

School Board Professional Development
Meeting
Tuesday, September 30, 2025 7:00 PM

St. Anthony Community Services (Council
Chambers)
Community Services
3301 Silver Lake Road NE
St. Anthony , MN 55418

Agenda

1. Call to Order Professional Development Meeting
Speaker(s): Barry Kinsey - School Board Chair
2. Approval of agenda
Speaker(s): Barry Kinsey - School Board Chair
3. Discussion
Speaker(s): Barry Kinsey - School Board Chair
 - 3.1. Community Engagement
Speaker(s): Barry Kinsey - School Board Chair
 - 3.2. 2025-26 Board Goal Development
Speaker(s): Barry Kinsey - School Board Chair
 - 3.2.a. School Board Evaluation Review and 2024-2026 School Board Goal Review
Speaker(s): Barry Kinsey - School Board Chair
4. Adjourn School Board Meeting
Speaker(s): Barry Kinsey - School Board Chair

MEMORANDUM

TO: St. Anthony-New Brighton School Board n

FROM: Jada Richard, Communications Specialist
Susan Brott, Senior Strategist, CESO Communications

DATE: Friday, Sept. 26, 2025

RE: Strategic Communications & Engagement Plan

The attached Strategic Communications Plan is designed to serve as a guiding framework for all district communications in the 2025–26 school year. It reflects SANB’s deep commitment to dignity, belonging, and effective instruction, and it translates those values into a clear roadmap for how the district will communicate with students, families, staff, and the broader community.

Developed in partnership with CESO Communications, the plan builds upon the 2022 Baseline Communications Audit and recent leadership input. It provides a coordinated approach across internal and external channels, ensuring that all messaging is intentional, transparent, and aligned with the district’s strategic priorities.

Importantly, community engagement is a central focus of the plan, recognizing the importance of authentic two-way communication and shared ownership of student success. Within this area, the plan outlines strategies for School Board engagement to strengthen transparency, elevate trust, and ensure families and community members remain informed about the Board’s work and decision-making. Tools such as *Board Briefs* in the *Brighter Bulletin*, public-facing reports, and a comprehensive annual communications update will support these efforts.

During the Board’s upcoming professional development work session on September 30, we will briefly highlight the key components of this plan, review a draft monthly message calendar, and facilitate a discussion with Board members about effective engagement strategies and recommendations. We look forward to this conversation and to working together on strategies that will strengthen communication and engagement across the district.



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Strategic Communications Plan

St. Anthony-New Brighton School District

August 2025

prepared by CESO Communications



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About St. Anthony-New Brighton School District

St. Anthony–New Brighton School District (SANB) is a small yet mighty district that delivers a significant impact through strong relationships, innovative instruction, and an unwavering commitment to dignity and belonging. Rooted in a tight-knit, engaged community, SANB is guided by a bold strategic plan focused on connection, trust, and transparent, audience-centered communication.

The district serves just under 2,000 students across three closely connected schools and a thriving Community Services program. The elementary school (PreK–5) is located less than a mile from the middle (6–8) and high school (9–12), which share a campus with the district office. The Community Services Center, a half-mile away, offers lifelong learning and engagement opportunities for learners of all ages.

Mission

To educate, prepare, and inspire a community of lifelong learners in our small, caring environment.

Vision

We are committed to the success of all learners. We will engage, inspire and support each learner through innovation and collaboration.

Student Success Framework

At St. Anthony–New Brighton Schools, the path to student success is anchored in three interconnected pillars: Dignity, Culture of Belonging, and Effective Instruction. These core commitments shape what the district believes, how it acts, and how it ensures every student thrives.

I. Dignity (What We Believe)

At the heart of St. Anthony–New Brighton Schools is a deep belief in the inherent dignity of every person. Dignity means recognizing that every student, staff member, family, and community member carries value and deserves to be treated with respect, fairness, and humanity.

This belief anchors all of our decisions and interactions. It shapes how we design classrooms, resolve conflicts, engage with families, and support one another. Upholding dignity is more than a moral stance — it’s a daily practice that creates the foundation for belonging and learning.

We affirm this belief by:

- **Centering equity** in policies, practices, and resource allocation to ensure all students have access to opportunities that meet their needs.
- **Honoring identity** by creating spaces where individuals feel safe to express who they are without fear of exclusion or harm.
- **Listening with respect**, especially when perspectives differ, to foster trust and mutual understanding.

II. Culture of Belonging (How We Act)

At St. Anthony–New Brighton Schools, *belonging isn’t an initiative—it’s a lived experience we build together*. Our Culture of Belonging reflects our shared responsibility to create learning environments where everyone feels welcome, connected, and safe.

We act on this commitment every day through:

- **Collaboration:** We partner with students, families, staff, and the broader community, knowing that relationships are at the heart of successful schools.
- **Courage and Continuous Improvement:** We are willing to ask hard questions, take risks, and reflect honestly so we can grow—both individually and collectively.
- **Caring and Professional Community:** We show up for one another with empathy, respect, and professionalism, creating a culture where both students and staff are supported and empowered.

This culture is what makes SANB special. It's visible in the way teachers support one another, how students celebrate each other's identities, and how families engage with trust. It's a promise we make and keep – not just through our words, but through our everyday actions.

III. **Effective Instruction** (How We Ensure the Success of Each Student)

We believe that every student deserves access to high-quality learning experiences that challenge, inspire, and support them. Effective instruction at SANB is not about following a script—it's about crafting engaging, inclusive, and rigorous learning environments that meet the needs of diverse learners.

Our instructional approach is grounded in three essential principles:

- **Rigor:** We hold high expectations for every learner, providing the right support and challenge so students can stretch and grow.
- **Relevance:** We connect learning to students' lives, interests, and future goals, making education meaningful and motivating.
- **Relationships:** We recognize that learning happens best when students feel known, valued, and respected by the adults in their lives.

Together, these principles ensure that instruction isn't one-size-fits-all. It's thoughtful, inclusive, and student-centered. When we teach with rigor, relevance, and relationships at the core, we create conditions where every student can reach their full potential.

Strategic Communications Plan

Strategic and responsive communication is a foundational element of St. Anthony-New Brighton’s commitment to dignity, culture of belonging and effective instruction. In an increasingly complex and fast-paced environment, clear, consistent, and inclusive communication helps ensure that every student, family, staff member, and community stakeholder feels informed, valued, and connected to the district’s mission.

The SANB Strategic Communication Plan was developed in direct response to both internal and external stakeholder feedback, as well as an intentional review of current communication strengths and gaps. It is structured around the four-step communication process — Research, Planning, Implementation, and Evaluation — providing a comprehensive roadmap for strengthening districtwide communication practices.

Guided by the district’s Student Success Framework and its strategic mission and vision, this plan outlines a proactive, audience-centered approach to communications. It addresses the need for enhanced transparency, improved crisis communication readiness, broader engagement through storytelling and digital platforms, and more robust two-way feedback systems.

Through disciplined execution of the strategies and tactics outlined in this plan, SANB will foster deeper trust, highlight student and staff achievements, support teaching and learning, and create a culture of open, empathetic, and responsive communication across all levels of the organization.

PURPOSE

This plan outlines the strategic communication priorities and tactics for SANB for the 2025–26 school year. It is informed by a CESO-led baseline communications audit (2022), an updated framework for communication planning, a July 2025 communications retreat, and newly adopted brand architecture. Many foundational recommendations from the 2022 BCA have already been implemented. This plan builds on that progress to further strengthen consistency, deepen engagement, and enhance the impact of communication.



RESEARCH

The development of this strategic communications plan was anchored in a strong foundation of research and discovery. CESO Communications conducted a comprehensive Baseline Communications Audit in 2022, which surfaced critical gaps and strengths across the district’s messaging systems, brand consistency, internal routines, and public engagement.

The district’s Student Success and recently revised brand architecture were also core references in shaping this plan, ensuring that every strategy supports the district’s long-term goals and values. Additionally, feedback from staff, families, and community members, gathered through past input opportunities and ongoing observation, offered a lens into lived experiences and communication realities on the ground.

Building on that foundation, CESO Communications and Communications Specialist Jada Richard met in July 2025 to assess progress, identify persistent challenges, and map current communication needs to evolving priorities.

Together, these inputs revealed a clear set of priorities: the need for a more consistent and aligned brand presence, stronger internal communications, improved storytelling and messaging, and more opportunities for authentic and intentional engagement with all constituencies.

PLANNING

Building upon insights gathered through the 2022 Baseline Communications Audit, the July 2025 internal leadership and communications retreat, and updated district brand values, SANB developed a cohesive and responsive strategic communications plan. This plan translates the district’s strategic priorities into clear communication goals, identifies its most important audiences, refines its core messaging, and outlines the strategies and tactics needed to deepen engagement and improve clarity across all channels.

GOALS & OBJECTIVES

At the heart of this plan is a commitment to ensure that every communication effort – internal or external – is intentional, audience-centered, and values-aligned. The goals of this plan respond directly to known challenges and stakeholder expectations.



These goals are supported by specific, actionable objectives: producing regular branded publications; upholding recurring email and internal communications; expanding social media presence; updating the district website and visual identity; and embedding storytelling that reflects strategic priorities and diverse voices.

Goal	Objective
I. Enhance Brand Alignment	Promote visual and narrative consistency across all platforms by producing regular branded publications
II. Strengthen Internal Communication	Provide regular, clear and coordinated updates to all staff through regular and consistent internal communications
III. Elevate External Communication	Ensure families and community members receive timely, accurate and inspiring information via district communication channels, including electronic and mailed communications, an updated website, short “reel” style videos, and enhanced social media presence
IV. Foster Family Partnerships	Increase two-way communication and resource-sharing that supports student success
V. Build Community Confidence	Address misinformation, elevate transparency, and tell a more complete story of SANB’s excellence
VI. Expand Engagement	Create proactive, authentic opportunities for students, staff, families, and community members to feel informed, involved, and valued through meaningful communication touchpoints.

AUDIENCES

To meet these goals, the district identified key audience groups – including students, parents/families, teachers/staff, and community members – ensuring that communication strategies will be appropriately tailored to each segment’s unique needs and expectations. The district will develop intentional messaging strategies for each key audience group to ensure that communications

are clear, relevant, and aligned with the district’s core values and brand. By tailoring message intent to each segment’s unique perspective and role, the district seeks to foster trust, engagement and shared ownership of its mission.

- **Primary: Students, Parents/Families, Teachers, Staff**

For SANB’s primary audiences – those most directly impacted by district decisions and everyday experiences – the purpose of communication is to foster **dignity, trust, and connection**. These messages are designed to provide timely updates on opportunities, resources and district actions; support effective instruction by ensuring staff receive coordinated, instructionally aligned messaging; and promote shared ownership of student success through clear, two-way communication with staff and families.

Communications will be:

- **Authentic and nurturing** – ensuring people feel seen, heard and supported in their roles as learners, caregivers or educators
- **Clear and persuasive** – helping families and staff understand priorities and actions that affect them directly
- **Empowering** – celebrating student growth and staff excellence, and highlighting SANB’s culture of belonging

- **Secondary: Community Members, Civic Partners**

For community members and civic partners who support or observe the district from a broader perspective, communication will reflect transparency, pride, and cooperative partnership. This audience will see messaging that highlights achievements and innovation in SANB schools, builds public trust in district governance and accountability, and encourages informed, supportive civic and community involvement.

Messages to this group are crafted to:

- Showcase the district’s commitment to academic excellence, innovative instruction, and whole-child development
- Explain the rationale behind key decisions and strategic initiatives in clear, respectful language
- Reinforce SANB’s role as a responsible community anchor and public steward
- Provide accurate, coordinated information during high-interest events or sensitive issues to ensure clarity and credibility

- **Tertiary: Alumni, Donors, Regional Education Partners, Local Media**

For stakeholders who amplify SANB’s story beyond district boundaries, messaging will position the district as

forward-thinking, grounded in purpose, and worthy of investment.

Through a qualified and persuasive tone, communication will:

- Celebrate the outcomes and stories that result from SANB’s commitment to effective instruction and an inclusive culture
- Encourage advocacy and resource-sharing from those who care deeply about public education and community growth
- Demonstrate authentic leadership and integrity in regional and state-level conversations

CORE MESSAGES

All SANB communications will be anchored in the district’s Student Success Framework, specifically the pillars of Dignity, Culture of Belonging, and Effective Instruction, and guided by the tone and values outlined in the brand architecture. Messages will be crafted to reflect the district’s identity as authentic, compassionate and cooperative, while maintaining a tone that is qualified, persuasive and nurturing.

General Message Themes

- **Every student matters.**
SANB is committed to creating a learning environment where all students feel respected, included and supported to thrive academically, socially and emotionally.
- **We are one community.**
Families, staff and community members are all valued partners in student success. SANB actively seeks to listen, collaborate and grow together.
- **Learning is our purpose.**
High-quality, responsive instruction drives every decision. From classroom practices to district investments, the focus is on what helps students learn best.
- **Communication builds trust.**
SANB believes in honest, timely and transparent communication that supports understanding, accountability and unity,

especially during times of change or challenge.

- **We celebrate who we are.**

The district uplifts student and staff achievements, honors diverse voices, and shares stories that reflect the vibrancy and strength of the SANB community.

Student Success Framework Message Anchors

Pillar	Supporting Messages
Dignity	We honor and support each person’s identity, voice and contributions. Respect is modeled in every interaction and decision.
Culture of Belonging	We foster inclusive, welcoming environments where students and families feel connected, valued and safe to be themselves.
Effective Instruction	We invest in evidence-based practices, meaningful learning experiences, and skilled educators to prepare every student for success today and in the future.

STRATEGIES & TACTICS

1. Brand Alignment

SANB will establish a consistent, future-focused brand identity that reflects who the district is today and who it aspires to become. Through updated visuals, messaging tone, and storytelling rooted in authenticity and compassion, the district will ensure every communication reflects its core values and builds clarity, trust, and connection with all audiences.

- Redesign the district logo to reflect the updated brand architecture and ensure visual cohesion across all platforms
- Develop a comprehensive brand style guide, including tone of voice, color usage, logo applications, and photo guidelines
- Introduce monthly brand themes (e.g., curiosity, collaboration, compassion) to guide storytelling and content strategy
- Apply branding consistently to all external materials (newsletters, social media, website) and internal tools (slides, templates, signage)

2. Internal Communications

Internal communication will prioritize clarity, consistency, and connection across roles and buildings. By streamlining staff messaging and providing tools and training for leaders, SANB will create a workplace culture where employees feel informed, supported, and valued as contributors to the district’s success. This approach promotes confidence, alignment, and cohesion in all internal efforts.

- a. Continue the weekly “KDS” staff e-newsletter, spotlighting success stories, district news, and instructional resources
- b. Maintain an internal communications calendar synchronized with external publications and key initiatives
- c. Provide message templates and media prep tools for principals and department leaders to increase clarity and confidence
- d. Offer professional development sessions on strategic communication and storytelling, rooted in the tone and values of the brand
- e. Incorporate a staff engagement framework to help leaders create connection, especially during change

3. External Communications

From newsletters and website updates to mailed publications and media relations, external communications will help families and community members see, hear, and understand the SANB story. Every interaction, from reading a newsletter to attending a Board meeting, should reinforce the district’s commitment to transparency, global-mindedness, and continuous improvement in support of student success.

- a. Publish and mail three district newsletters (November, February, Summer), each highlighting student experiences, community partnerships, and celebrations aligned with brand themes
- b. Release an Annual Report to the Community (January), combining performance data, community impact stories, and financial transparency
- c. Continue to publish the Brighter Bulletin, a bi-weekly email newsletter for families, staff and the broader community, which includes Board Briefs (summarized updates from Board meetings) as well as Student Success Framework and brand-aligned storytelling
- d. Conduct a website audit, addressing structure, visual identity, accessibility, and SEO for improved usability and consistency.

4. Family Partnerships

Families are essential partners in student learning and wellbeing. SANB will strengthen two-way communication by providing timely, accessible updates and tools that help parents navigate school systems and engage meaningfully with their children’s

education. Through compassionate, culturally responsive communication practices, SANB will foster mutual trust, clarity, and respect.

- a. Explore and deploy strategies to better utilize ParentSquare implementation across all schools to support a better user experience and increased two-way communication
- b. Set expectations for building-level communication, especially for high-contact roles like coaches, counselors, and specialists
- c. Curate family-facing resources and how-to guides, embedded in the Brighter Bulletin and on the website
- d. Translate all essential communications into the district’s primary non-English languages, modeling cultural inclusion

5. Community Confidence

Effective communication helps shape public understanding and perception of SANB’s values, priorities, and decisions. The district will proactively share information, address misinformation, and tell powerful stories that reflect the district’s impact. Clear, qualified messaging—especially during times of change—will reinforce community trust and demonstrate responsible, student-centered leadership.

- a. Build a rapid response process for addressing high-interest issues, leveraging talking points and values-forward messaging
- b. Use storytelling to contextualize complex or technical decisions (e.g., budgets, grading changes, instructional changes)
- c. Expand the district’s media relations strategy, including proactive outreach to local journalists and opinion leaders
- d. Reinforce community partnership through messaging that’s transparent, qualified and grounded in shared goals

6. Engagement

SANB will deepen its culture of engagement by combining powerful, inclusive storytelling with authentic in-person and virtual opportunities for connection. These efforts will reflect the district’s values of authenticity, compassion, and global-mindedness, while uplifting community voices, fostering trust, and promoting two-way communication.

- a. Develop and maintain a social media content calendar driven by monthly brand themes, strategic priorities, and key district events.
- b. Center student and staff voice across all platforms, including reels and short-form video storytelling, “Day in the life” features and behind-the-scenes content, student-led takeovers and interviews
- c. Reintroduce storytelling coverage from legacy and high-impact events (e.g., preschool art fair, prom sendoff, graduation, staff recognitions).

- d. Spotlight underrepresented voices, including multilingual families, students of color, LGBTQ+ youth, and longtime community members, to ensure a compassionate and inclusive brand presence.
- e. Develop a comprehensive engagement plan based on recommendations from the May 2025 Community Conversation

IMPLEMENTATION

Effective implementation of this plan requires strong coordination, accountability, and a rhythm of execution that aligns with SANB's academic calendar and community engagement cycle. Each strategy area includes both high-visibility and behind-the-scenes tactics, with clear timelines and ownership across internal and partner teams.

By aligning communications efforts with key milestones – such as the school year launch, Board reporting cycles, and community events – SANB will ensure that each message is not only delivered but also received with clarity, trust and relevance. This plan is designed to be practical and adaptable, enabling the district to respond to emerging needs while remaining grounded in its brand values and priorities.

Progress will be tracked through quarterly updates and an annual communications report that highlights both quantitative data and qualitative feedback.

For reference, items in the implementation plan are prioritized for the 2025-26 school year and numbered according to the above goals, objectives, strategies and tactics.

Goal I – Enhance Brand Alignment				
Objective: Promote visual and narrative consistency across all platforms by producing regular branded publications				
Item	Tactic / Tool	Target Audience	Timeline	Responsibility
I.1.a	<i>Finalize and launch updated logo</i>		Fall 2025	
	<ul style="list-style-type: none"> Redesign the district logo to reflect the updated brand architecture and ensure visual cohesion across all platforms 	Staff, Families, Community		CESO Comms SANB Branding Team
I.1.b	<i>Develop and publish brand style guide</i>		Fall 2025	
	<ul style="list-style-type: none"> Develop a comprehensive brand style guide, including tone of voice, color usage, logo applications, and photo guidelines 	Staff, Vendors, Leaders		CESO Comms
I.1.c	<i>Develop monthly themes aligned with brand</i>		Launch Fall 2025	
	<ul style="list-style-type: none"> Introduce monthly brand themes (e.g., curiosity, collaboration, compassion) to guide storytelling and content strategy 	Families, Staff, Community	Ongoing	CESO Comms SANB Comms
I.1.d	<i>Apply branding to all platforms (web, print, signage)</i>		Launch Nov. 2025	
	<ul style="list-style-type: none"> Apply branding consistently to all external materials (newsletters, social media, website) and internal tools (slides, templates, signage) 	All Audiences	Ongoing	SANB Comms

Goal II – Strengthen Internal Communication				
Objective: Provide regular, clear and coordinated updates to all staff through consistent internal communications				
Item	Tactic / Tool	Target Audience	Timeline	Responsibility
II.2.a	<i>KDS weekly internal newsletter</i>		School Year	
	<ul style="list-style-type: none"> Continue the weekly “KDS” staff e-newsletter, spotlighting success stories, district news, and instructional resources 	Staff	Updated Annually	SANB Comms
II.2.b	<i>Staff communications calendar synced with district messaging</i>		Launch Aug. 2025	
	<ul style="list-style-type: none"> Maintain an internal communications calendar synchronized with external publications and key initiatives 	Staff	Monthly	CESO Comms SANB Comms
II.2.c	<i>Message templates and talking points for leaders</i>		Launch Fall 2025	
	<ul style="list-style-type: none"> Provide message templates and media prep tools for principals and department leaders to increase clarity and confidence. 	Principals Directors	Ongoing	SANB Comms
II.2.d	<i>Media/message training for leaders</i>		Winter 2026	
	<ul style="list-style-type: none"> Offer professional development sessions on strategic communication and storytelling, rooted in the tone and values of the brand 	School & District Leaders		CESO Comms SANB Comms
II.2.e	<i>Staff feedback loops and engagement tools</i>		School Year	
	<ul style="list-style-type: none"> Incorporate a staff engagement framework to help leaders create connection, especially during change 	Staff	Ongoing	SANB Comms District Leaders

Goal III – Elevate External Communication				
Objective: Ensure families and community members receive timely, accurate and inspiring information via multiple channels				
Item	Tactic / Tool	Target Audience	Timeline	Responsibility
III.3.a/b	<i>Mailed district publications</i>		Launch Fall 2025	
	<ul style="list-style-type: none"> • Three mailed district newsletters - Publish and mail three district newsletters, each highlighting student experiences, community partnerships, and celebrations aligned with brand themes • Annual report - Release an Annual Report to the Community, combining performance data, community impact stories, and financial transparency 	Staff, Families, Community, Board	<ul style="list-style-type: none"> – November – February – June – January 	SANB Comms CESO Comms
III.3.c	<i>Electronic district publications</i>		School Year	
	<ul style="list-style-type: none"> • Brighter Bulletin bi-weekly email - Continue to publish the Brighter Bulletin, a bi-weekly email newsletter for families, staff and the broader community, which includes Board Briefs (summarized updates from Board meetings) as well as Student Success Framework and brand-aligned storytelling 	Families, Staff, Community	Bi-weekly (and as needed)	SANB Comms
III.3.d	<i>Website</i>		Launch Summer 2025	
	<ul style="list-style-type: none"> • Conduct a website audit, addressing structure, visual identity, accessibility, and SEO for improved usability and consistency. 	All Audiences	Ongoing	CESO Comms SANB Comms
III.6.a	<i>Social Media</i>		Launch Summer 2025	
	<ul style="list-style-type: none"> • Develop and maintain a social media content calendar driven by monthly brand themes, strategic priorities, and key district events. 	Families Community	Ongoing	SANB Comms

Goal IV – Foster Family Partnerships				
Objective: Increase two-way communication and resource-sharing that supports student success				
Item	Tactic / Tool	Target Audience	Timeline	Responsibility
IV.4.a	<i>ParentSquare optimization and staff training</i>		Fall 2025	
	<ul style="list-style-type: none"> Explore and deploy strategies to better utilize ParentSquare implementation across all schools to support a better user experience and increased two-way communication 	Families, Teachers	Ongoing	SANB Comms
IV.4.b	<i>Support for building-level two-way communication practices</i>		Launch Fall 2025	
	<ul style="list-style-type: none"> Set expectations for building-level communication, especially for high-contact roles like coaches, counselors, and specialists 	Coaches, Specialists, Teachers	Ongoing	SANB Comms
IV.4.c	<i>Brighter Bulletin features: family resource tips, school-home alignment</i>		School Year	
	<ul style="list-style-type: none"> Curate family-facing resources and how-to guides, embedded in the Brighter Bulletin and on the website 	Families	Bi-weekly	SANB Comms
IV.4.d	<i>Multilingual family communications</i>		School Year	
	<ul style="list-style-type: none"> Translate all essential communications into the district’s primary non-English languages, modeling cultural inclusion 	Multilingual Families	Ongoing	SANB Comms

Goal V – Build Community Confidence				
Objective: Address misinformation, elevate transparency, and tell a more complete story of SANB’s excellence				
Item	Tactic / Tool	Target Audience	Timeline	Responsibility
V.5.a	<i>Rapid Response Messaging System</i>		Launch Fall 2025	
	<ul style="list-style-type: none"> Build a rapid response process for addressing high-interest issues, leveraging talking points and values-forward messaging 	Staff, Families, Community	As needed	CESO Comms SANB Comms
V.5.b/d	<i>Storytelling on complex topics</i>		Launch Fall 2025	
	<ul style="list-style-type: none"> Use storytelling to contextualize complex or technical decisions (e.g., budgets, grading changes, instructional changes) 	Staff, Families, Community	Ongoing	CESO Comms SANB Comms
V.5.c	<i>Expand media relations and local partnerships</i>		Launch Fall 2025	
	<ul style="list-style-type: none"> Expand the district’s media relations strategy, including proactive outreach to local journalists and opinion leaders 	Civic Partners, Media	Ongoing	SANB Comms
V.2.c	<i>Talking points toolkit</i>		Launch Fall 2025	
	<ul style="list-style-type: none"> Comprehensive refresh of the district site to improve navigation, accessibility (ADA compliance), and mobile responsiveness, centralizing key information for all users. 	Leaders Board	Ongoing	CESO Comms SANB Comms
V.5	<i>Annual Communications Report</i>		Spring 2026	
	<ul style="list-style-type: none"> Provide an annual update at a public Board meeting to highlight work completed and progress on the communications plan. 	Board, Leadership	Annually	SANB Comms

Goal VI – Expand Engagement				
Objective: Create authentic, proactive opportunities for students, staff, families and residents to feel connected and heard				
Item	Tactic / Tool	Target Audience	Timeline	Responsibility
VI.6.a	<i>Social media content calendar</i>		Launch Fall 2025	
	<ul style="list-style-type: none"> Develop and maintain a social media content calendar driven by monthly brand themes, strategic priorities, and key district events. 	All Audiences	Monthly	CESO Comms SANB Comms
VI.6.b	<i>Centering student and staff voice</i>		School Year	
	<ul style="list-style-type: none"> Continue to center student and staff voice across all platforms, including reels and short-form video storytelling, “Day in the life” features and behind-the-scenes content, student-led takeovers and interviews 	All Audiences	Ongoing	SANB Comms
VI.6.c	<i>Leverage Storytelling</i>		School Year	
	<ul style="list-style-type: none"> Leverage storytelling coverage from legacy and high-impact events (e.g., preschool art fair, prom sendoff, graduation, staff recognitions). 	All Audiences	Ongoing	SANB Comms
VI.6.d	<i>Elevate underrepresented voices</i>		School Year	
	<ul style="list-style-type: none"> Highlight underrepresented voices, including multilingual families, students of color, LGBTQ+ youth, and longtime community members, to ensure a compassionate and inclusive brand presence. 	All Audiences	Ongoing	SANB Comms
VI.6.e	<i>Comprehensive engagement plan</i>		Fall 2025	
	<ul style="list-style-type: none"> Develop a comprehensive engagement plan for district and board based on recommendations from the May 2025 Community Conversation 	All Audiences	Ongoing	CESO Comms

EVALUATION

Evaluation of SANB’s strategic communications efforts will focus on measuring effectiveness, identifying areas for growth, and capturing authentic stories of impact across all six goal areas. Both quantitative metrics and qualitative insights will be collected throughout the year to assess progress, adjust strategies, and inform future planning.

All evaluation activities will align with SANB’s commitment to authentic, compassionate, and inclusive communication, while supporting transparency and accountability to internal and external stakeholders.

Evaluation will focus on three core success indicators:

- **Clarity & Transparency Metrics:** Improved stakeholder understanding of district decisions, priorities, and opportunities, as reflected in feedback from annual surveys and advisory groups. These indicators evaluate the district’s ability to communicate authentically, in a timely manner, and with accuracy, particularly on high-interest or complex topics.
- **Engagement Metrics:** Growth in measurable indicators such as email open rates, website traffic, social media reach, and participation in both virtual and in-person engagement opportunities. These metrics reflect broader stakeholder connection to the SANB story and demonstrate the community’s willingness to stay informed and involved.
- **Qualitative Feedback Metrics:** Positive feedback from families, staff, and community members about the tone, empathy, and responsiveness of district communication. These insights will be gathered through informal feedback loops, post-event surveys, and storytelling participation tools, helping ensure that the district’s communications reflect compassion, inclusivity, and care.

To track and report on these indicators, SANB will use a combination of evaluation tools:

- Email analytics (e.g., open/click rates for Brighter Bulletin and KDS)
- Website performance (e.g., page views, search trends, bounce rates, SEO performance)
- Social media engagement (e.g., reach, shares, video views, audience feedback)
- Event participation (e.g., attendance at in-person/virtual events, engagement calendar activity)
- Community feedback (e.g., post-event surveys, digital polls, stakeholder input forms)
- Media coverage analysis (e.g., tone, volume, message alignment)
- Staff and family sentiment (e.g., informal feedback, pulse surveys, advisory group input)

Findings from these evaluation activities will be reviewed regularly by the Superintendent’s Administrative Team and presented to the School Board each spring as part of SANB’s Annual Communications Update. This commitment to transparency and accountability ensures that our communication efforts continually evolve to meet the needs of students, families, staff, and the broader community.

Evaluation reports will include insights from surveys, engagement metrics, and community feedback, and will inform ongoing adjustments to communication strategies and tactics. Adjustments to future plans will prioritize clarity, accessibility, and relevance based on what stakeholders value and need most, ensuring that district communications continue to support a culture of excellence, belonging, and trust.

Through this ongoing cycle of listening, learning, and adapting, St. Anthony–New Brighton Schools will continue to refine its communication practices in alignment with district priorities, brand values, and community expectations, ensuring all voices feel heard, respected, and connected.

School Board Communications & Engagement Discussion

Sept. 30, 2025

Jada Richard, Communications Specialist

Susan Brott, CESO Communications

Agenda

- Presentation:
 - Strategic Communications Plan
 - Implementation Plan / Message Calendar
- Discussion:
 - DRAFT School Board Engagement Plan



Strategic Communications Plan

Strategic communication priorities and tactics for the 2025–26 school year.



District Strategic Communications Plan

Purpose

- Provide a **proactive, audience-centered roadmap** for communication
- **Strengthen transparency, consistency, and trust** across the district
- **Support SANB's Student Success Framework** focused on Dignity, Belonging, and Effective Instruction



District Strategic Communications Plan

Goals

1. Enhance **brand alignment** and identity
2. Strengthen **internal communication**
3. Elevate **external communication**
4. Foster **family partnerships**
5. Build **community confidence**
6. Expand **engagement**



Implementation Plan

Monthly message calendar to align
communications across platforms



Message Calendar

Purpose

- Create **shared rhythm for storytelling**
- **Anchor messages** in Student Success Framework and brand values
- **Ensure balance** between academics, care for the whole child, and celebration
- **Monthly theme:** Belonging (Aug), Qualified (Sept), Dignity (Oct)



Board Engagement Plan

Communicating and engaging with the
St. Anthony-New Brighton School District
community





Why a Board Engagement Plan?

Community Engagement & Governance

- Engagement = intentional efforts to inform, consult, involve, collaborate, and empower stakeholders
- The School Board's role is *governance*: setting vision, policy, accountability, and listening — **not** management
- Engagement supports governance when boundaries are clear and roles are respected.

Governance vs. Management

- **Board (Governance)**: Sets vision/policy, approves strategy, listens to stakeholders, holds administration accountable, speaks with one voice SANB_School Board
- **Administration (Management)**: Designs and leads processes, recommends options, runs daily operations

Engagement Roles

- **Board**: Reinforce importance of engagement, listen, clarify purpose, monitor alignment.
- **Administration**: Lead processes, gather input, ensure inclusion and equity in voices heard

Finding the Right Format

Type	Goal/Purpose	Audience(s)	Examples	Best Use	Board Role
INFORM	Provide clear, timely information	General public, families, staff, students, community partners	Newsletters, website updates, budget summaries, fact sheets, presentations, webinars	When the district needs to build awareness or clarify decisions that are already made	<ul style="list-style-type: none"> ✓ Ensure consistent communication ✓ Stay informed for decision-making
CONSULT	Gather stakeholder input	Families, staff, students, community members, advisory groups	Surveys, focus groups, public comment periods, listening sessions	While there is room for input, the final decision rests with the board or administration	<ul style="list-style-type: none"> ✓ Encourage transparency ✓ Listen, but don't direct outcomes
INVOLVE	Include stakeholders in framing options	Affected families, staff, student reps	Student panels, family learning nights, fishbowl conversations, gallery walks, focused conversations, world cafés	For complex issues that require deeper understanding of community perspectives	<ul style="list-style-type: none"> ✓ Monitor alignment with board goals ✓ Avoid directing the process
COLLABORATE	Co-create solutions with stakeholders	Advisory groups, community partners, parents, students	Task forces, advisory committees, focused dialogues, restorative circles	For large-scale decisions requiring shared ownership (e.g., facilities planning, strategic planning).	<ul style="list-style-type: none"> ✓ Approve collaborative efforts ✓ Make decisions based on input
EMPOWER	Delegate decision-making	Voters, site councils, student/parent-led efforts	Referendums, school-based budgeting teams	When shared governance or democratic decision-making is required	<ul style="list-style-type: none"> ✓ Support democratic processes ✓ Respect outcomes

DRAFT School Board Engagement Plan

Purpose

- Establish **clear, predictable engagement** practices
- **Reinforce governance** (vision, policy, accountability)
- **Build trust** and authentic community **connections**
- Provide structured **opportunities for listening and dialogue**



DRAFT School Board Engagement Plan

Board's Role

- **Governance vs. Management** – Board sets vision, listens, holds accountability
- **Members listen without debate**, bring themes back for governance consideration
- Ensure **clarity of purpose and equity in engagement**





DRAFT School Board Engagement Plan

Ongoing	Monthly	Quarterly	Annually
Board Listening at Meetings, Board Briefs in Brighter Bulletin	Informal Listening Sessions (2-3 board members)	Structured Community Conversations (topic-based, district-facilitated)	Board Engagement Report Annual Report to Community PD Retreat Community Survey

Key Takeaway

District + Board Alignment

- The Board's Engagement Plan **is not separate**
- It is a **central piece of SANB's overall Communications Plan**
- It upholds the School Board's goals of communication and engagement.

Together, they create consistent, trust-building practices that connect governance, communication, and community



Why it All Matters

Every email, post, and story is an opportunity to build trust, deepen connection, and show our community that SANB listens, values, and delivers.



QUESTIONS

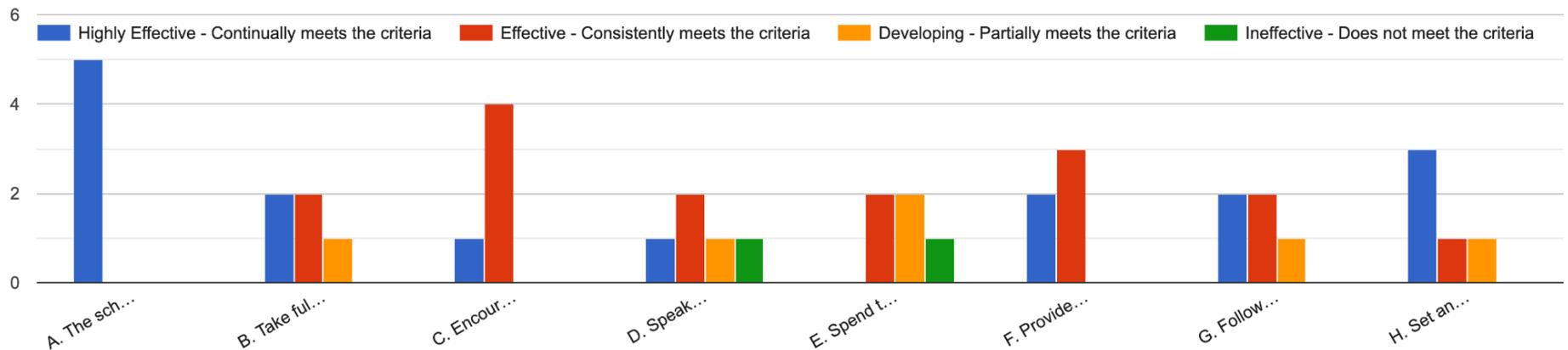


2024-25

School Board Evaluation Results

Standard 1: Conduct and Ethics

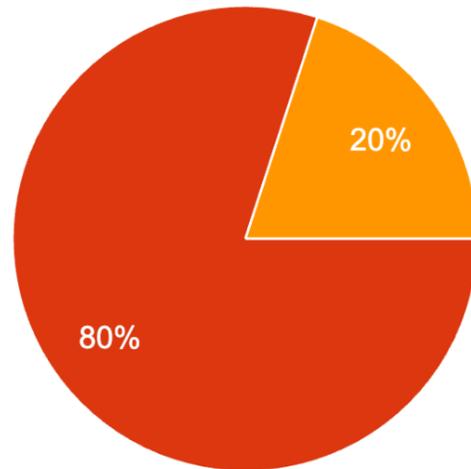
An effective, high-performing school board strives to meet the following benchmarks:



- A. The school board team consists of school board members and the superintendent and evaluates its performance at least annually.
- B. Take full responsibility for its activity and behavior at and away from the school board table.
- C. Encourage its members to express their individual opinions, respect others' opinions, and vote according to their convictions.
- D. Speak with one voice after reaching a decision.
- E. Spend time on board governance work rather than staff work — focuses on the ends not the means.
- F. Provide for orientation and ongoing training for all school board members.
- G. Follow established policies, including the chain-of-command, by directing people with concerns to the appropriate staff.
- H. Set an example of respectful and civil leadership.

Overall rating for this standard: Conduct & Ethics

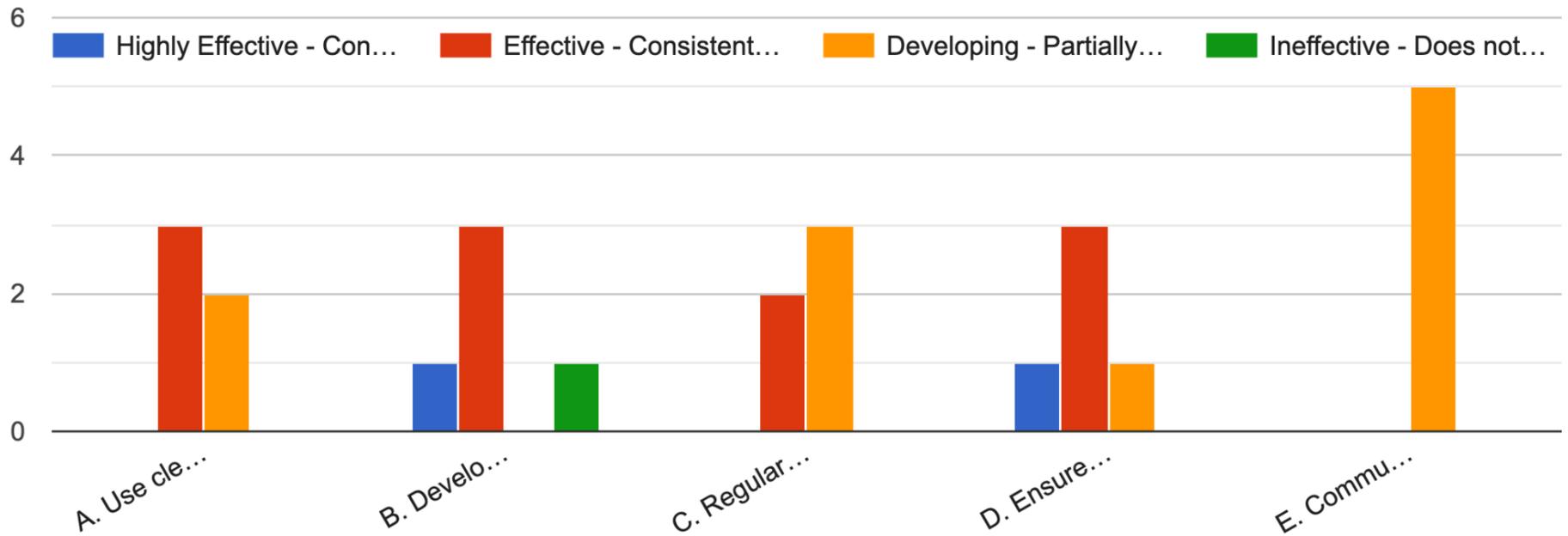
5 responses



- Highly Effective - Continually exceeds the criteria
- Effective - Consistently meets the criteria
- Developing - Partially meets the criteria
- Ineffective - Does not meet the criteria

Standard 2 - Vision

An effective, high-performing school board strives to meet the following benchmarks:



A. Use clear, focused, attainable, and measurable goals and outcomes to support gains in student achievement.

B. Develop a strategic plan which includes well-crafted school district belief statements, mission statement, vision statement, goals, and objectives that enable the school board to evaluate school district performance.

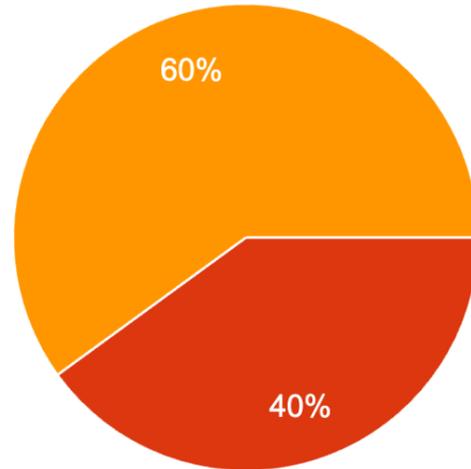
C. Regularly monitor the strategic plan to evaluate progress toward goal achievement and school district success.

D. Ensure that the school district belief statements, mission statement, vision statement, goals, and objectives are reflected in school board policies, mirrored in the budget planning and implementation efforts, and is supported district-wide.

E. Communicate the strategic plan and the progress to the community.

Overall rating for this standard: Vision

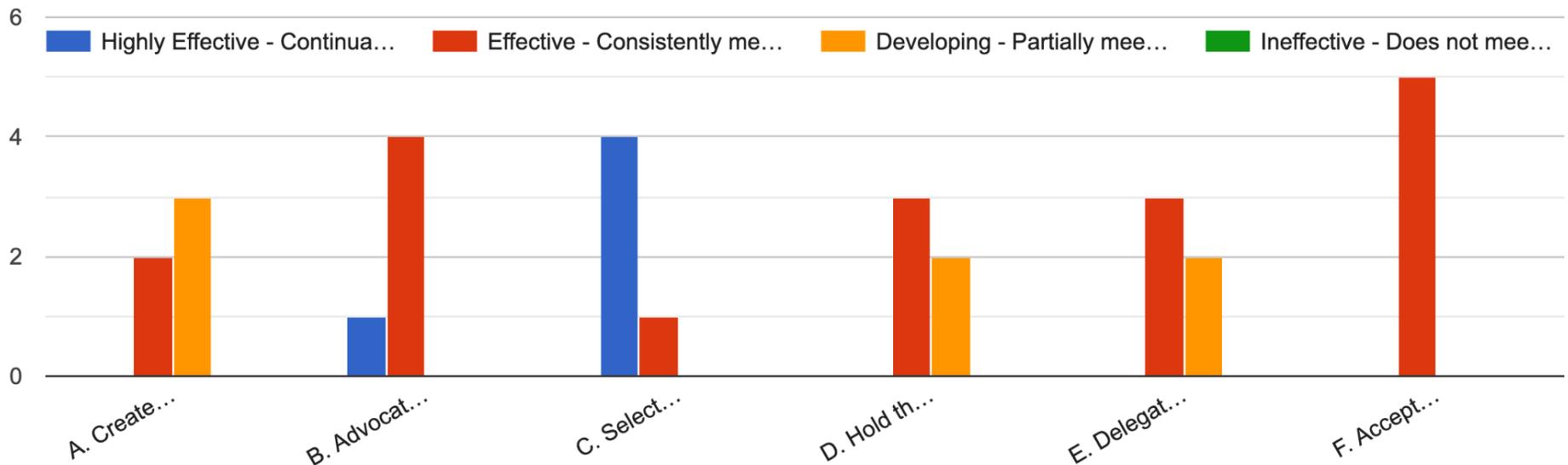
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Standard 3 - Structure

An effective, high-performing school board strives to meet the following benchmarks:

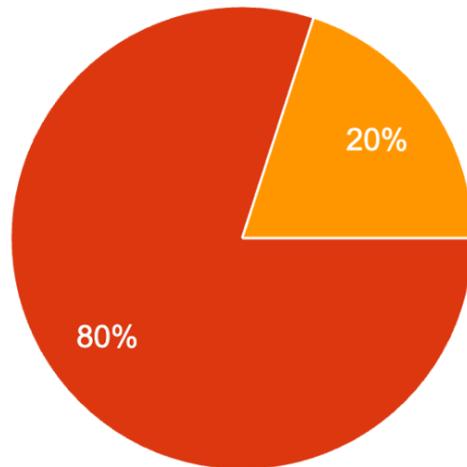


- A. Create organizational and physical structures based on equity in which all students and staff have the resources and supports to maximize achievement.
- B. Advocate and provide for learning through rigorous curriculum, effective technology, and a safe and secure environment.
- C. Select and employ one person — the superintendent — as the school district’s chief executive officer to lead and manage the school district.
- D. Hold the superintendent accountable for school district performance and compliance with written school board policy.
- E. Delegate the authority to the superintendent to recommend and evaluate all school district staff within the standards established through written school board policies.

F. Accept ultimate responsibility for the care, management, fiscal oversight, and control of the school district while understanding that the day-to-day operations will be conducted by the staff.

Overall rating for this standard: Structure

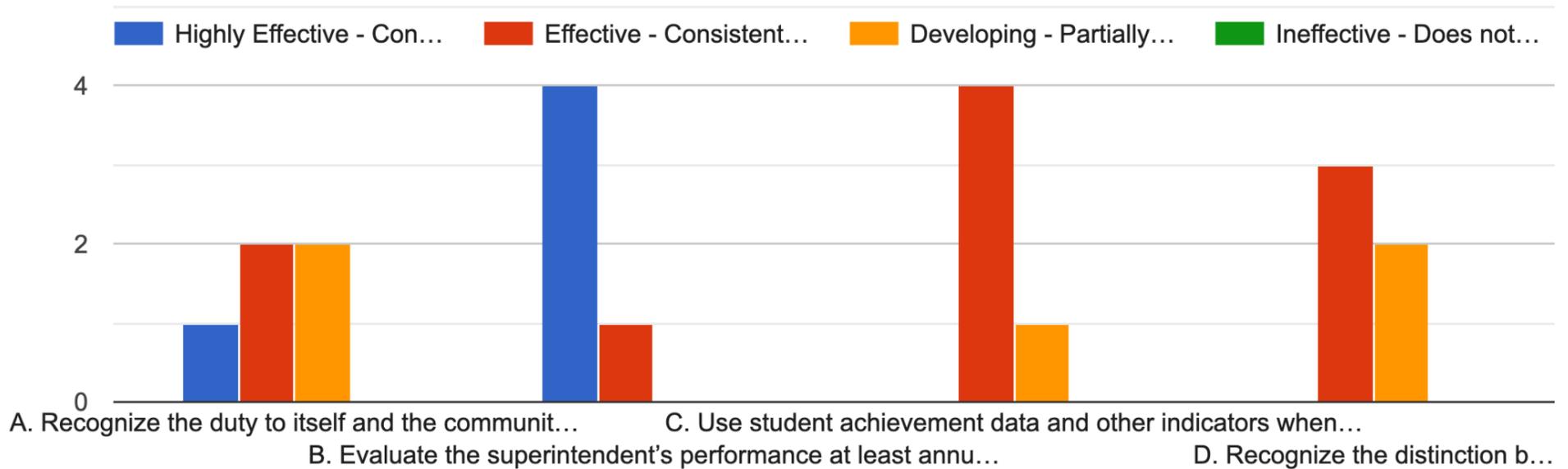
5 responses



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- Ineffective - Does not meet the criteria

Standard 4 - Accountability

An effective, high-performing school board strives to meet the following benchmarks:

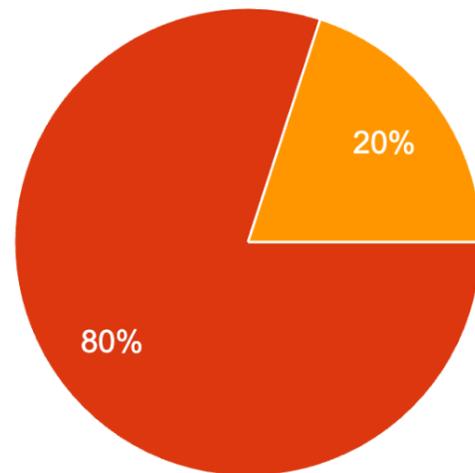


- A. Recognize the duty to itself and the community to determine whether the authority delegated to the superintendent is being used as intended.
- B. Evaluate the superintendent's performance at least annually.
- C. Use student achievement data and other indicators when available as the basis for assessing progress toward school district goals and compliance with school board policies and state and federal laws.

D. Recognize the distinction between “monitoring data” (data used by the school board to address accountability) and “management data” (data used by the staff for operations).

Overall rating for this standard: Accountability

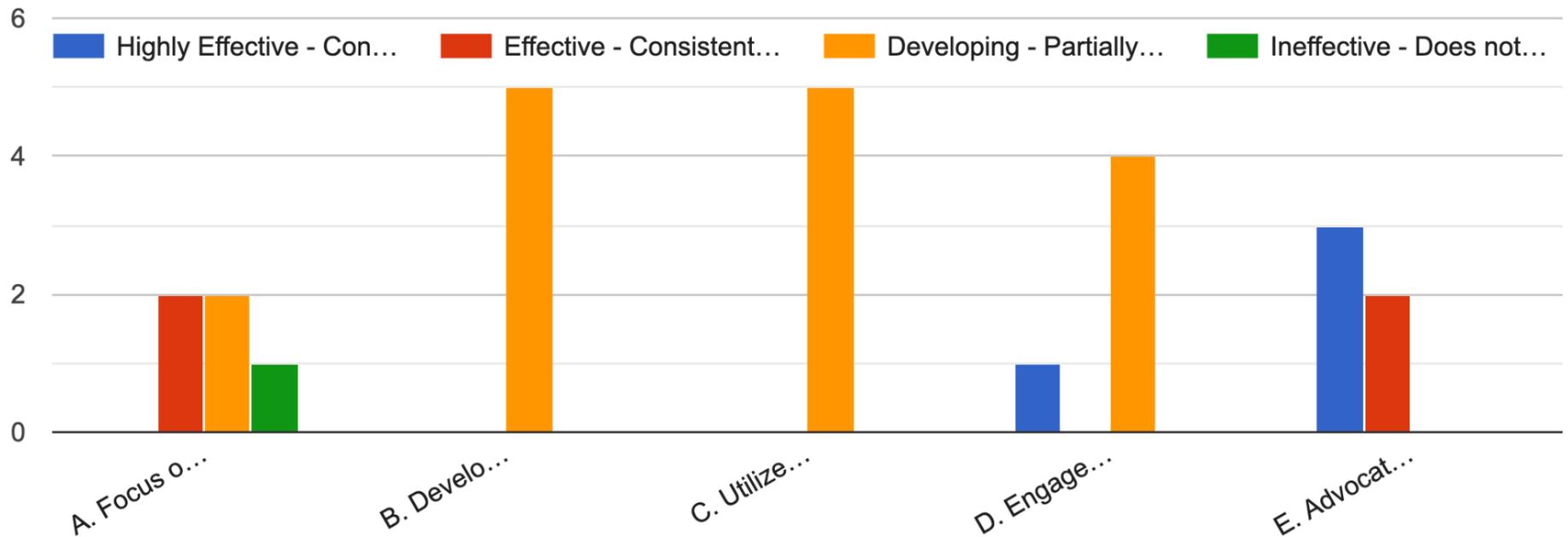
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Standard 5 - Advocacy and Communication

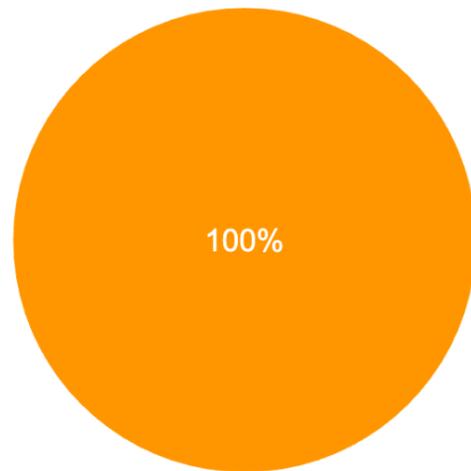
An effective, high-performing school board strives to meet the following benchmarks:



- A. Focus on community-wide concerns and values that best support equity and student achievement rather than being influenced by special interests.
- B. Develop communication strategies to build trust between the school board and the superintendent, staff, students, and community.
- C. Utilize a public relations strategy that supports the flow of information into and out of the school district.
- D. Engage and build relationships with both public and private stakeholders.
- E. Advocate on local, state, and national levels.

Overall rating for this standard: Advocacy & Communication

5 responses



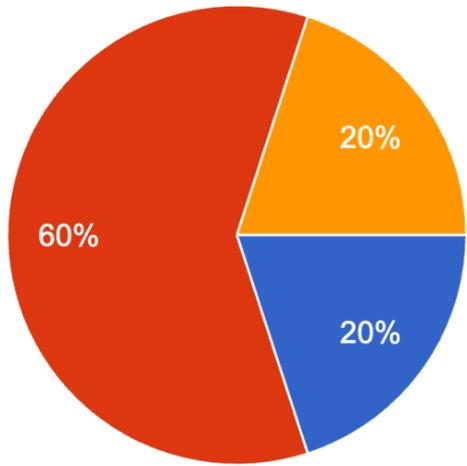
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Annual School Board Goals

Goal #1 By the end of the 2025 school year the School Board will implement a school board handbook to provide a roadmap on how board members can effectively do their job in governance.

The School Board met the following goal/objective: Goal #1 By the end of the 2025 school year the School Board will implement a school board handbo...mbers can effectively do their job in governance.

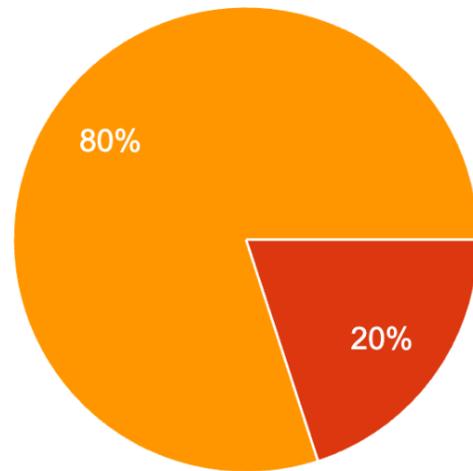
5 responses



- Highly Effective - Continually exceeds the criteria
- Effective - Consistently meets the criteria
- Developing - Partially meets the criteria
- Ineffective - Does not meet the criteria

Goal #2 By the end of the 2025 school year School Board members will be proficient in: Board Roles and Responsibilities (including new board member onboarding); ISD282's systemic alignment regarding educational practices - RRR, Effective Instruction (the binder); District Assessment Practices; SANB specific initiatives such as Literacy

The School Board met the following goal/objective: Goal #2 By the end of the 2025 school year School Board members will be proficient in: Board R...actices; SANB specific initiatives such as Literacy
5 responses

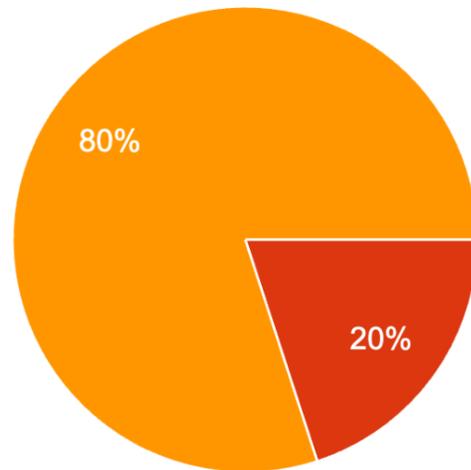


- Highly Effective - Continually exceeds the criteria
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- Ineffective - Does not meet the criteria

Goal 3: By the end of the **2025 calendar** year School Board members will be able to demonstrate proficiency using the communications plan (**2024** goal) to articulate the work of RRR (goal 2) in SANB, **in part through the application of goal 2 to create an online, new board member onboarding course.**

The School Board met the following goal/objective: Goal 3: By the end of the 2025 calendar year School Board members will be able to demonstrate... an online, new board member onboarding course.

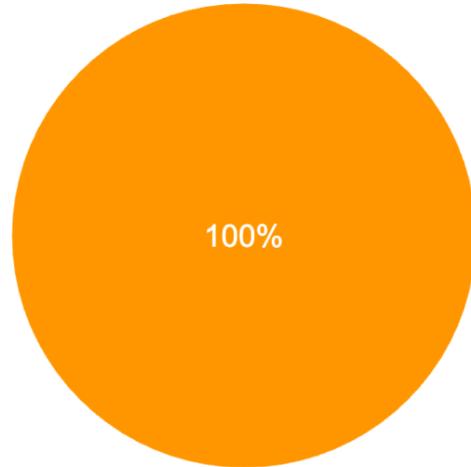
5 responses



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- Developing - Partially meets the criteria
- Ineffective - Does not meet the criteria

Goal 4: Community Engagement by implementing effective board communications. By the end of the 2026 school year the School Board will engage with the community and other subject matter experts to create a sustained community engagement plan specific to the School Board.

The School Board met the following goal/objective: Goal 4: Community Engagement by implementing effective board communications. By t...ty engagement plan specific to the School Board.
5 responses



- Highly Effective - Continually exceeds the criteria
- Effective - Consistently meets the criteria
- Developing - Partially meets the criteria
- Ineffective - Does not meet the criteria

SANB School Board Goals 2024-2026

Goal #1

Strategic Direction: High Expectations SAN School Board



Rationale:

- Need for an aligned understanding of how to comport oneself as a board member
- CEL Equity Review feedback provided areas of growth and improvement for SANB and the School Board
 - Develop & implement a comprehensive and long-term plan (7-8 years) that outlines stages, professional learning, and initiatives for promoting equity. This plan should address structural changes, professional development, curriculum enhancements, student voice, and community engagement.

Goal	Strategies	Performance Indicators/Documentation	Collaborators
By the end of the 2025 school year the School Board will implement a school board handbook to provide a roadmap on how board members can effectively do their job in governance.	Reviewing MSBA and other school districts' best practices Refining existing SANB content	A completed handbook covering a wide range of topics including: Board governance Communication norms	MSBA Various district materials CESO

Goal #2

Strategic Direction: High Expectations, High Support

School Board

Rationale:

- **School Board members need a strong depth of knowledge in order to be effective, engaged and informed decision makers as well as effective communicators.**
- CEL Equity Review feedback provided areas of growth and improvement for SANB and the School Board
 - Develop & implement a comprehensive and long-term plan (7-8 years) that outlines stages, professional learning, and initiatives for promoting equity. This plan should address structural changes, professional development, curriculum enhancements, student voice, and community engagement.

Goal	Strategies	Performance Indicators/Documentation	Collaborators
<p>By the end of the 2025 school year School Board members will be proficient in</p> <ul style="list-style-type: none"> ● Board Roles and Responsibilities (including new board member onboarding), ● ISD282's systemic alignment regarding educational practices - RRR, Effective Instruction (the binder) ● District Assessment Practices, ● SANB specific initiatives such as Literacy 	<p>The district will provide the School Board a two year cycle of individual and whole board SANB specific professional learning opportunities. Which will include application of knowledge by observing classrooms and learning spaces</p>	<p>Board Roles and Responsibilities - including new board member onboarding (Individually and as a group)</p> <ul style="list-style-type: none"> - TeamWorks <p>ISD282's systemic alignment regarding educational practices - RRR Effective Instruction</p> <ul style="list-style-type: none"> - Completion of learning in binder (individually) - Assessment of self using Formative Checks from the binder (individually & as group) - Tour and observe classrooms and learning 	<p>Dr. Corneille and Administration</p> <p>TeamWorks (or other board development organization)</p> <p>Department of Teaching and Learning</p>

		<p>spaces to see theory in action (as group)</p> <p>District Assessment Practices</p> <ul style="list-style-type: none">- Completion of MDE Modules 1-4 (individually) <p>Literacy</p> <ul style="list-style-type: none">- Completion of Literacy Modules (individually)- Tour and observe classrooms and learning spaces to see theory in action (as group)	
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Goal #3

Strategic Direction: High Expectations

School Board

Rationale:

- CEL Equity Review feedback provided areas of growth and improvement for SANB and the School Board
 - Develop & implement a comprehensive and long-term plan (7-8 years) that outlines stages, professional learning, and initiatives for promoting equity. This plan should address structural changes, professional development, curriculum enhancements, student voice, and community engagement.

Goal	Strategies	Performance Indicators/Documentation	Collaborators
By the end of the 2025 calendar year School Board members will be able to demonstrate proficiency using the communications plan (2024 goal) to articulate the work of RRR (goal 2) in SANB, in part through the application of goal 2 to create an online, new board member onboarding course.	Use professional development learning from January 2024 for support Creation of Board task force to implement an onboarding course Elevator speech creation and revision	Google Classroom Course Concept Maps on T&L Revised elevator speeches	CESO Dr. Corneille and Administration Department of Teaching and Learning

Goal #4

Strategic Direction: High Expectations, High Support

School Board

Rationale:

- School Board members need for an effective and sustaining community engagement plan

- **When we make decisions from the Board how do we get feedback from the community?**
- CEL Equity Review feedback provided areas of growth and improvement for SANB and the School Board
 - Develop & implement a comprehensive and long-term plan (7-8 years) that outlines stages, professional learning, and initiatives for promoting equity. This plan should address structural changes, professional development, curriculum enhancements, student voice, and community engagement.

Goal	Strategies	Performance Indicators/Documentation	Collaborators
<p>Community Engagement by implementing effective board communications</p> <p>By the end of the 2026 school year the School Board will engage with the community and other subject matter experts to create a sustained community engagement plan specific to the School Board.</p>	<p>Utilization of a community focus group</p> <p>Identify gaps in communication</p>	<p>Understand Community values and how to represent them in conjunction with student outcomes</p>	<p>Community members</p> <p>“Great on their Behalf” book</p> <p>Dr. Corneille and Administration</p>