

Teleconference information is posted on the District calendar.

1. Curriculum: Middle School School Update
2. Communications Workshop
3. District Updates
4. Board Policy Subcommittee
5. Other
  - A. Resolutions for MSBA Delegation

## School Board of Robbinsdale Area Schools

Work Session – October 5, 2020

**AGENDA SECTION:** Work Session

**ITEM:** 1. Curriculum Update

**COMMENTS BY:** Marti Voight

The School Board will have an opportunity to hear a curriculum update specific to the middle schools. An opportunity for Q & A will take place during the allotted time on the agenda.

## **Unified District Vision**

**Our mission is to inspire and educate all learners to develop their unique potential and positively contribute to their community.**

Purpose, Charge and Timeline	Redesign Outcomes	Parameters (Unacceptable Means)
<p><b>Purpose of Committee</b> The purpose of the Robbinsdale Area Schools Redesign Committee is to improve the middle school experience by implementing innovative changes to meet the learning needs of all our students.</p> <p><b>Focus Question(s)</b></p> <ul style="list-style-type: none"> <li>● How do we create a culture that promotes a safe and caring learning environment?</li> <li>● How do we strategically provide students relevant and engaging academic opportunities?</li> <li>● How do we provide 21<sup>st</sup> century learning opportunities for students?</li> <li>● How do we plan for transitions from feeder elementary schools and align to our high schools?</li> </ul> <p><b>Draft Timeline:</b></p> <ul style="list-style-type: none"> <li>● October/November 2020               <ul style="list-style-type: none"> <li>● Meet with core committee members</li> <li>● Provide updates</li> </ul> </li> <li>● December/January 2020-21               <ul style="list-style-type: none"> <li>● Meet with stakeholder groups: Parents, Staff, Students etc...</li> <li>● Provide Updates</li> </ul> </li> <li>● February/March 2021               <ul style="list-style-type: none"> <li>● Make recommendation to Cabinet</li> </ul> </li> </ul>	<p>The Middle School Redesign Committee will assess and reflect on current and best practices in middle school design.</p> <p>The options created will:</p> <ul style="list-style-type: none"> <li>● Identify feedback loops to ensure transparency</li> <li>● Recommend an implementation timeline (determine if there will be a one year or two year phase in)</li> <li>● To recommend a schedule that follows best practice at the middle school level</li> <li>● Review FTE allocations to support redesign recommendations</li> <li>● Align schedules between middle schools (number of periods, cohorts sets)</li> <li>● Plan for professional development and organizational support for communication</li> </ul>	<p>In creating options, it is unacceptable to:</p> <ul style="list-style-type: none"> <li>● work in isolation without collecting feedback from various members of groups such as parents, students, staff, and administration</li> <li>● not align with best practices and research</li> <li>● violate law, policy, or negotiated agreements/contracts</li> <li>● not link data to our process to make informed decisions</li> <li>● not regularly inform parents and students about progress</li> <li>● design a plan without understanding current and possible available resources</li> </ul>

**Core Committee Members:** Frank Herman (Facilitator), John Groenke, Zoroba Ross, Cheri Kulland, Shirrie Jackson, and...

## School Board of Robbinsdale Area Schools

Work Session – October 5, 2020

**AGENDA SECTION:** Work Session

**ITEM:** 2. Communications Workshop

**COMMENTS BY:** Dr. Stephanie Burrage, Interim Superintendent; Kathy Tunheim & Meredith Kessler, Tunheim

The School Board will have an opportunity to participate in a communications workshop with Kathy Tunheim and Meredith Kessler.



ROBBINSDALE  
Area Schools

Individual focus. Infinite potential.



TUNHEIM

# Robbinsdale Area School Board

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DIGITAL COMMUNICATIONS

OCTOBER 5, 2020

# Agenda

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Introductions

Digital Communications Principles

Social Media Platforms

Digital Platforms

Engagement + Best Practices

Questions + Board Discussion

# Introductions

# Digital Comms Principles

**Digital platforms don't just blur the line between personal and professional communications – they eliminate it.** Board members are simultaneously engaging family, friends, colleagues, constituents, parents, teachers, residents and the media without distinction.

**Rules and algorithms change at lightning speed, but professionalism is constant.** Sites like Facebook and Twitter are not the same places they were even one year ago. We need to find the balance between expressing ourselves and mitigating risk.

For public entities like school districts, **any page connected to the Board should be considered an extension of the district's information network.** By identifying as a Board member you are part of that public information network. You can and should seek verification of these pages by the social platforms.

**School boards are trusted elected officials and leaders in the community.** Board members representing their position on social media are conducting themselves as representatives of the district.

Another way to think about this: **digital and social platforms are the public square.**

# Digital Comms Principles

**Digital and social platforms also offer new ways to connect, inform and engage with stakeholders.** They are effective avenues to clarify policies and messages directly with constituents and remove barriers between officials and the public that may have existed in the past.

**On that note, public officials must welcome respectful and productive feedback as they would through traditional communications channels.** As a governing board, this will mean creating space for allies, supporters, and partners in the community. It should also mean creating appropriate space for detractors to be heard.

**It's not what you say, it's how you say it (and where, and when).** Social media does allow us to show our whole selves and create meaningful personal connections. But these platforms are also filled with risk and the potential to be misinterpreted. Posts on these platforms often lack complete context. A good rule of thumb is to ask yourself how something could be misinterpreted and reflect poorly on the School Board *before* hitting send.

**Nothing is 100% private or 100% deleted.**



- Facebook is a social media platform that enables brands to connect with followers and targeted audiences through curated content such as: images, articles, opinion pieces and more to share their brand story.
- Today, Facebook is the world's third most visited website and is the biggest social media website worldwide.
- Facebook has nearly 2.6 billion active monthly users and 71% of American adults use Facebook.
- 74% of Facebook users login daily and 52% of Americans report getting their news from Facebook.
- Seniors ages 65+ are the fastest growing group of Facebook users.
- Content for Facebook should be designed to stand out on a loud newsfeed. Content should level up to the brand story and strategy and align with timely events, relatable moments and lifestyle/cultural commentary.
- For many users, Facebook is a source of information and a place to look at trusted content from friends, companies, groups, brands and those they're connected to. Audiences tend to seek insights, opinions and real-time content on Facebook that is both shareable and relevant.

# Social Media Platforms

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- LinkedIn is social media networking site, focused primarily on professional networking and career development.
- LinkedIn is a platform for businesses and brands to showcase content that levels up to their overarching business strategy and efforts as a part of the brand story. Examples include thought leadership (blogs, articles, etc.), hiring and community efforts, relevant articles and more.
- LinkedIn has nearly 675 million active monthly users.
- Today, nearly 61% of active LinkedIn users are between ages 25-34.
- More than half of LinkedIn traffic comes from mobile device users.
- LinkedIn content has 15x more content impressions than regular job postings.
- LinkedIn is a channel that enables companies and brands to network and connect with key audiences, inform and educate about their business, offerings and thought leadership, and recruit future employees.

# Social Media Platforms



- Instagram is a social media platform focused on photo and video-sharing only. Instagram enables brands to express and share their brand story, inspirational content and unique visual brand via in-feed and Instagram Story content. Note: Content posted on an Instagram story remains visible for 24 hours only.
- Instagram has nearly one billion active monthly users and 500+ million daily Instagram Stories users.
- 63% of Instagram users log in to their account daily.
- 37% of American adults, including 67% of 18-29 year olds and 47% of 30-49 year olds, use Instagram.
- Instagram is the second-most downloaded free app in the Apple app store.
- One-third of the most viewed Instagram Stories on Instagram are stories from businesses.
- Content for Instagram should be designed to inspire, incite emotion, unique perspectives and visual content that resonates with audiences.
- For many users, Instagram is a source of creative content that spans DIY, inspirational quotes and images, and more from brands, companies, people and friends that they draw inspiration from.

# Social Media Platforms



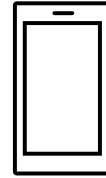
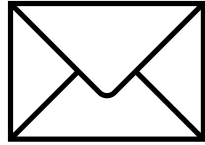
- Twitter is a social media platform best characterized by its 'microblogging' format that enables users to share, follow and receive short posts, called tweets.
- Twitter has nearly 145 million daily active users.
- 22% of American adults use Twitter and 12% of Americans report getting their news from Twitter, which is the #1 reason reported why audiences use Twitter.
- 44% of Americans ages 18-24 use Twitter, while 26% of 30-49 year old American adults use Twitter.
- Tweets with one-to-two hashtags get 100% more engagement than tweets that use no hashtags.
- Watching videos is the #3 reason why people use Twitter. Tweets with video often get 10x more engagement.
- Twitter is a channel that enables companies and brands to connect with audiences to share newsworthy, relevant information, unique perspectives and creative content that levels up to the brand voice and strategy. Typically, audiences turn to Twitter for news and relevant pop culture updates, and is a great platform for brands to grow their presence amongst target audiences.

# Social Media Platforms



- TikTok is a video-only social media platform that is a destination for users to share short-form mobile videos ranging from five to 60 seconds in length. TikTok uniquely enables brands to share their products, services and offerings in a quick, visual form.
- TikTok has more than 800 million active users worldwide.
- TikTok is the top downloaded app of 2020 and is the sixth largest social network.
- Close to half of all TikTok users are ages 18-24.
- The average U.S. user opens the TikTok app eight times a day and spends about 46 minutes using the app each day.
- In less than 18 months, the number of U.S. TikTok users grew by nearly 5.5. times.
- TikTok is channel that allows brands to showcase their unique offerings, products and services through short-form videos. Users tend to turn to TikTok for inspiration, DIYs, informational tidbits, comic relief and more. To breakthrough a cluttered feed, brands should consider partnering with TikTok influencers and tapping into TikTok trending hashtags when curating videos.

# Social Media Platforms



- **Public RAS Board meetings need to maintain a sense of decorum on par with in-person meetings.** Be present and presentable in your capacity as a Board member during these public service interactions.
- Video conferencing is the latest digital platform for many of us, and likely here to stay in some form beyond the pandemic.
- Always consider the presentation – background, clothing, lighting, activity.

- **Use your official address for all School Board activity.** Responsiveness and clarity is crucial during this time. Remember that all electronic communication is prone to public re-distribution by both supporters and critics.
- The RAS communications team is available to help answer official District inquiries.

- **As with email, text messages and calls can be saved and distributed.**
- When contacted on your personal phone, consider the conversation as part of the official School Board public information network.

# Digital Platforms

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# Digital Engagement + Best Practices

**Decide how you want to communicate on digital and social platforms.** What is the reason for being here? Who are you trying to reach, and what are you hoping to communicate?

**Avoid using private accounts for official business, and vice versa.** It is strongly recommended to establish separate accounts for public duties and securely lock down any personal social channels. Consider whether being on social channels as a 'normal citizen' is possible in your professional capacity.

**Every comment is a public statement.** In other words, use the same care and consideration for your words and actions as you would in a public meeting or media statement.

**Consider all aspects of video and visual content.** How are you presenting to the public on video? For photos, how professional is the image – and the background?

**Always follow the Robbinsdale Area School Board [values, roles and norms as outlined](#).**

**Don't block social media users.** Although it's common practice for private citizens, when the accounts or pages of elected officials block users, it could be a violation of freedom of speech or denying access to important public information.

**Be thoughtful and deliberate.** The communications team at RAS are available to support digital engagement. Keep evolving, keep asking how these platforms can be used effectively.

# Thank you

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Nick Marcouiller  
Senior Consultant  
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## School Board of Robbinsdale Area Schools

Work Session – October 5, 2020

**AGENDA SECTION:** Work Session

**ITEM:** 3. District Updates

**COMMENTS BY:** Dr. Stephanie Burrage, Interim Superintendent

The School Board will have an opportunity to hear district updates, including an update on the potential learning model shift and enrollment update. An opportunity for Q & A will take place during the allotted time on the agenda.

## School Board of Robbinsdale Area Schools

Work Session – October 5, 2020

**AGENDA SECTION:** Work Session

**ITEM:** 4. Board Policy Subcommittee

**COMMENTS BY:** David Boone, Chair

The School Board will have an opportunity to discuss the potential of making the policy subcommittee a standing committee. An opportunity for Q & A will take place during the allotted time on the agenda.

## School Board of Robbinsdale Area Schools

Work Session – October 5, 2020

**AGENDA SECTION:** Work Session

**ITEM:** 5. Other items

**COMMENTS BY:** David Boone, Chair

The School Board will have an opportunity to discuss the potential of submitting two possible resolutions for consideration at the 2020 MSBA Delegate Assembly. An opportunity for Q & A will take place during the allotted time on the agenda.

## 2020 Delegate Assembly Proposed Legislative Resolution



The MSBA Board of Directors encourages your participation in the policymaking process. Please submit your idea(s) for potential consideration at MSBA's Delegate Assembly using this form.

**Name/Title:** David Boone, School Board Chair

**School district:** Robbinsdale Area Schools

**Phone** Cell: 612-875-2581 Office: Home :

**E-mail address:** david\_boone@rdale.org

- This resolution is submitted with the support of the school board.**
- This resolution is submitted by an individual school board member.**

### **RESOLUTION STATEMENT**

*Please state in one to two sentences what action you would like the legislature to take.*

**BE IT RESOLVED THAT MSBA URGES THE LEGISLATURE TO**

Increase the threshold for free and reduced priced lunch in a phased in approach over three or five years.

### **BACKGROUND BY SCHOOL DISTRICT**

*Please provide any relevant background information or resources to the change needed.*

### **RATIONALE BY THE SCHOOL DISTRICT**

*Please share the REASONS why you are requesting this change.*

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Submit resolution form(s) by Friday, September 25, to Kim Lewis (klewis@mnmsba.org) via email

Direct questions to Kim Lewis ([klewis@mnmsba.org](mailto:klewis@mnmsba.org))

## 2020 Delegate Assembly Proposed Legislative Resolution



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**Name/Title:** David Boone, School Board Chair

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**Phone** Cell: 612-875-2581 Office: Home :

**E-mail address:** david\_boone@rdale.org

- This resolution is submitted with the support of the school board.**
- This resolution is submitted by an individual school board member.**

### **RESOLUTION STATEMENT**

*Please state in one to two sentences what action you would like the legislature to take.*

**BE IT RESOLVED THAT MSBA URGES THE LEGISLATURE TO**

Oppose the state auditor from charging fees for completing petition audits for a district.

### **BACKGROUND BY SCHOOL DISTRICT**

*Please provide any relevant background information or resources to the change needed.*

### **RATIONALE BY THE SCHOOL DISTRICT**

*Please share the REASONS why you are requesting this change.*

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Submit resolution form(s) by Friday, September 25, to Kim Lewis (klewis@mnmsba.org) via email

Direct questions to Kim Lewis ([klewis@mnmsba.org](mailto:klewis@mnmsba.org))