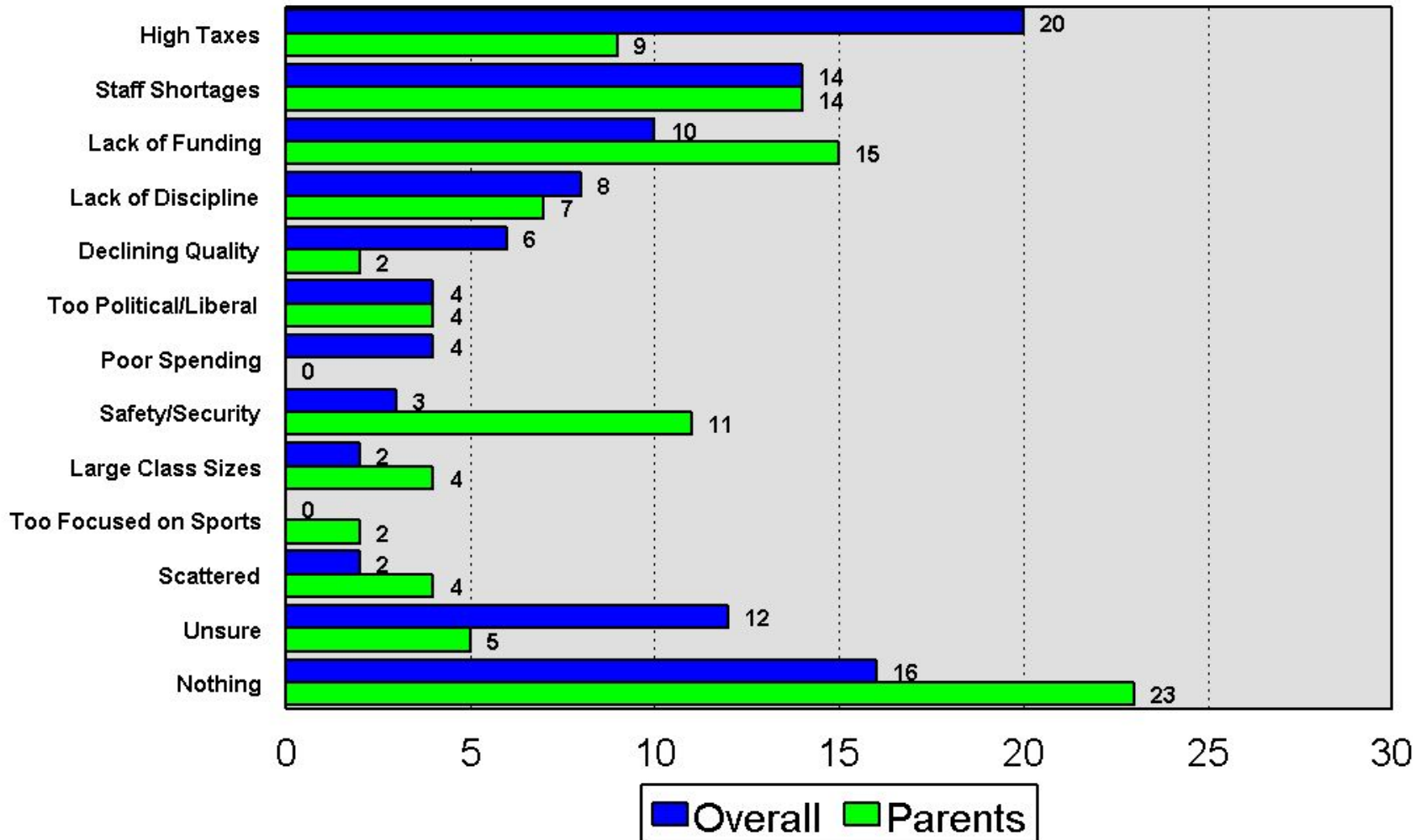
Like Most about Edina Public Schools

2023 Edina School District



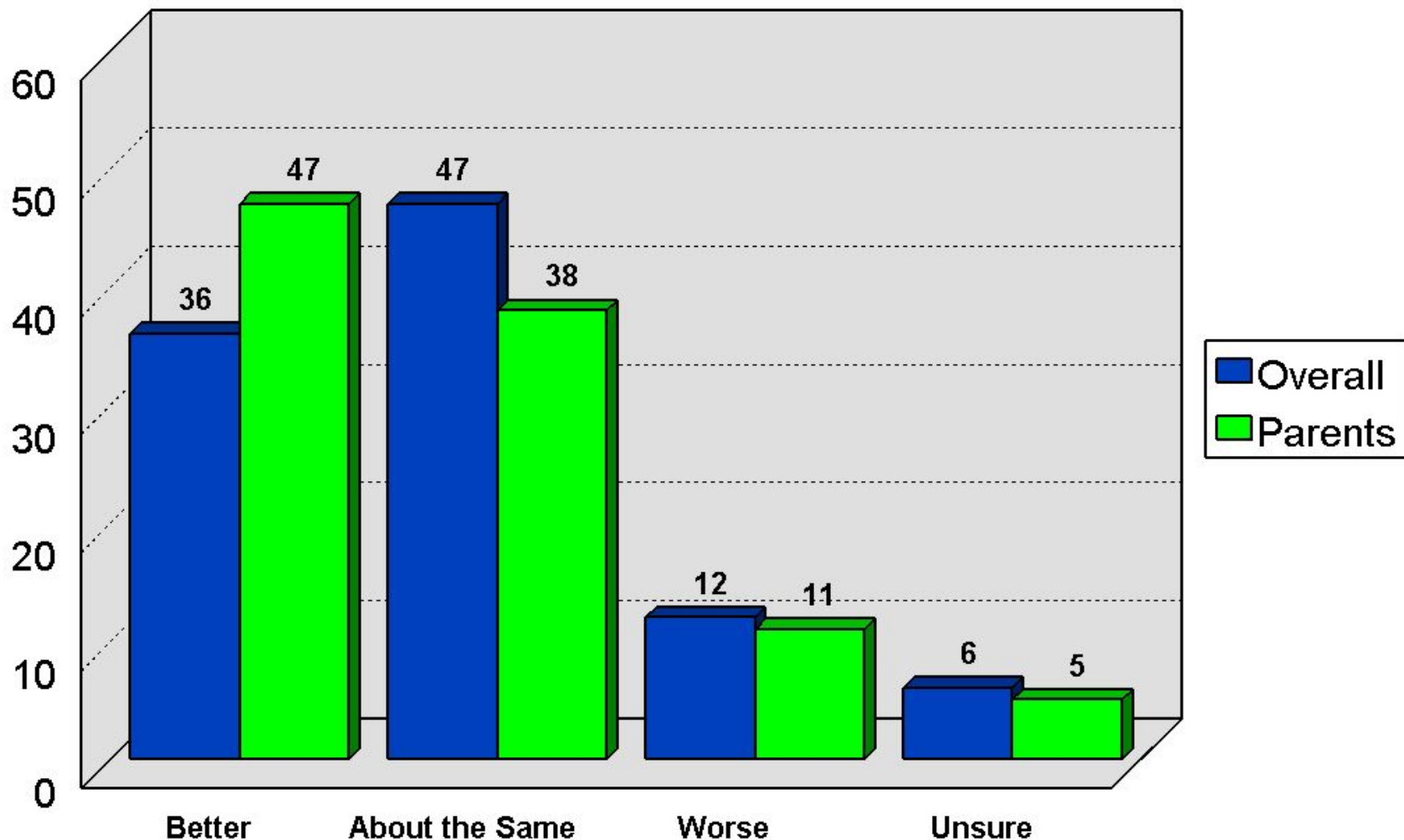
Most Serious Issue

2023 Edina School District



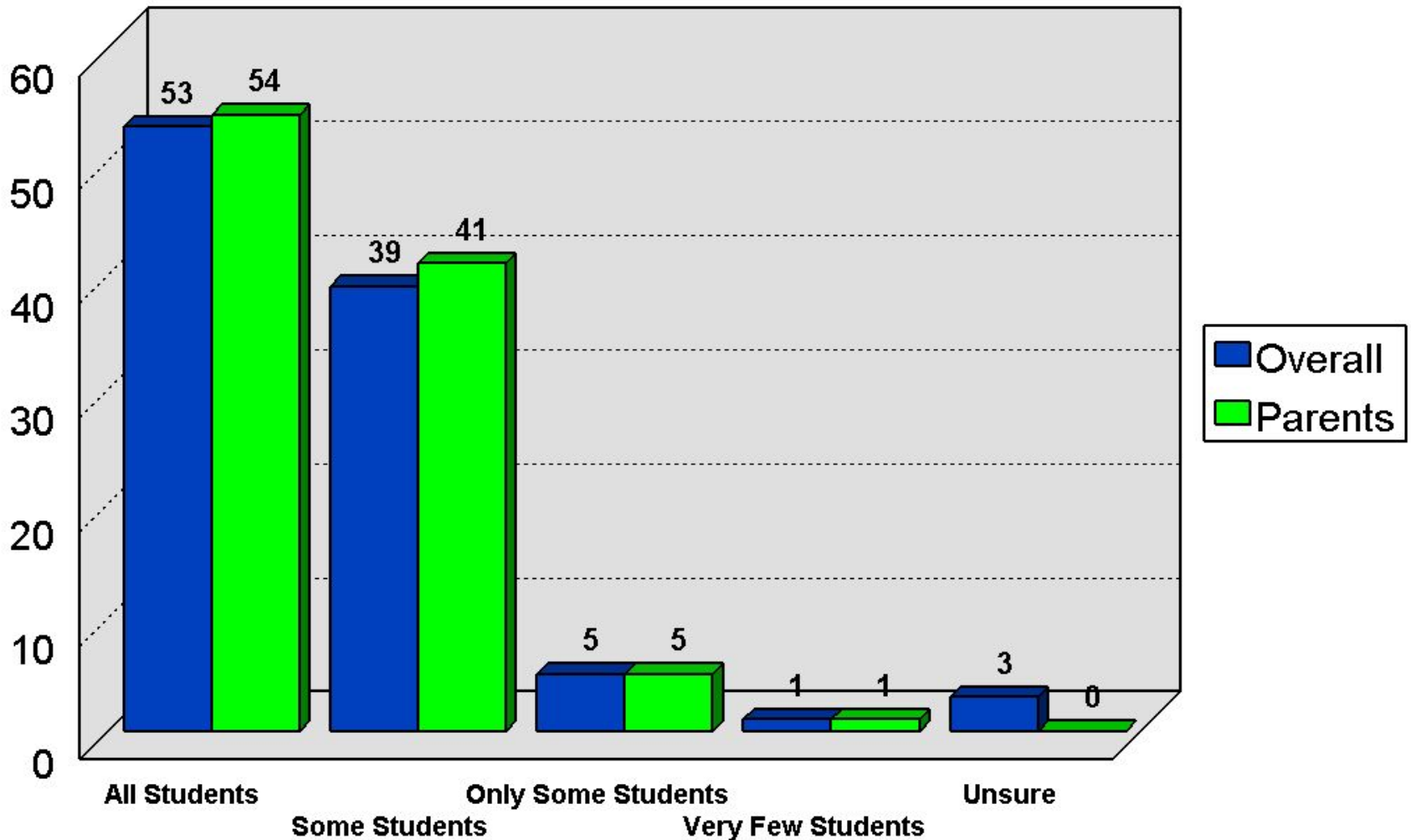
Quality Compared to Three Years Ago....

2023 Edina School District



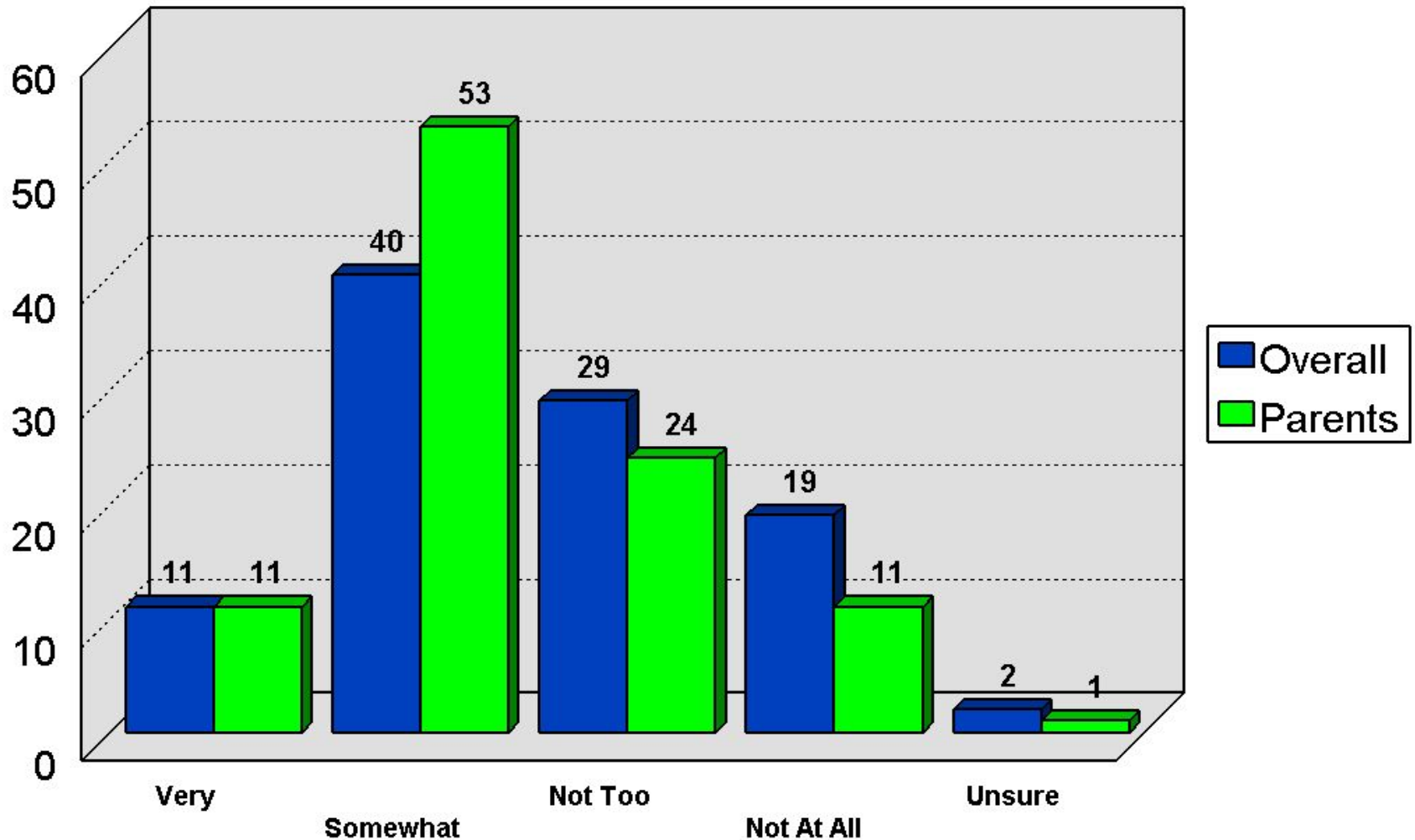
Meet Learning Needs of....

2023 Edina School District



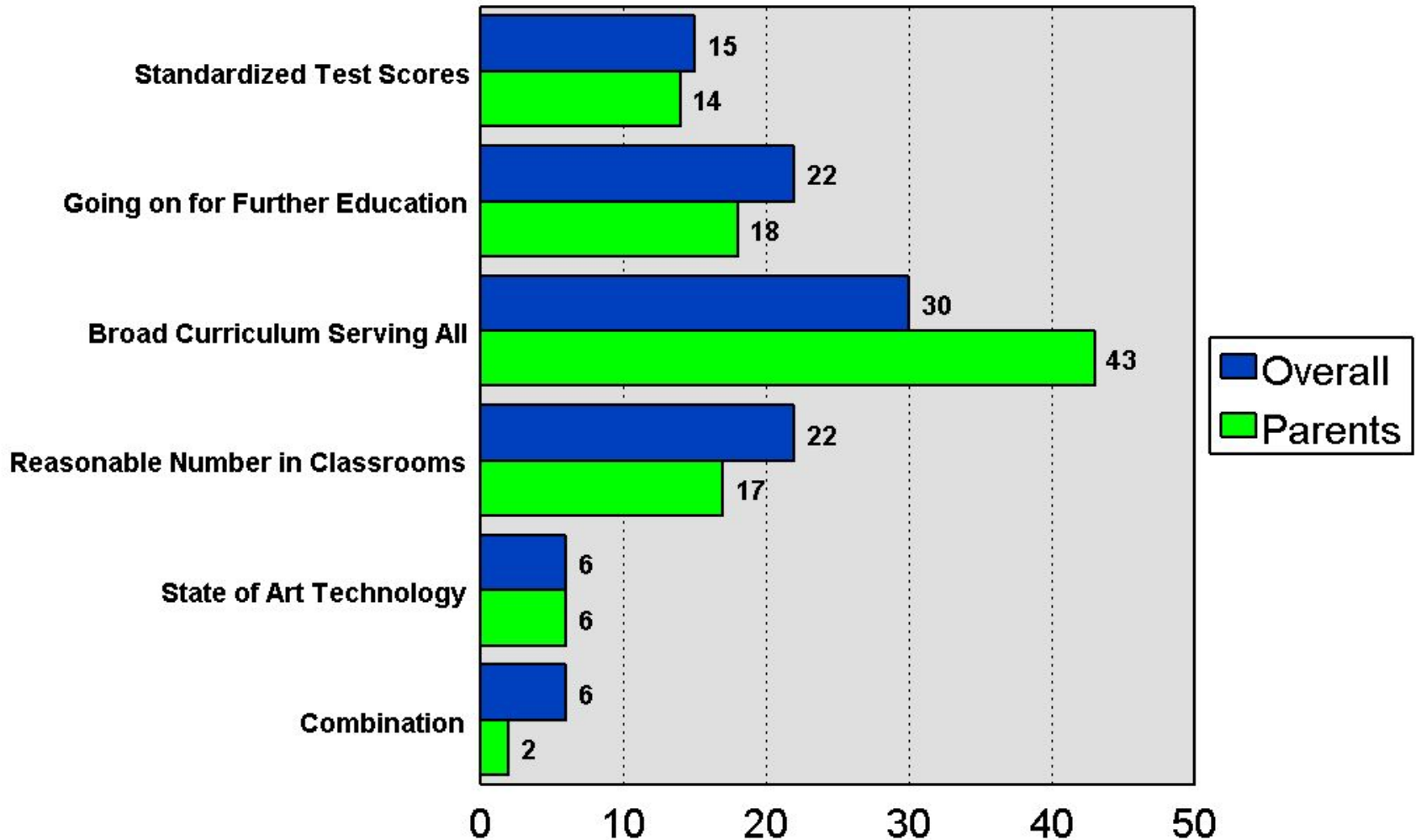
Concerned about Learning Loss During the Pandemic

2023 Edina School District



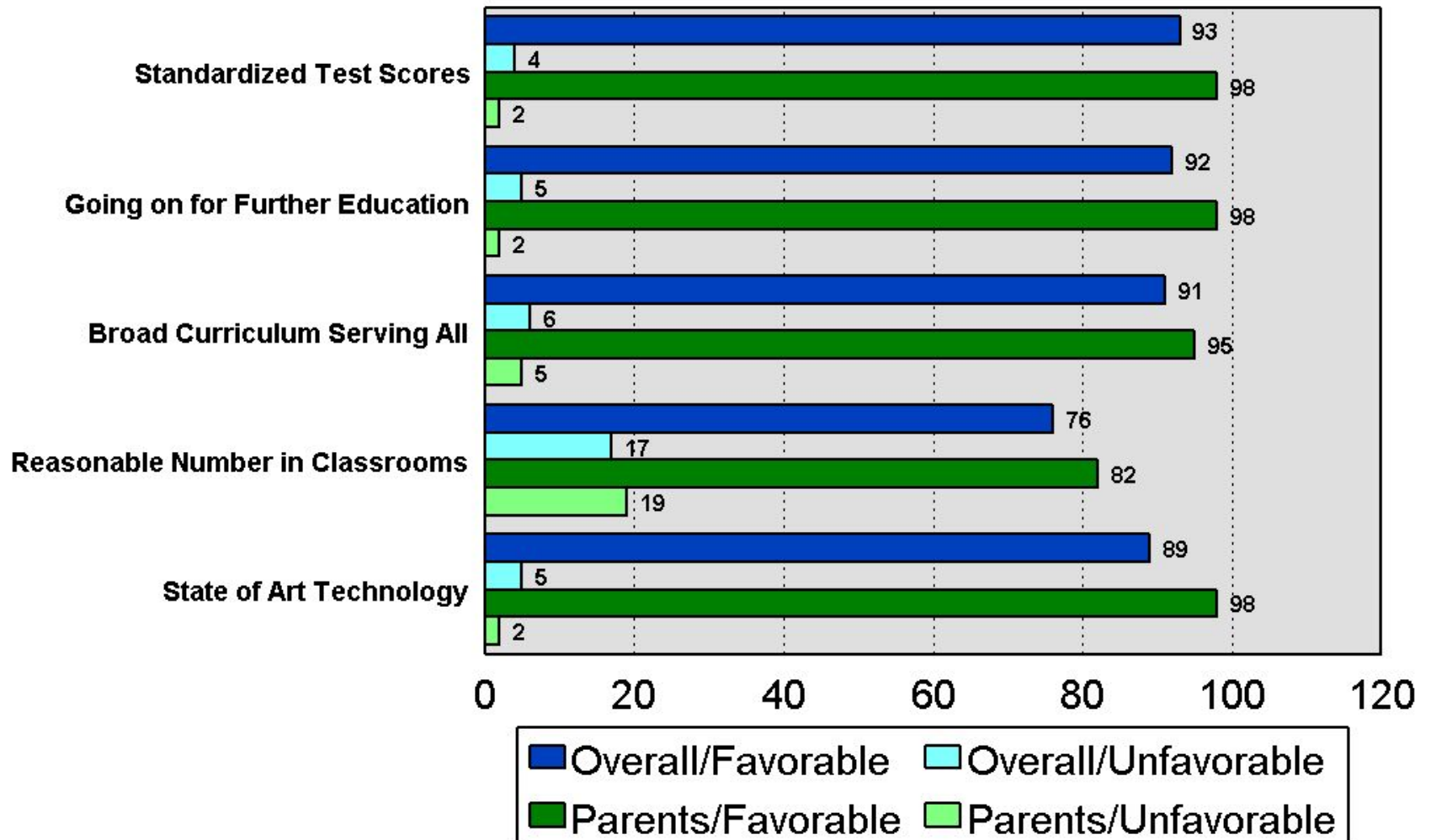
Most Important Indicator of High Quality Education

2023 Edina School District



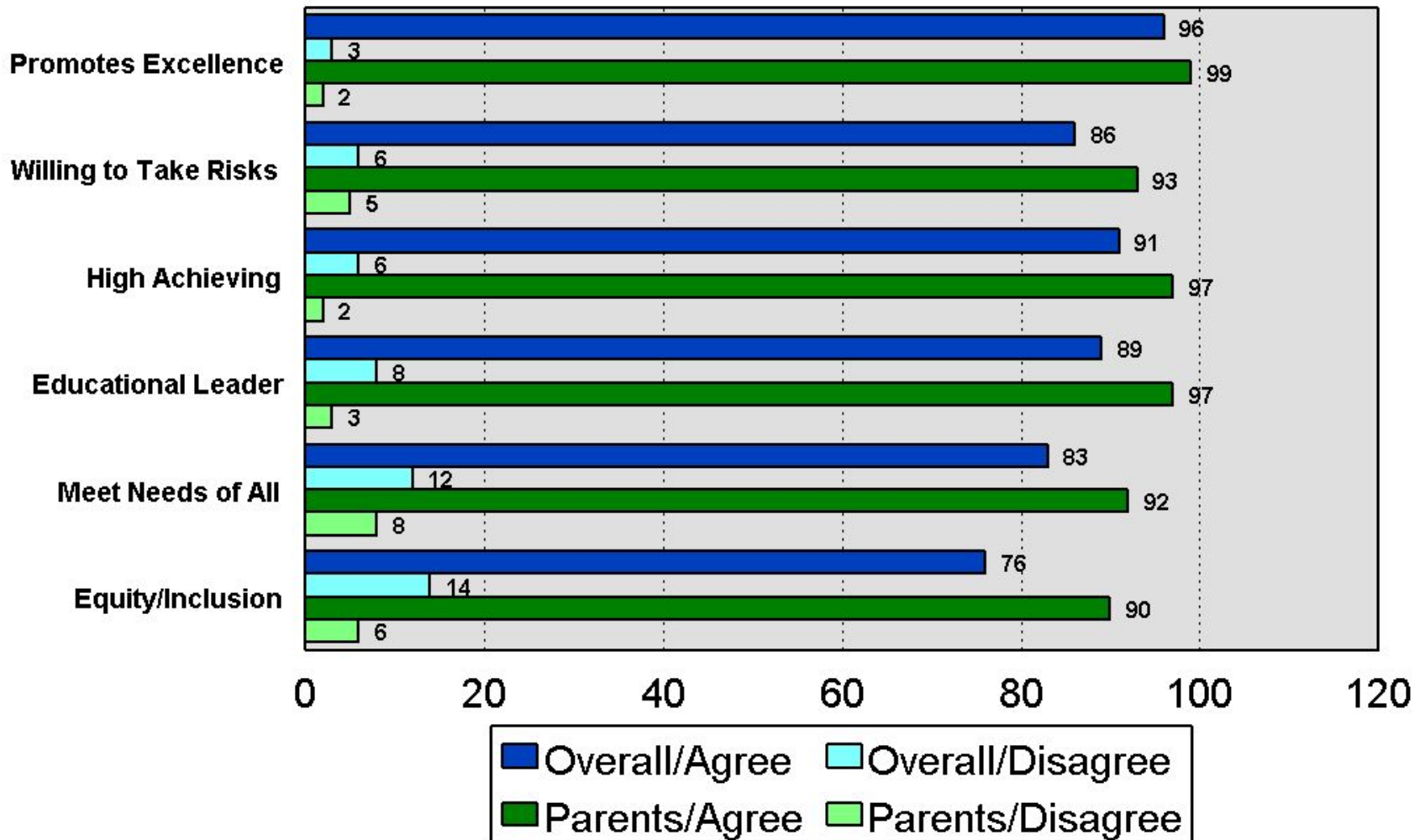
Rating of Edina SD on Each Indicator

2023 Edina School District



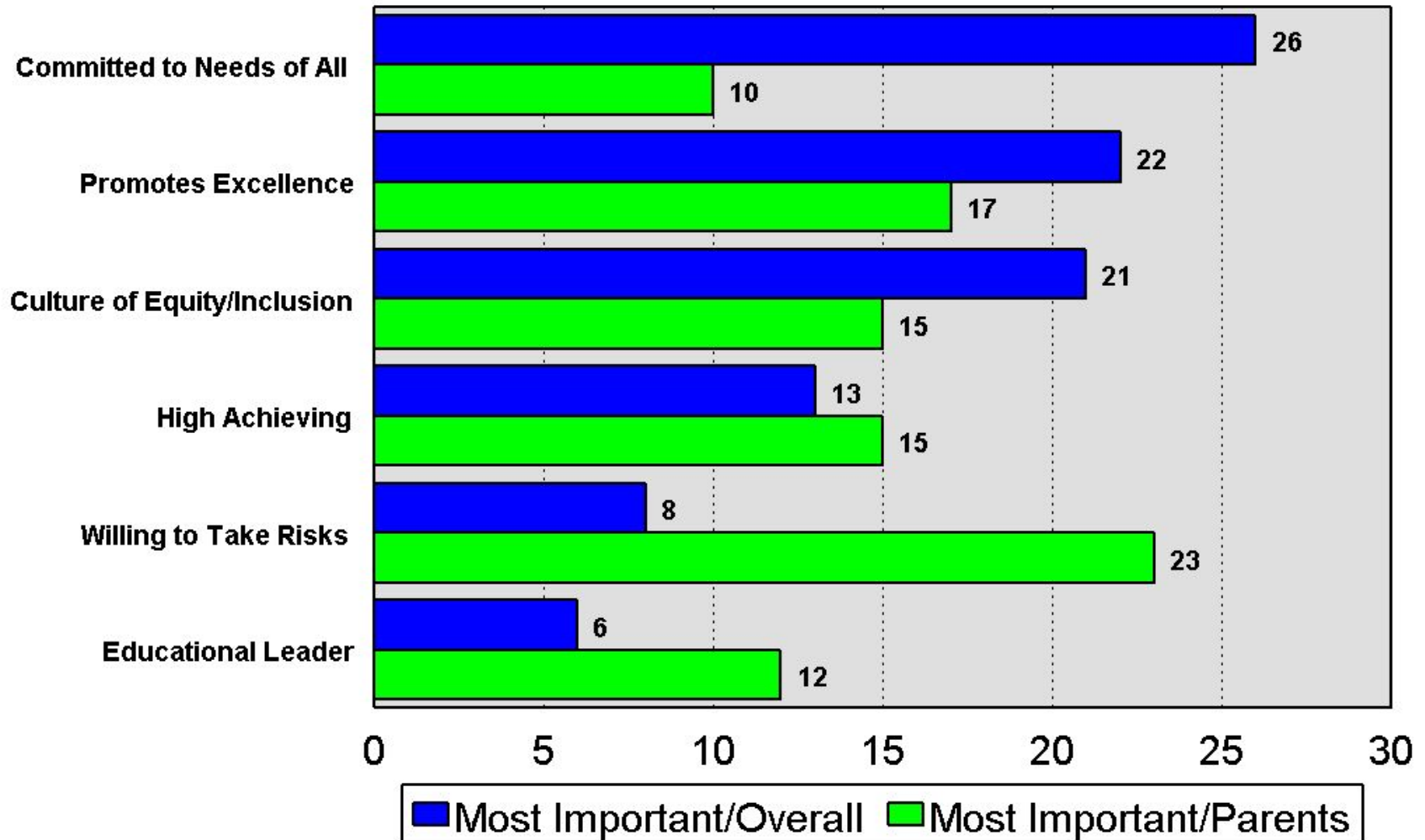
Description of Edina Public Schools

2023 Edina School District



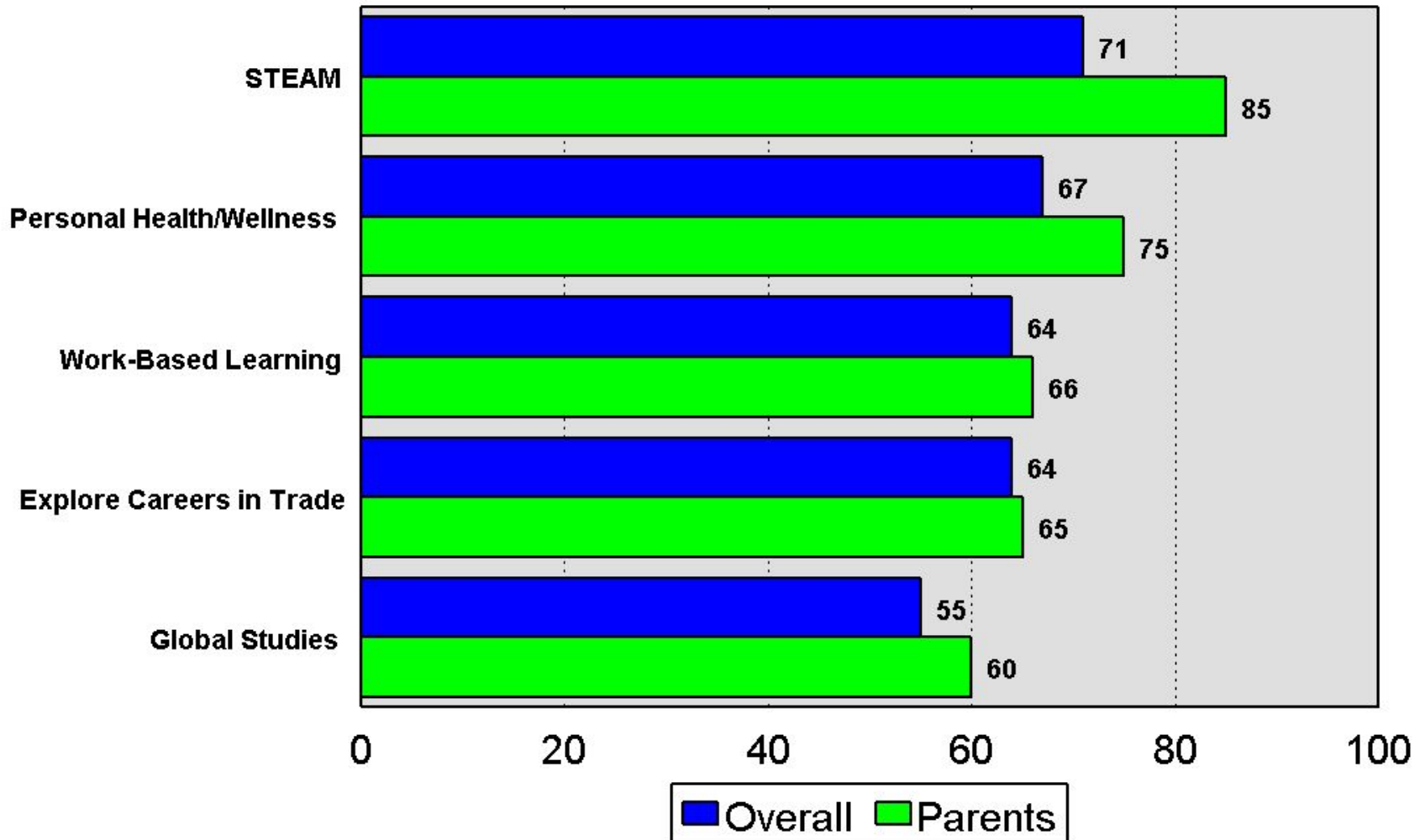
Description of Edina Public Schools II

2023 Edina School District



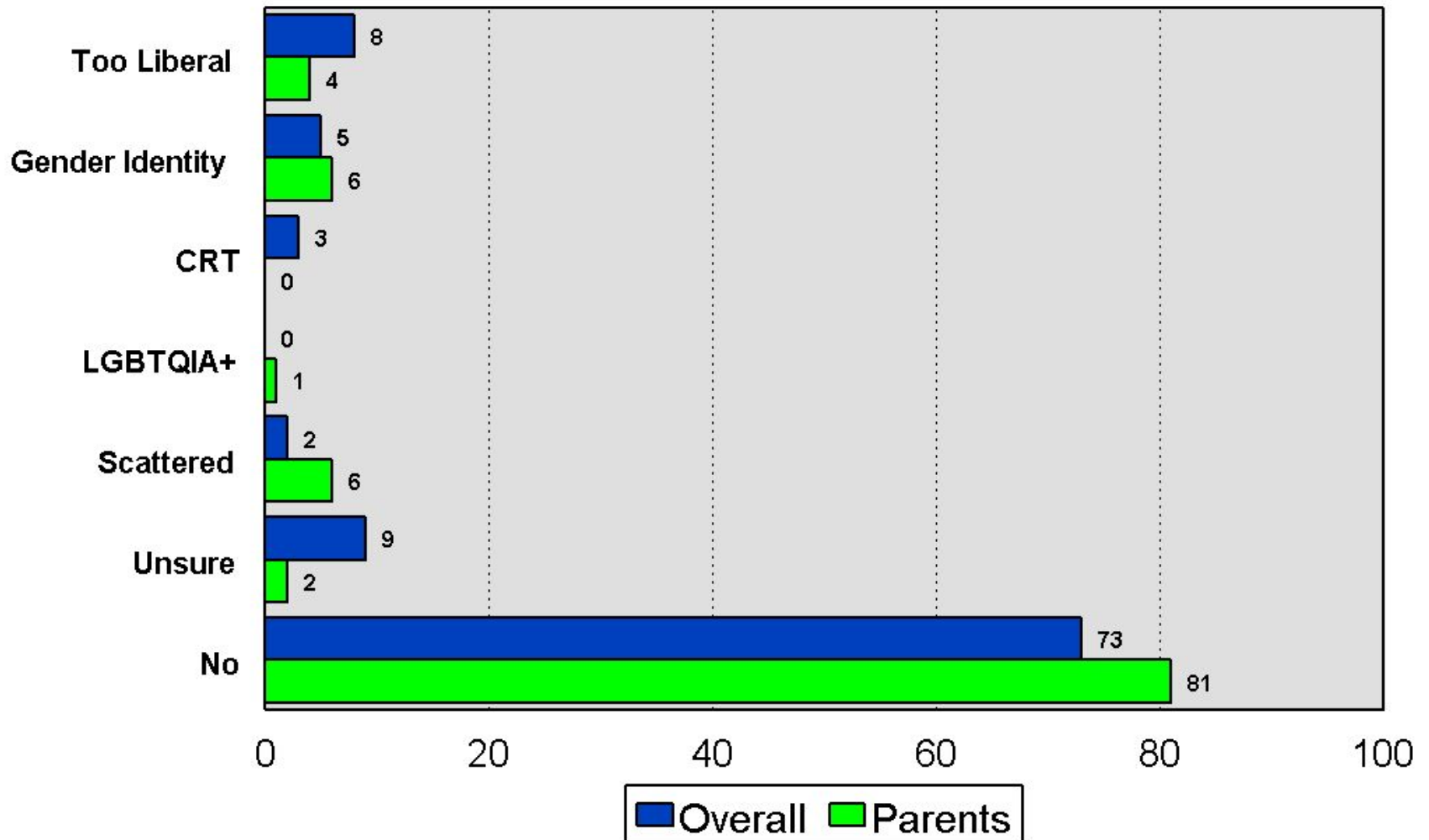
“Very Important” Area of Study

2023 Edina School District



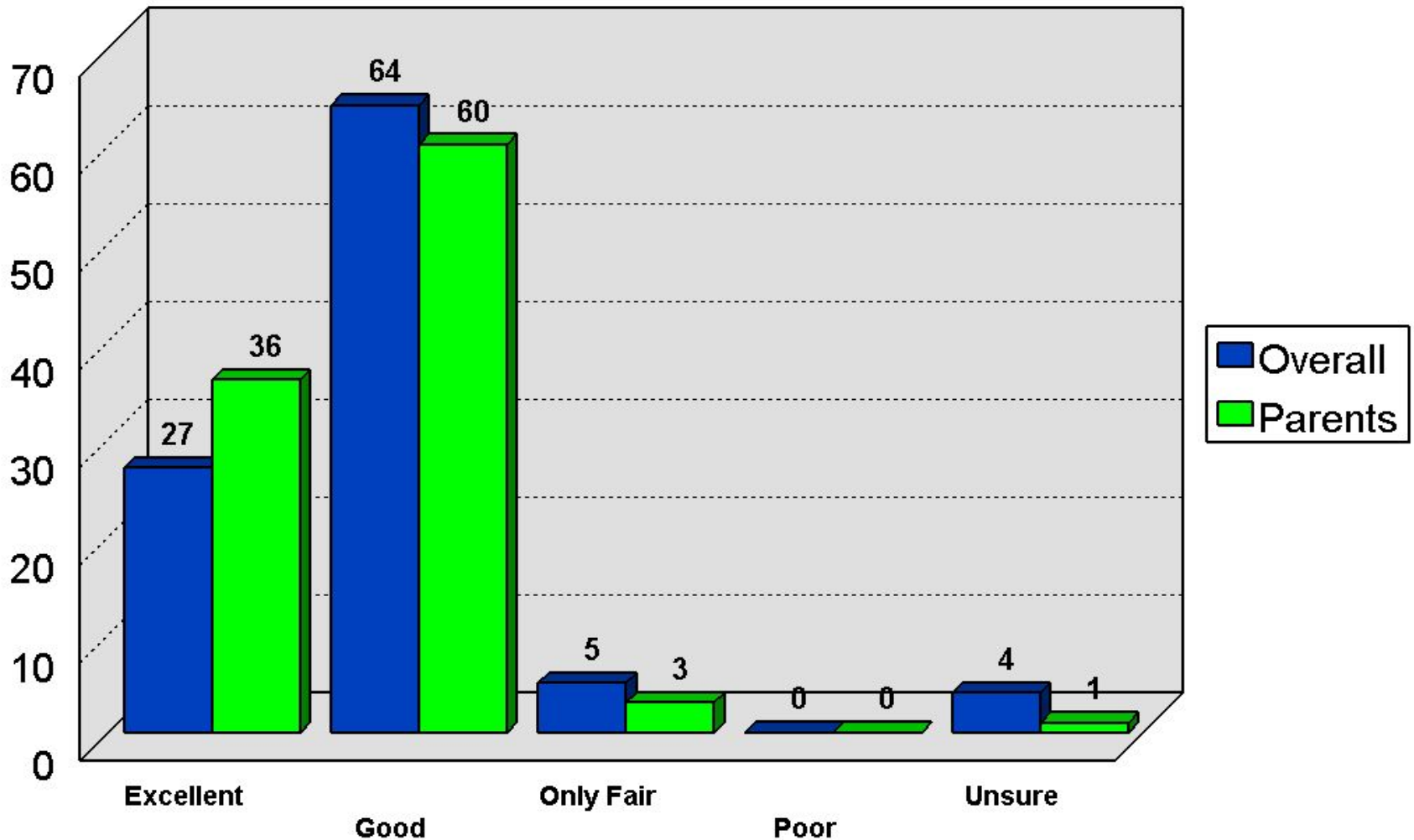
Concerns about Curriculum

2023 Edina School District



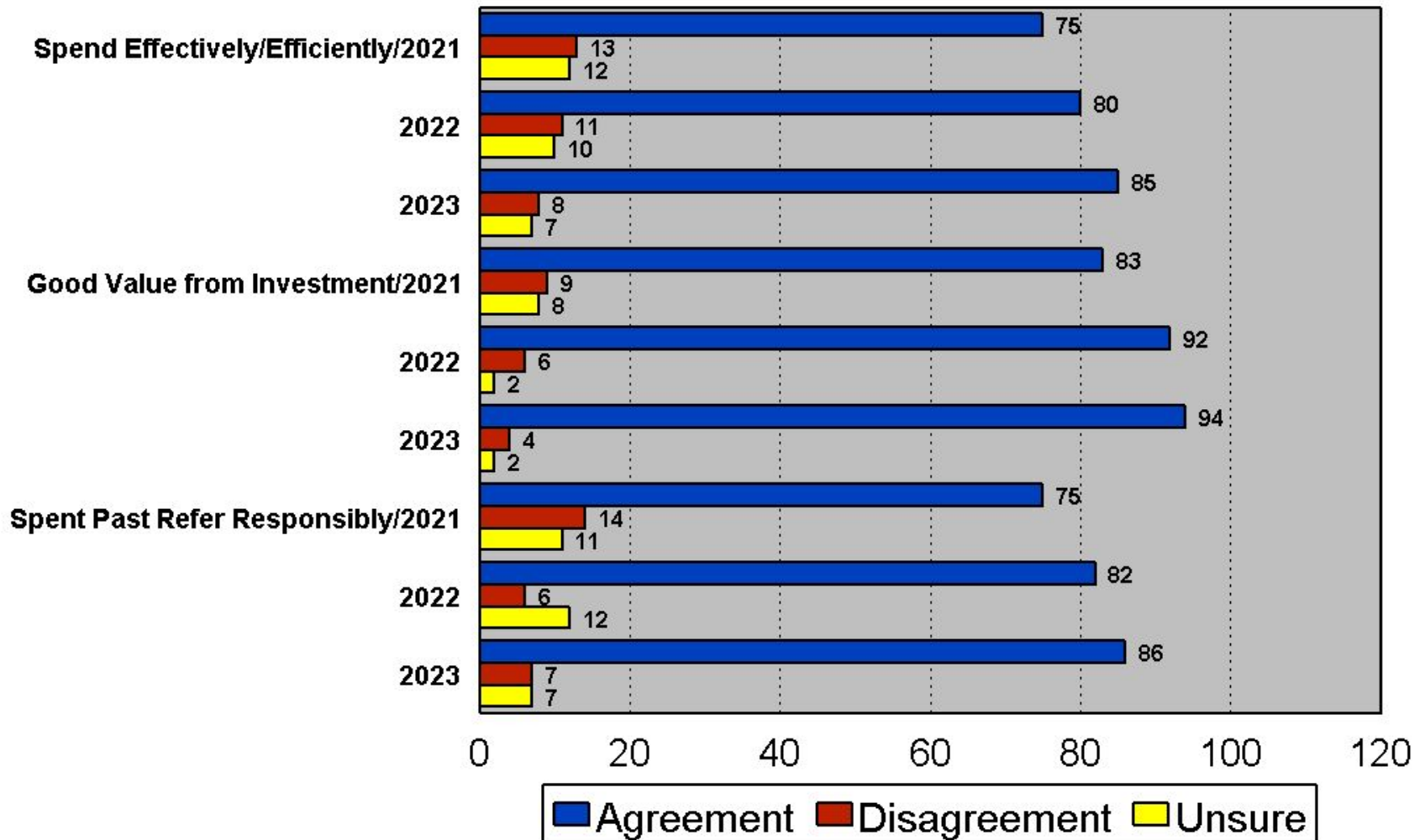
Rating of Technology Opportunities

2023 Edina School District



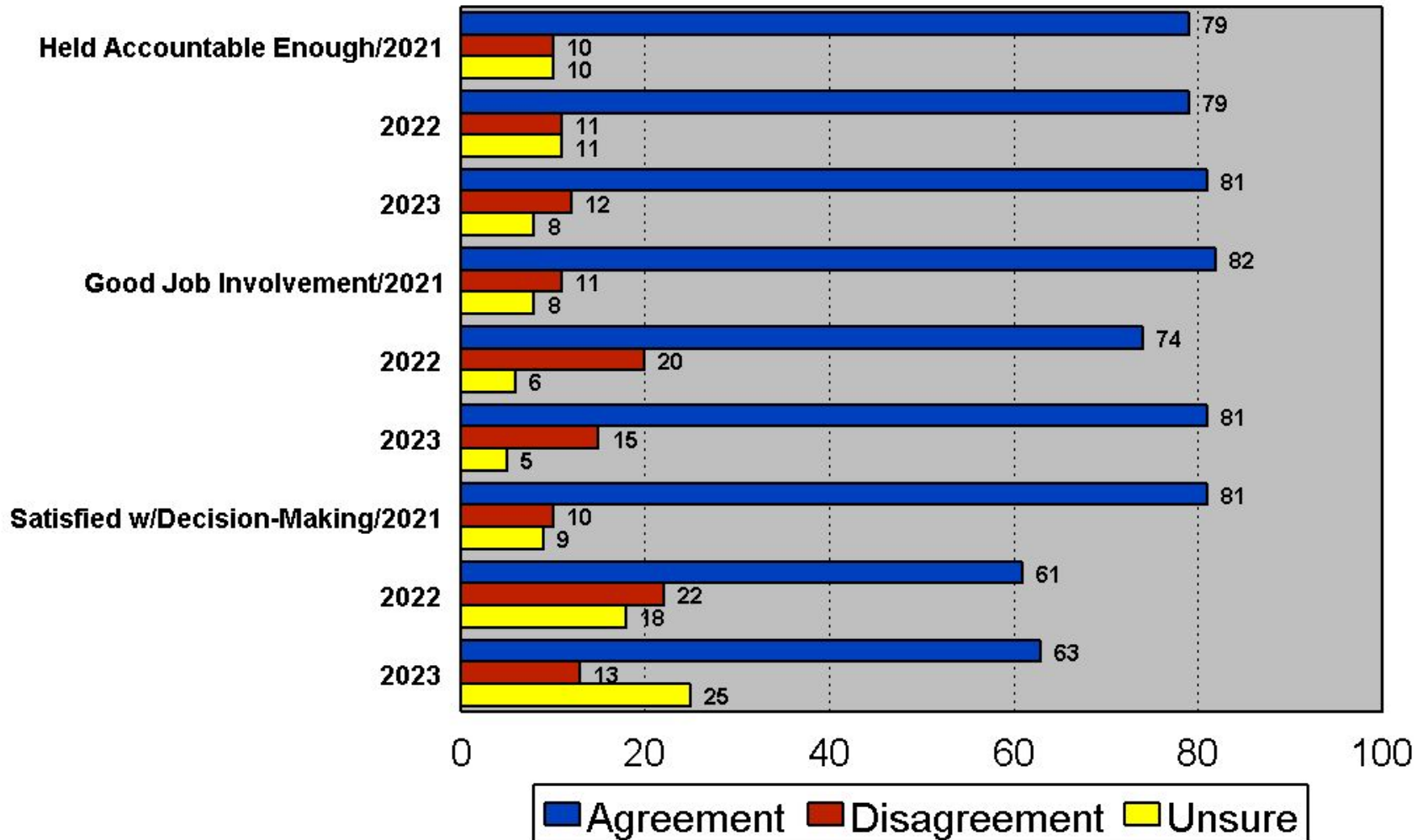
Specific District Perceptions I

2023 Edina School District



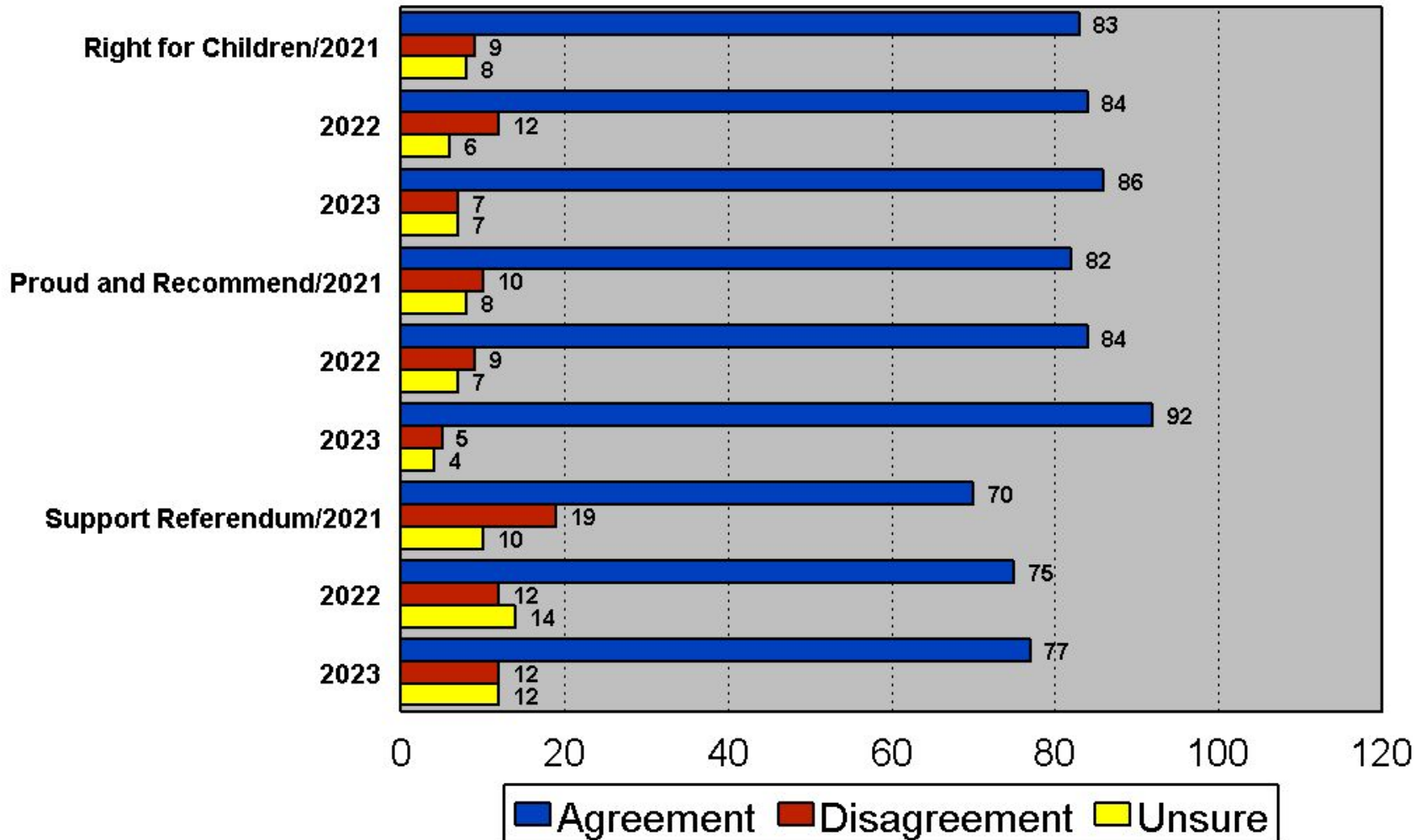
Specific District Perceptions II

2023 Edina School District



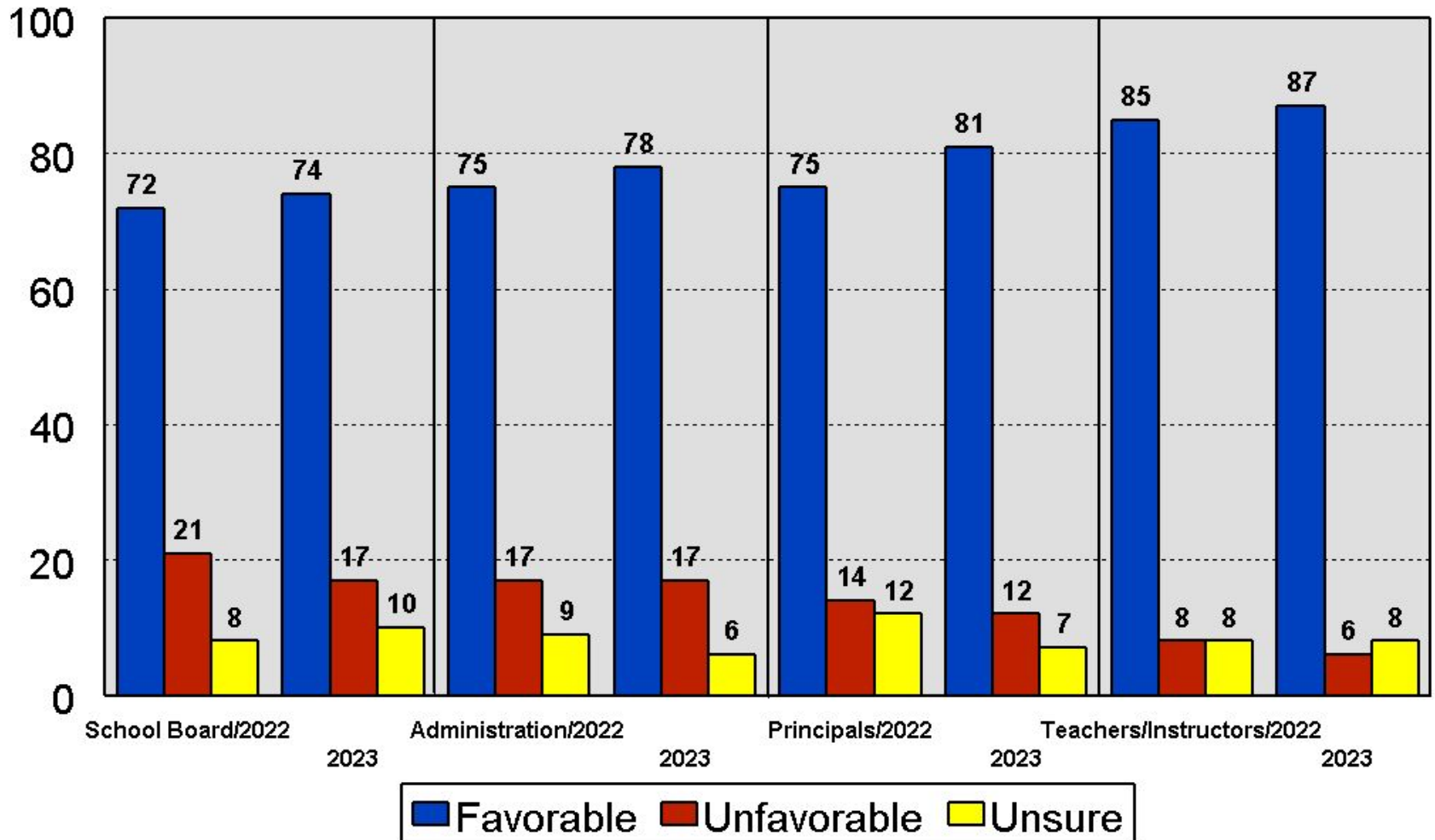
Specific District Perceptions III

2023 Edina School District



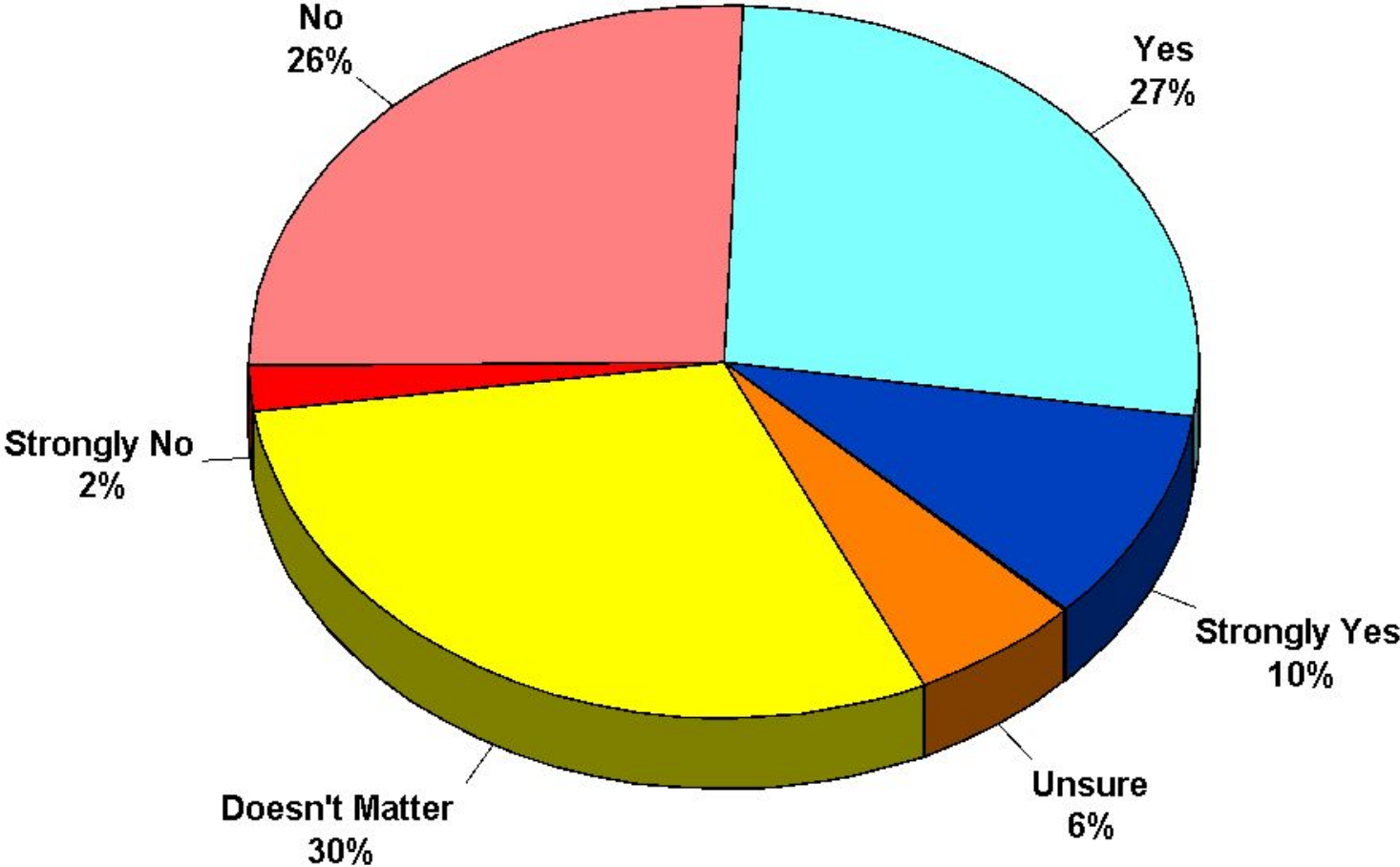
Job Performance Ratings

2023 Edina School District



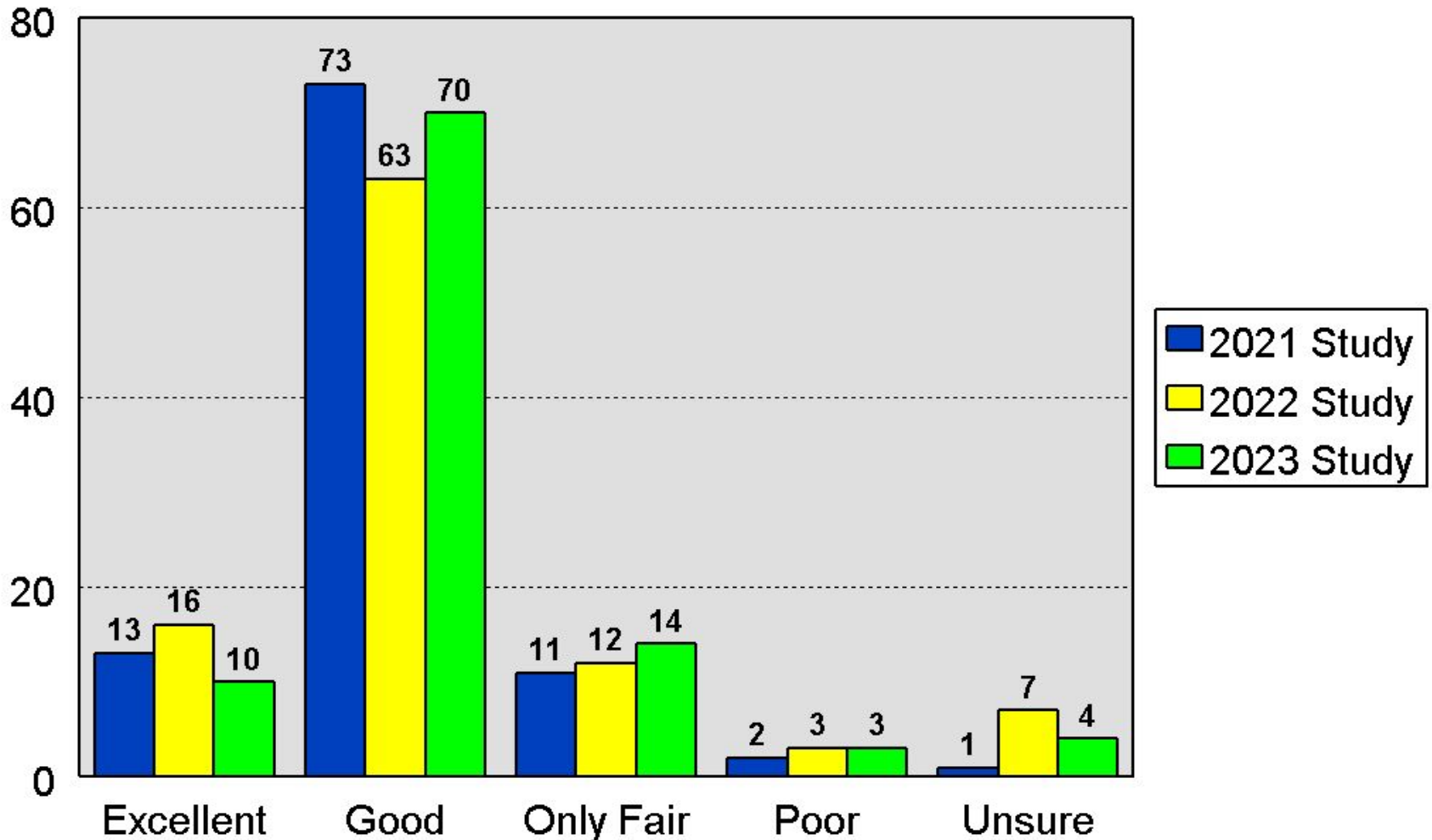
Switching School Board Elections to Even-Year General Elections

2023 Edina School District



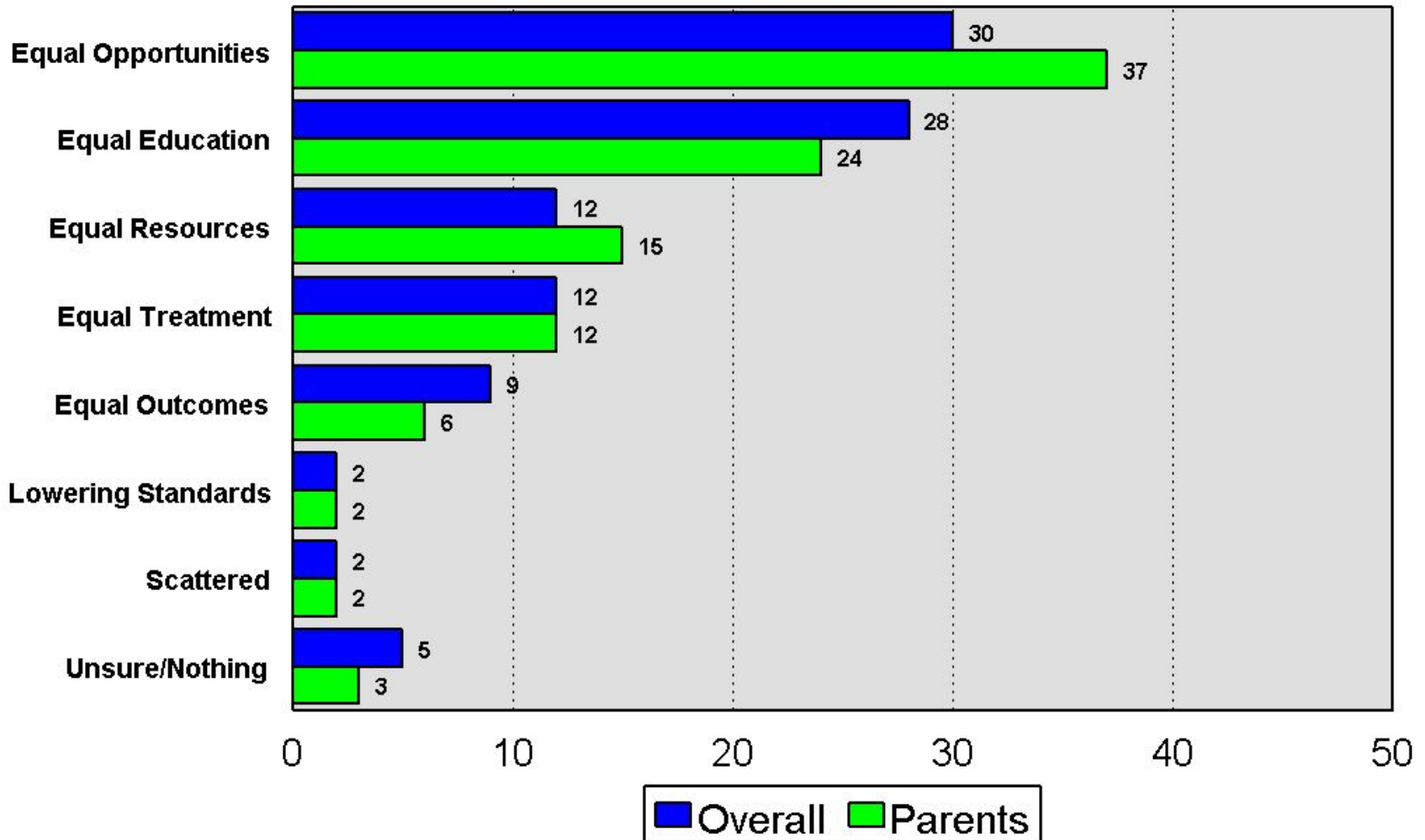
Financial Management

2023 Edina School District



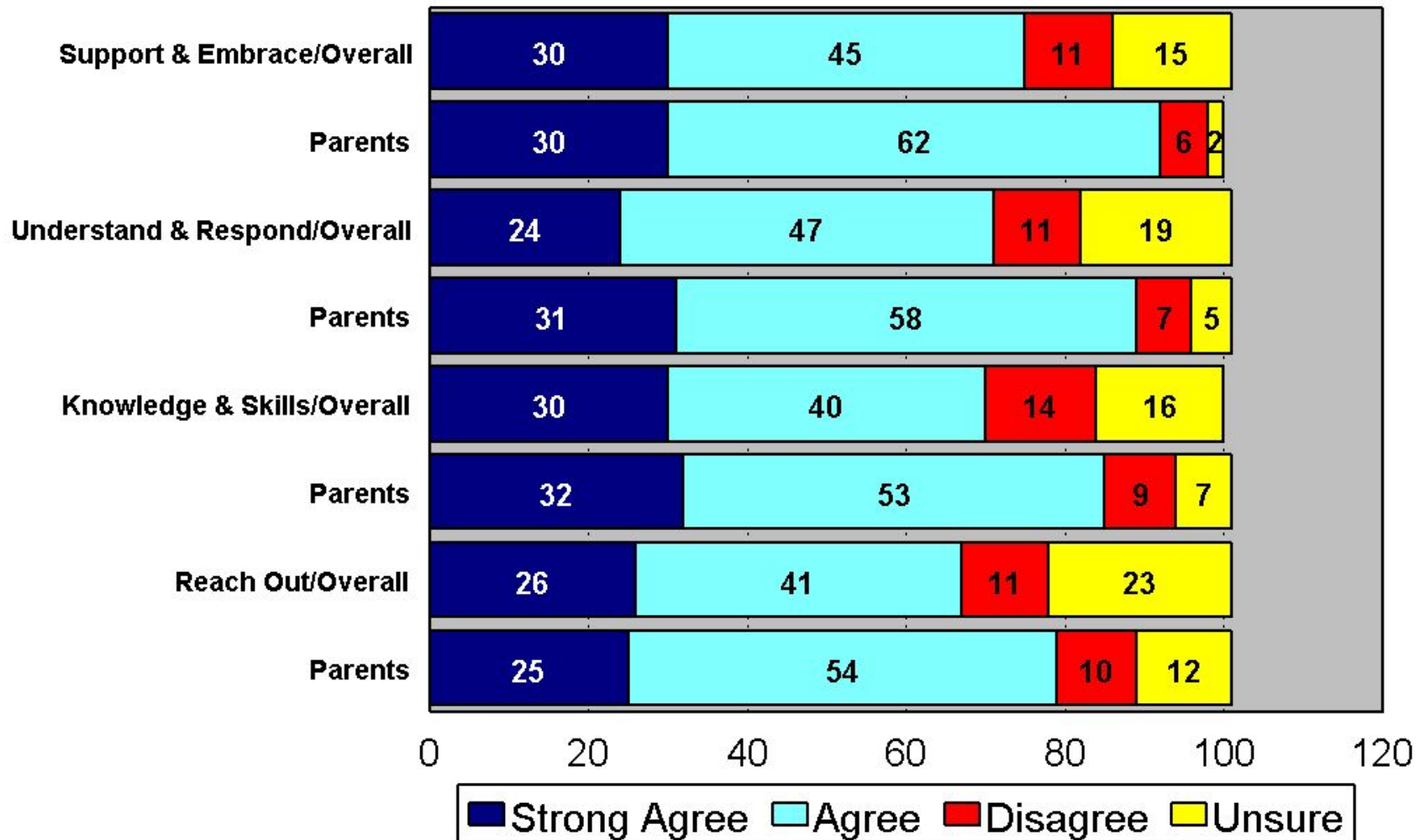
Meaning of “Equity”

2023 Edina School District



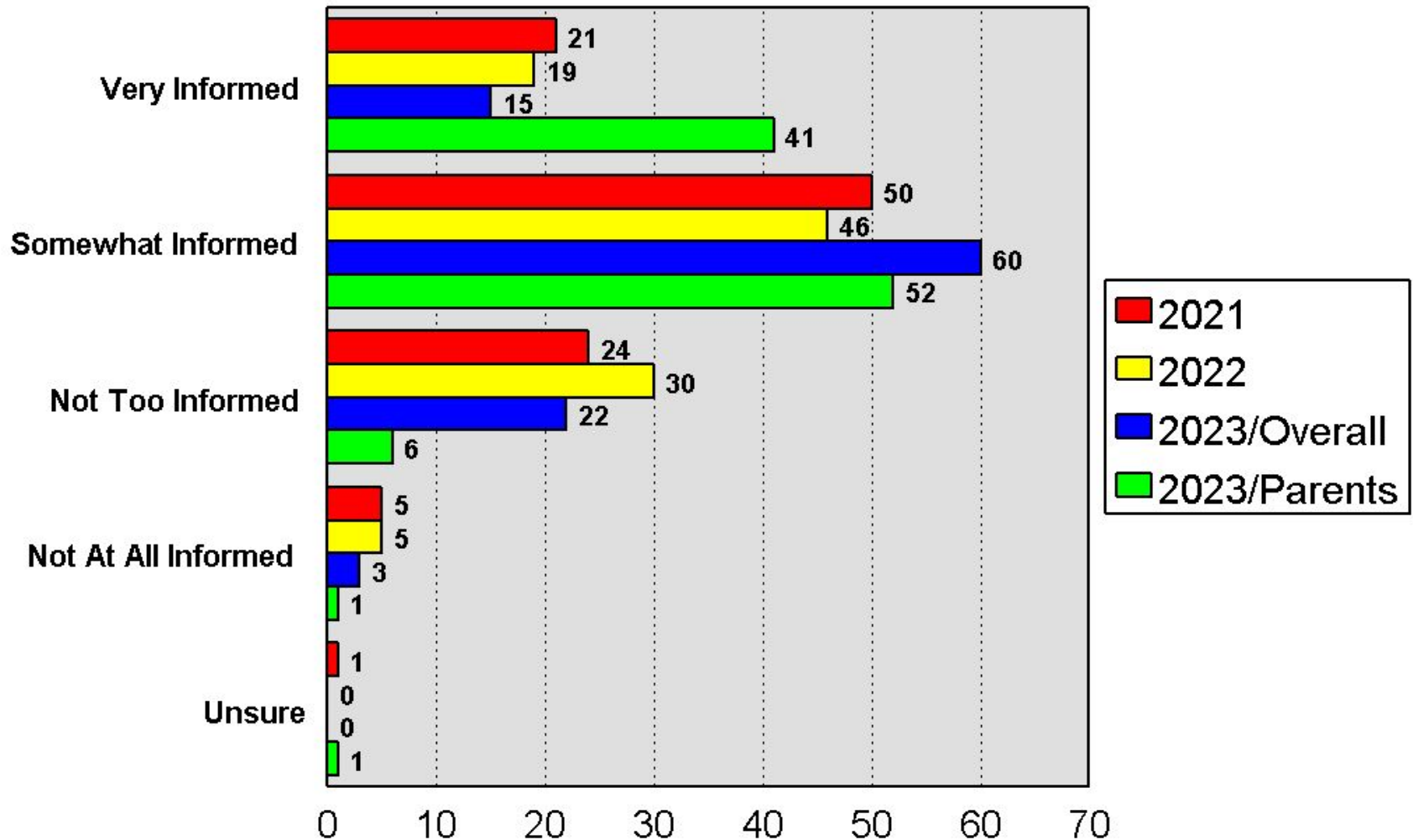
Statements about Diversity

2023 Edina School District



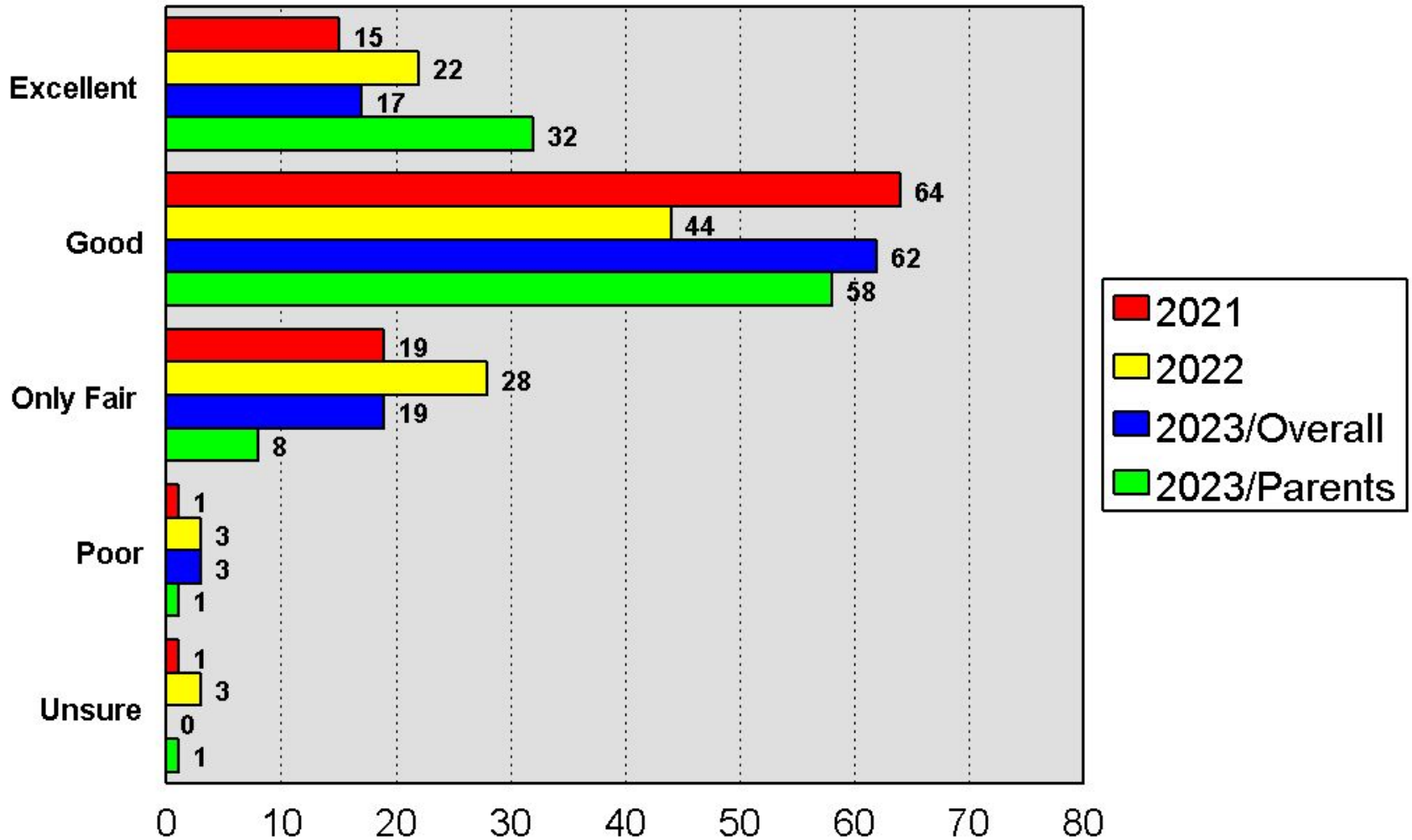
Informed about Decisions

2023 Edina School District



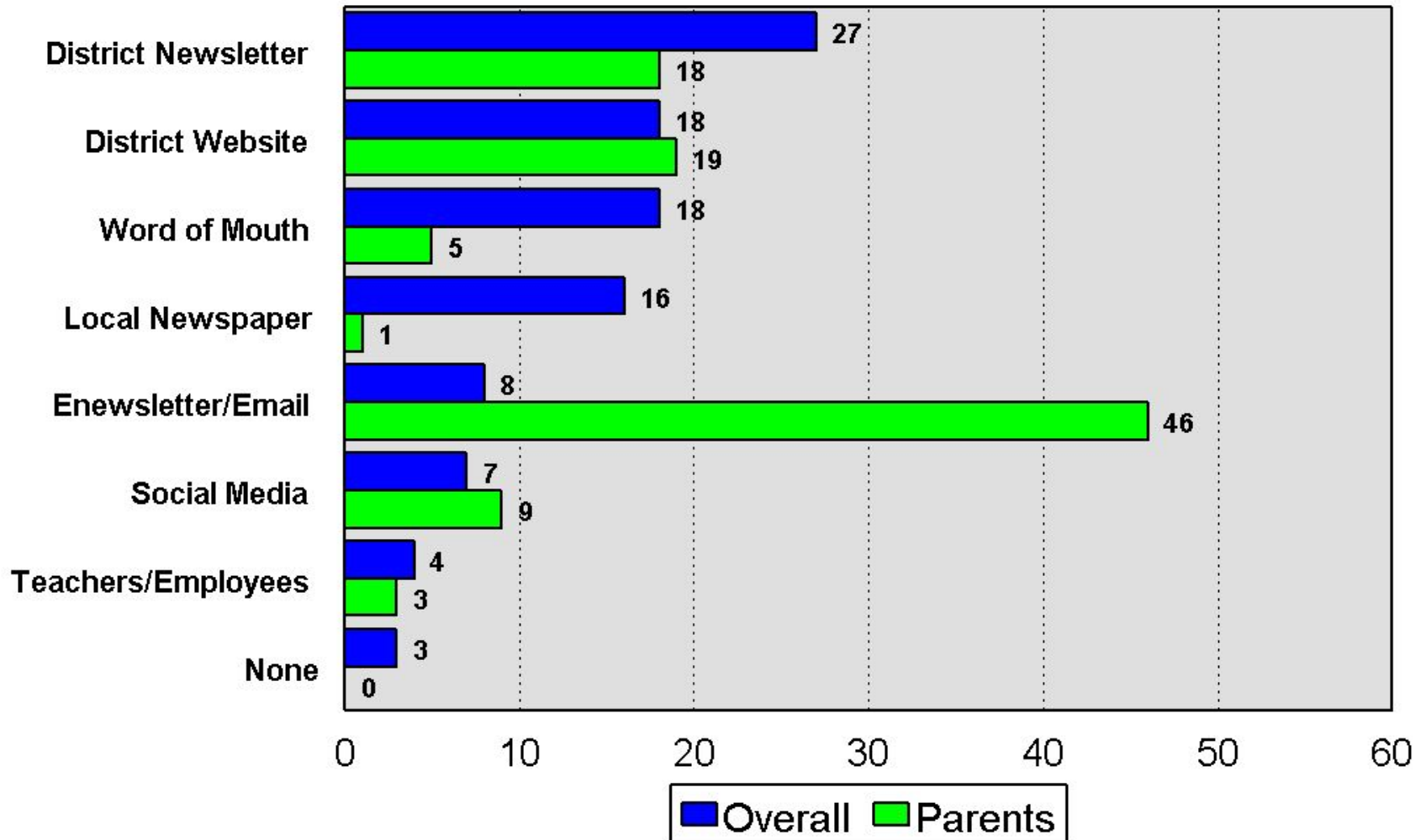
Informed in Timely Manner

2023 Edina School District



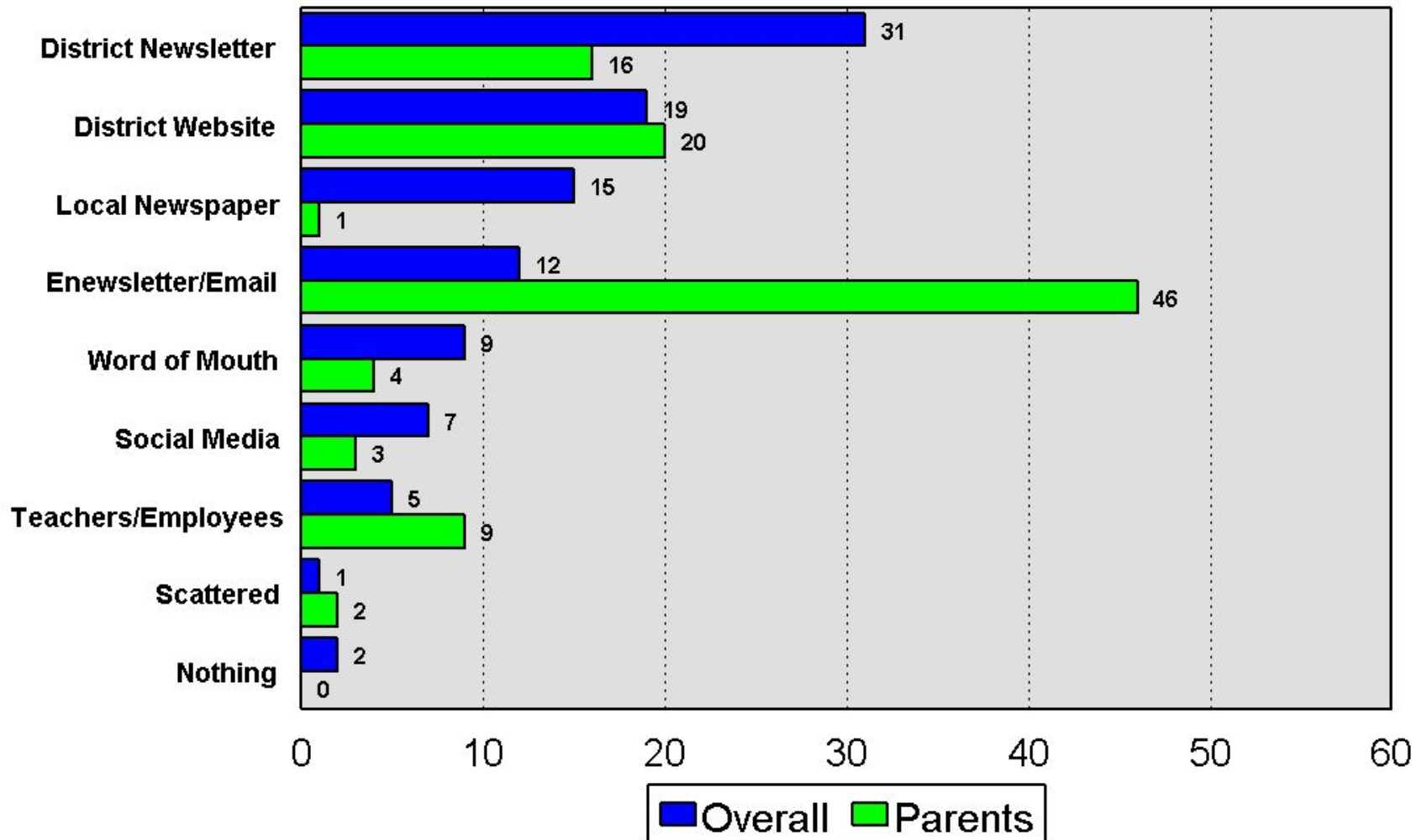
Principal Source of Information

2023 Edina School District



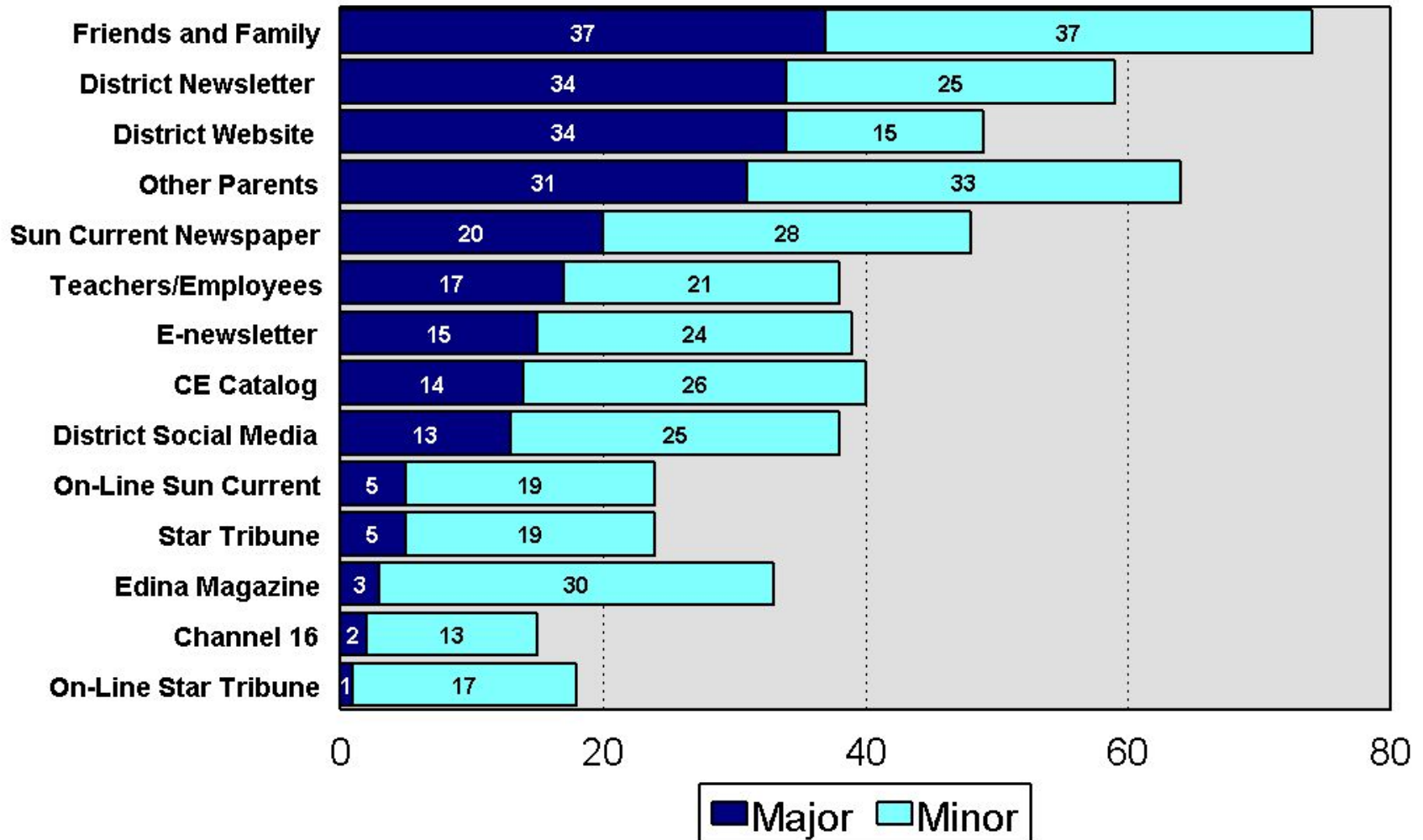
Preferred Source of Information

2023 Edina School District



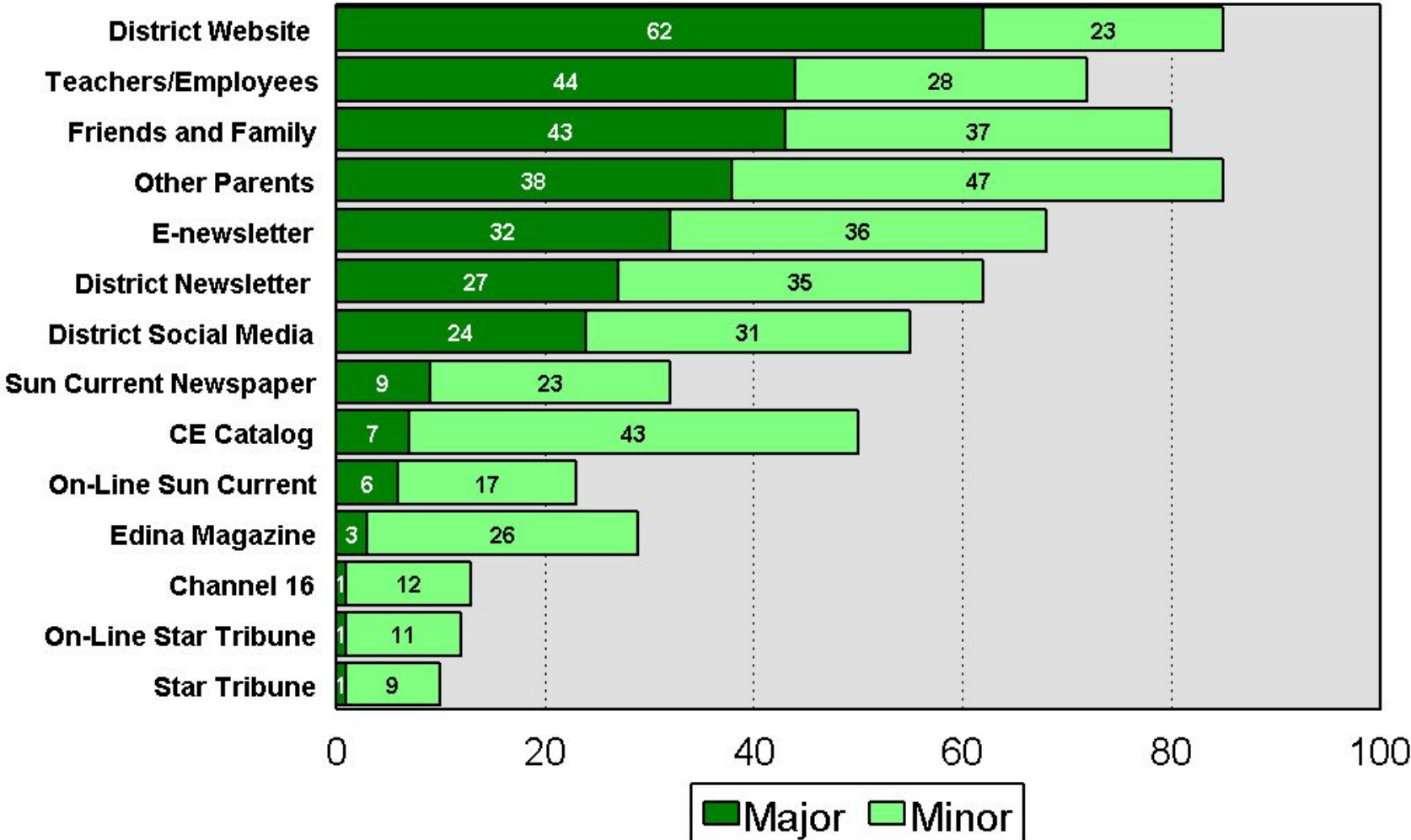
Source of Information (Overall)

2023 Edina School District



Source of Information (Parents)

2023 Edina School District



III.B. Extended Travel Process Updates



Board Workshop Date: 11.13.23

Title: Extended Travel Process Updates

Type: Discussion

Presenter(s): Jody De St. Hubert, Director of Teaching and Learning

Description: This board report provides information on updates that have been made to the processes for extended travel. The purpose of the updates is to add clarity and support for the staff leading the experiences, as well as the students and families engaging in them. The updates specifically tighten the alignment with [Policy 538](#) to ensure travel experiences are “properly planned, well-organized, conducted in an orderly manner and safe environment, and are carefully supervised.”

Recommendation: No recommendation is being made at this time. This item has been prepared for board discussion.

Desired Outcomes for the Board: Review the extended travel updates and provide feedback.

Updated Processes:

1. All travel companies used for extended travel will be vetted using this [Vetting Process](#).
2. All staff involved in extended travel will use this [Flow Chart](#) to ensure clarity of process.
3. All staff proposing extended travel will complete this [Application](#) AND review it with their administrator prior to sharing it with Teaching and Learning staff at the District Office.

III.C. Marketing Update



Board Meeting Date: November 13, 2023

Title: Marketing Update

Type: Discussion

Presenter: Daphne Edwards, Director of Marketing and Communications

Description: Marketing plans for the 2023-24 school year.

Desired Outcome(s) from the Board: Review the attached presentation and bring any questions you may have.

Attachments: Presentation

Marketing Update

2023-2024 Marketing Initiatives



Marketing Strategy

| Winning Aspiration | Where to Play | How to Win (Messaging) | Must Have Capabilities | Enabling Systems |
|---|--------------------|---|--|---|
| <p>School of Choice for Edina Residents</p> <p>83+% Market Share</p> | <p>Transitions</p> | <p>Academic Excellence, Activities & Opportunities Vision for Your EPS Future</p> <p>Kindergarten: -Choice</p> <p>Middle School: -Speak Directly to Students -Connections</p> <p>High School: -Speak Directly to Students -College Prep</p> | <p><u>“Best In Class”</u> Shopping Experiences</p> <p>Ways to “Look Inside”</p> <p>Connections</p> | <p>Feedback Loops</p> <p>Cultivated Word of Mouth</p> |





Grade Level Initiatives 2023-24

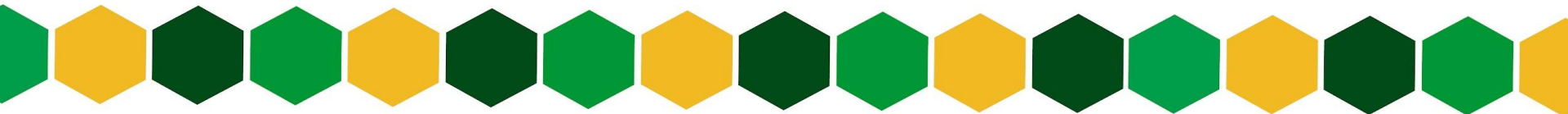
Kindergarten - Early Childhood Screening

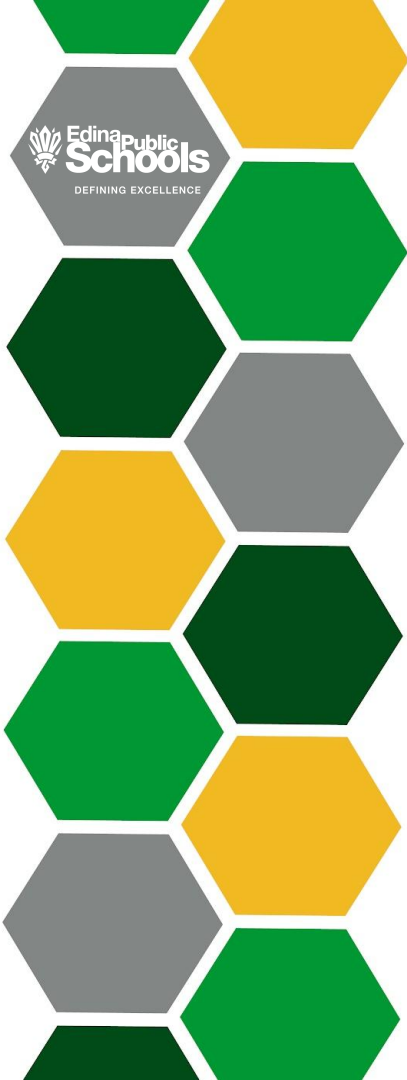
Current:

- Targeted outreach - Affey Sigat
- Offer 30 appts/week
- Booked for 2 months out
- Personal calls made to Somali and Spanish speaking parents
- OLG requires ECS with application



- **Capacity**
 - Posting position to increase capacity to nearly double
- **Relationships**
 - Area preschools
 - Area pediatricians
- **Marketing Materials**
 - City Welcome Folders
 - Signage for ELC, area preschools, pediatricians
 - Gift (Ed Fund/T&L/CE)
- **Increase Visibility Online**





Kindergarten

Events - 4 weeks earlier*

Social Media

- Weekly posts
- Paid ads

"I do think it's nice to get the meeting out of December, both for staff and families."

"We had great attendance; very well attended."

"I felt like attendance was a bit better than usual."



*New this year



Kindergarten

Expanded City-wide Email Campaign - Key Dates

- Information Nights
- Choice Forms
- Due Dates
- Enrollment Week

Outreach

- Berry Patch, ABC Express, Primrose
- Jerry's, Public Library



Kindergarten Open Houses
Tuesday, Oct. 24
5:30 p.m.

- Concord
- Cornelia
- Countryside
- Creek Valley

Edina Public Schools Neighborhood Programs provide a personalized learning experience full of play and community with new friends. We invite you to attend one of our upcoming kindergarten events dedicated to parents wanting to learn more about our program.



Parents are actively involved in their child's elementary education through our Continuous Progress program! Starting in second grade, this multi-grade program allows a group of students to stay together throughout elementary school with the same few teachers to form a family. If your child is starting kindergarten next year, we recommend families enroll to set themselves up for their future involvement in this program.



Dear Edina Families,

The **Kindergarten Choice Program Form** is now available! Use the form to indicate your interest in one of our Choice Programs:

It's Time to Get Ready for Kindergarten!

Why Edina Public Schools?
 Edina Public Schools (EPS) is a nationally recognized school district with a long tradition of providing a rigorous and individualized education that focuses on whole-child learning for all students, grades K-12.

The wonders of kindergarten!
 Our kindergarten program exposes our littlest Hornets to a robust kindergarten curriculum while learning through play, fostering social-emotional development and sparking curiosity that sets the foundation for being a lifelong learner.

Elementary School options
 Families can enroll in their neighborhood school close to home or in one of three choice programs: French Immersion, Spanish Dual Language or Continuous Progress.

IMPORTANT DATES

- Nov. 3: Online choice program forms are available
- Jan. 5, 2024: Online choice forms deadline
- Jan. 12: Lottery results emailed to homes
- Jan. 15 - 26: Online enrollment period for all families—neighborhood school or a choice program

Learn more!

What do our parents say?

Get Ready for Kindergarten!

Your guide to enrolling your child in fall 2024 kindergarten

Edina Public Schools
 DEFINING EXCELLENCE

***New this year**

Middle School

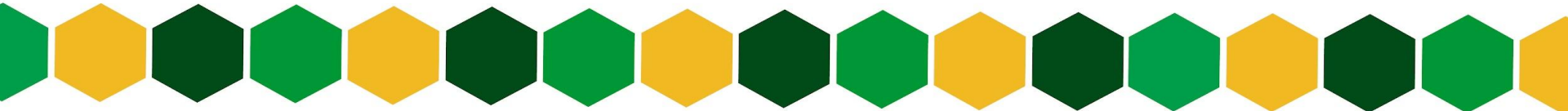


Marketing Research

- 5th Grade Focus Groups Facilitated by W.E.B. Leaders
- 5th Grade Middle School Tours
- Prospective/New Student Tours
- 2022 Outbound Survey

“What will my experience be?”

➔ Child Chooses



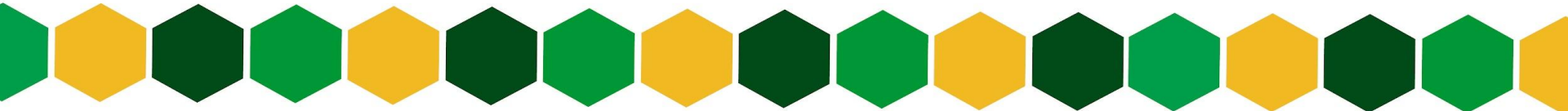
Middle School



- **Middle School Preview Night - Winter 2024**
 - 4th - 5th grade students & their parents
 - Parent “Look Inside”
 - Students preview their upcoming experience
 - Academics, activities & opportunities
- **Prospective/New Student Tours**
 - Academics, Schedules + **Student experience**
 - What’s Next:



- **Kindergarten Registration Best Practices**



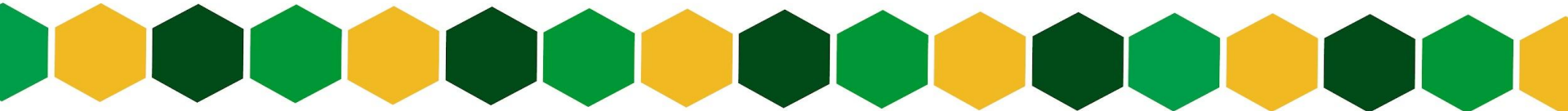
Middle School



The middle school experience at Edina Public Schools is full of opportunity! Our students have been delving into the fascinating world of science as Valley View Middle School students recently explored leaf pigment chromatography in Alison Anderson's science lab, unraveling the diverse pigments responsible for photosynthesis.



South View Middle School students recently celebrated [#inclusion](#) and [#kindness](#), with the Healthy Connections team warmly welcoming peers with motivational goodies and engaging in discussions around values of Acceptance, Inclusion, Unity, Respect, & Kindness, culminating in heartwarming posters displayed in the lunchroom. These are just a couple examples of the great things you will see behind our school doors. Way to go Valley View and South View!
[#DefiningExcellence](#)



High School



HIGH SCHOOL AND COLLEGE PANEL

GET EXPERT TIPS AND ADVICE FROM EDINA HIGH SCHOOL ALUMNI

August 9th, 4:15pm

**SOUTHDALE LIBRARY
ETHEL BERRY ROOM**
7001 York Ave S, Edina, MN 55435

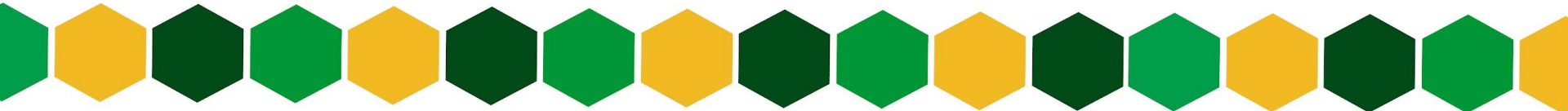
RSVP + SUBMIT

Emily Leung
Dartmouth College

Anand Khariwala
Northeastern University, London Scholars Program



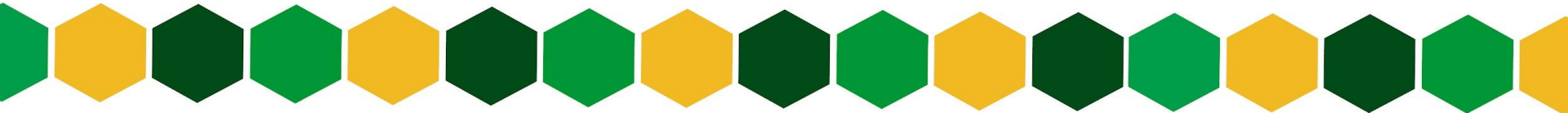
- **Prospective/New Student Tours**
 - Academics, Schedules + Student experience
 - What's Next
 - Personal Follow-up
 - Principal letter to parents
 - Student letter to students
- **Kindergarten Registration Best Practices**
- **Competitive Assessment of College Admissions Support**
- **Alumni**



Competitive Analysis



- Shopping experience
- College admissions support



Questions?

IV. **Leadership and Committee Updates**

V. **Superintendent Updates**

VI. **Adjournment**