



MINNESOTA
KIDSRISE

POWERED BY PUBLIC SCHOOLS





WHAT IS MINNESOTA KIDS RISE?

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Purpose:

A cohesive public relations, communications, accurate data awareness, and strategic marketing strategy to increase enthusiasm and bolster support for public schools in Minnesota.

- We believe that only a partial, and often negative, story is being told about our schools.
- In the absence of a counter narrative, the pervasive narrative becomes the truth.
- We aim to be transparent about some of the improvements needed in our education system our communication efforts will seem disingenuous.



MINNESOTA KIDS RISE

Belief Statement:

As leaders in Minnesota, it is our job to promote and protect public education. We need to work to change the conversation and narrative around public education in the state of Minnesota. Despite the imperfections of public schools, garnering support and strengthening our public schools is still our state's best hope for having an educated populace, reducing the achievement gap, and having a future-ready workforce.





OUR STRATEGY

Our Strategy Statement:

Why it matters:

It keeps all of us focused on what makes this initiative different in how we deliver the message. The Strategy Statement translates our brand philosophy into daily action.



Our Strategy Statement:

Minnesota Kids Rise is the only statewide public education initiative that builds trust and pride by sharing local proof, real stories, and clear statistics that show how kids and communities thrive through the power of Minnesota's public schools.



High Level Campaign Goals:



Raise awareness of the role and positive impact of public schools on Minnesota and its communities.



Build understanding of the value of investing in public education.



Create a groundswell of community support for Minnesota's public schools.



Ensure accurate data is being shared about our public schools.



Financial stability and support for public schools.



A young girl with long dark hair, wearing a white shirt and a pink backpack, is holding hands with an adult in a white shirt. They are standing in front of a yellow and blue striped wall. Other children are visible in the background. The text "HOW WE COMMUNICATE" is overlaid in white on the image.

HOW WE COMMUNICATE

Our Key Messages:

Why it matters:

Key Messages help tell the same story in many ways, building familiarity and trust. They ensure the brand sounds cohesive across multiple channels and touchpoints while giving flexibility to adapt to platforms, segments and moments.



Our Key Messages:

- Minnesota Public Schools are a place for kids and communities to grow.
- Public schools open doors of opportunity and help every Minnesota kid rise.
- Minnesota public schools are not perfect, but we only improve by working together.
- Be part of the promise to every Minnesota kid.



A photograph of a group of children in a classroom, with their hands raised in the air. The image is overlaid with a blue tint. The text "BRAND ROLLOUT" is written in large, white, bold, sans-serif capital letters across the center of the image. The children are sitting on the floor, and their expressions are focused and engaged. The background is slightly blurred, showing other children and what appears to be a classroom environment.

BRAND ROLLOUT

Our Launch Campaign

“I’m a Minnesota Kid”





I'm a Minnesota Kid

Website

Themes

Transparency, credibility, trust-building


Sections

What's working & What's improving, data center, stories, get involved, resources

User experience

Utility & depth without overwhelm





Help Minnesota Kids Rise

Minnesota Public Schools Messaging Initiative

Who We Are

Minnesota Kids Rise is a statewide initiative dedicated to strengthening trust and pride in Minnesota's public schools. We do this by sharing local proof, real stories, and clear statistics that show how kids and communities thrive.

From small towns to city neighborhoods, public schools are where opportunity begins and community takes root. Every day, teachers, coaches, counselors, and staff create environments where kids feel seen, supported, and challenged to grow.

We recognize both the meaningful progress happening in schools and the challenges districts are working to address. Minnesota Kids Rise provides balanced and trustworthy information that helps families and community members understand how public schools are serving students and strengthening communities.

With the state's leading educational experts, we bring together real stories, local context, and clear data so Minnesotans can evaluate quality with clarity and confidence.

What We're Doing

Public schools are complex and they don't always get attention for the positive things they do for our communities. We are building confidence in Minnesota's public schools by sharing:

- Local proof of student success
- Real student, teacher, and community stories
- Clear, easy-to-understand data
- Context about what schools control and what the state funds
- Whole-child experiences that include academics, activities, belonging, and safety
- Relay real stories and stats about what is evolving and improving in Minnesota public schools

This balanced model helps Minnesotans understand what is really going on in our public schools and strengthens pride in public schools across Minnesota.

Matters

Public schools face constant noise from shifting headlines, politicized messaging, and expanding demands that can turn education into a full-time research project. At the same time, public schools are one of Minnesota's greatest shared investments. Strong public schools:

- Thrive in neighborhoods
- Build a future workforce
- Keep communities connected
- Protect property values

When confidence erodes, support follows. Minnesota Kids Rise provides clarity, confidence, and community pride in a way that is grounded in facts on kids.


Why It Matters

Whether you are a school board member, teacher, parent, educator, or community member, your voice matters. This initiative brings together trusted community leaders to share a clear, credible, locally grounded message. This is your opportunity to:

- Build public confidence in schools
- Create examples of what's working
- Help families feel informed and supported
- Show that kids thriving is our priority
- Share stories of what is evolving in Minnesota Public Schools

When trusted leaders speak with clarity, communities listen.

Kids Rise is supported by



Ways to Support

This is a call to action for anyone who believes strong public schools strengthen Minnesota's future. We need your leadership and engagement.

Your involvement helps us:

- Share local stories and proof statewide
- Build a visible, unified voice for Minnesota public schools
- Be an advocate for the benefits that public schools bring to Minnesotans in every stage of life

Be part of the promise to every Minnesota kid.

- ✓ **Become a Champion** – Share Minnesota Kids Rise content within your networks and community channels.
- ✓ **Provide Local Proof** – Help identify stories, examples, and data that reflect your district's success.
- ✓ **Lend Your Voice** – Participate in conversations that reinforce calm, fact-based confidence in public schools.

For more information and questions about the launch of Minnesota Kids Rise, contact Erica Allenburg at eallenburg@mnmsba.org

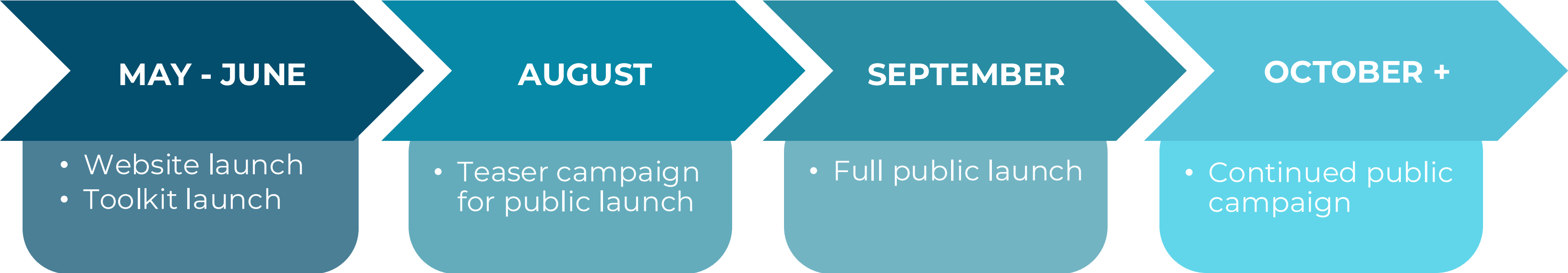


I'm a Minnesota Kid

Booth Materials



Brand Launch Timing



A photograph of three young men walking down a set of concrete stairs at a university. They are carrying books and backpacks. The background shows a large, modern building and trees. The image has a light blue tint. A solid orange vertical bar is on the left side.

A STATEWIDE EFFORT

How Minnesota Kids Rise Helps Districts

Minnesota Kids Rise is designed to support and strengthen the work districts are already doing.

It does this by:

- Providing a trusted statewide voice supporting public schools
- Highlighting real stories from local schools
- Creating shareable content districts can use
- Reinforcing the value of public education across Minnesota

Districts remain the primary voice in their communities.





MEASURING SUCCESS

Success Measures

We measure success by whether more Minnesotans see, engage with, believe in, and ultimately support their public schools.

By defining key performance indicators and measures to support these, we will be able to track success over time.



Strategic Framework

	Phase 1 AWARENESS	Phase 2 ENGAGEMENT	Phase 3 NARRATIVE CHANGE	Phase 4 PERCEPTION SHIFT	Phase 5 LONG-TERM SYSTEM IMPACT
KPI	Initial awareness of Minnesota Kids Rise <i>"Are people seeing this?"</i>	Increase meaningful engagement with campaign content. <i>"Are people interacting with this?"</i>	Increase visibility and adoption of public school stories. <i>"Are people thinking differently?"</i>	Improve public perception of school quality, value, and trust. <i>"Are people acting differently?"</i>	Strengthen long-term support for public education. <i>"Is support for public schools improving?"</i>
SUCCESS METRICS	<ul style="list-style-type: none"> Website unique visitors Social media likes Capture rate from drive to website Media reach 	<ul style="list-style-type: none"> Social media shares Video completion rate Click-through rate Time on site 	<ul style="list-style-type: none"> Percent of positive stories places by the media Sentiment score over time 	<ul style="list-style-type: none"> Quality perception Trend perception Trust in decision-making Perception of tax value 	<ul style="list-style-type: none"> Referenda/bond/levy support trends Enrollment trends Perception trends
TIMING	Leading indicator: 2-6 weeks Reliable Trend: 2-3 months	Leading indicator: 3-10 weeks Reliable Trend: 2-4 months	Leading indicator: 4-6 months Reliable Trend: 6-12 months	Leading indicator: 6-9 month Reliable Trend: 12-24 months	Leading indicator: 12-18 months Reliable Trend: 2-5 years

TO BE COMPLETED: Phase 2.5
DISTRICT TOOLKIT
ENGAGEMENT METRICS



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