INDEPENDENT SCHOOL DISTRICT NO. 625
Saint Paul, Minnesota
COMMITTEE MEETING OF THE BOARD OF EDUCATION
Administration Building
360 Colborne Street
Saint Paul, Minnesota 55102

October 4, 2022
4:30 PM

AGENDA

I. CALL TO ORDER

II. AGENDA
   A. Superintendent's Announcements
   B. Communications Overview
      1. Introduction
      2. Presentation
      3. Discussion
   C. Resolution to Divest from Fossil Fuels and Private Prisons
      1. Introduction
      2. Presentation
      3. Discussion
      4. Action (TBD)

III. ADJOURNMENT

#BoldSubject#
Direction from Superintendent Gothard

“Strategic communications is the responsibility of the entire district, not simply an office of the district.”
How We Communicate

Blackboard Connect
(automated phone, text and email)
- Attendance
- School closings
- Emergencies
- General information and reminders

Social Media Channels
- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Eduvision (live streaming)

e-Newsletters
- The Bridge (weekly)
- Principals Playbook (weekly)
- Happening Now (bi-monthly)
- SPPS Today (twice weekly)
## Translations

### Families by home language

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**Number of documents translated:** 6

**Total documents translated:** 300+
## Social Media

### Total Audience

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<td>2,269,522</td>
<td>212,089</td>
<td>19,173</td>
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<td>31,699</td>
<td>3,505</td>
</tr>
<tr>
<td>1,675</td>
<td>106,735</td>
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</tr>
</tbody>
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### Impressions

- Number of times your content was displayed to users.

### Engagement

- Number of times users engaged with your posts.

#### Table Notes:

- The following numbers represent a 5.1% increase* in fans/followers, a 32% increase* in impressions, a 23.3% increase* in engagement, and a 21% increase* in post link clicks.

- *% change over the previous 12-month reporting period

---

**Total Audience:** 26K  
**Impressions:** 3 million  
**Engagement:** 247K
## Videos

### EduVision

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<th>Event</th>
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## Top Videos (YouTube)

1. **First Day of School 2021**
   - Views: 1,247
2. **SPPS Press Conference (Negotiations)**
   - Views: 904
3. **Critical Ethnic Studies**
   - Views: 773
4. **SPPS and Metro Transit Partner to Get Students to School**
   - Views: 651
Website (SPPS.org)

At a glance

Top traffic months: September, January, March (top day: March 7, 2022)

Sessions: 3,155,929
Users: 1,318,888

Top Acquisition Channels

Source / Medium | Sessions | Users
---|---|---
google / organic | 1,546,186 | 547,945
(direct) / (none) | 1,376,642 | 752,461
bing / organic | 47,393 | 16,024
m.facebook.com.. | 26,167 | 21,942
clever.com / refe.. | 16,840 | 7,516

Device | Users
---|---
desktop | 732,091
mobile | 564,506
tablet | 28,441

Top Visited Pages

1. Homepage
2. Staff
3. Payroll
4. Staff Resources
5. One Stop
6. Calendar
7. Schoology
8. Nutrition Services
9. Careers
10. Soomaali
Media Coverage

Sentiment

<table>
<thead>
<tr>
<th>Sentiment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>56%</td>
</tr>
<tr>
<td>Neutral</td>
<td>28%</td>
</tr>
<tr>
<td>Negative</td>
<td>16%</td>
</tr>
</tbody>
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Top coverage topics

1. COVID-19
2. SPPS/SPFE negotiations
3. “Good” school news
4. Envision SPPS
5. American Rescue Plan (ARP)

250 Total Placements
Pandemic windfall for US schools has few strings attached

By COLIN BINKLEY, GEOFF MULVIHILL, CAMILLE FASSETT and LARRY FENN  an hour ago

St. Paul Public Schools making plans for $207M in federal COVID-19 relief
Districtwide Events

Administrators Academy, 25-Year Employee Recognition Luncheon, Virtual School Choice Fair, Graduation Ceremonies (18), Retirement Parties, CRI Expo, Saint Paul School Patrol Recognition Saints Game
FY23 Strategic Communications Plan

CLIENT-FOCUSED OUTCOME
Staff, students, families and the community have the information they need to trust and support SPPS and our schools.

<table>
<thead>
<tr>
<th>SHORT-TERM OUTCOMES</th>
<th>MEDIUM-TERM OUTCOMES</th>
<th>LONG-TERM OUTCOMES</th>
</tr>
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<tbody>
<tr>
<td>Principals and district leaders have the tools and knowledge they need to communicate and engage effectively</td>
<td>Staff act as ambassadors and spread good SPPS news</td>
<td>All stakeholders have greater trust in SPPS</td>
</tr>
<tr>
<td>Staff feel informed about things that impact them</td>
<td>Community has trust in SPPS</td>
<td></td>
</tr>
<tr>
<td>The community has the information they need to understand the running of SPPS, public meetings, etc.</td>
<td>Families have trust in SPPS</td>
<td></td>
</tr>
<tr>
<td>More and stronger relationships with media</td>
<td>SPPS is a trusted source for information about the district</td>
<td></td>
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FY23 Strategic Communications Plan

PRIMARY ACTIVITIES

Building department and school capacity around communications
- Professional development for school and department leaders, consistent crisis communications practices, reporting on efforts to district leadership and Board

Consistent, day-to-day messaging
- Create and follow editorial calendar, searchable photo and video galleries, refine internal and external tools, make district information available in a timely manner

Proactive positive storytelling
- Celebrate student and staff accomplishments, celebrate cultural events, build relationships with media, tell and share positive stories on district channels
What To Look Forward To

Meet Cole Spitzer - Central's First Division I Baseball Signee in 28 Years

Growing up as a Creighton fan, it would be no surprise if Cole Spitzer had gone on to be a prized scholarship. But at 18 years old, he "volunteered" to start pitching and the rest is history.

Central's New Principal Is No Stranger

It's a homecoming for Chelsea Ayers, a second-generation Central alumna who graduated in 1997. After a long and winding road, she's found her way home again.

spps.org/WeAreSPPS
Thank You!

Erica Wacker  
Director

Alejandra Lindskoog  
Translations Manager

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Sr. Communications Specialist

Ryan Stanzel  
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Joanne Vang  
Hmong Translations Specialist

Kwahlahay Zan  
Karen Translations Specialist
Communications
Annual Report FY2022
Leadership Changes
The Bridge
Crisis Communications
Summer Learning
District Budget Meetings
Transportation
Strike Preparations
HR
Nutrition
COVID Communications
Finance
Envision SPPS
School Choice
Happening Now
iUpdate
School Websites
Graduations
Back to School
Online School
SPPS Today
American Rescue Plan
Superintendent Messages to Families
Media Coverage

**Sentiment**

- Positive: 56%
- Neutral: 28%
- Negative: 16%

**Top coverage topics**

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4. Envision SPPS
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Pandemic windfall for US schools has few strings attached

By COLLIN BINKLEY, GEOFF MULVIHILL, CAMILLE FASSETT and LARRY FENN   an hour ago

A St. Paul Public Schools student received a perfect ACT score, joining the fewer than 1% of students that get the highest score each year.
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- 5.1% **INCREASE**
- 32% **INCREASE**
- 23.3% **INCREASE**
- 21% **INCREASE**

*% change over the previous 12-month reporting period
Social Media - Top Posts

Themes: Important district updates, staff/student accomplishments, weather and athletics
## Newsletters

<table>
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<tr>
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<th>Open Rate Avg.</th>
<th>Click Rate Avg.</th>
<th>Avg. Subscriber List</th>
<th># of Newsletters Sent</th>
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<tr>
<td><strong>SPPS Today</strong></td>
<td>29.7%</td>
<td>4%</td>
<td>10,655</td>
<td>183</td>
</tr>
<tr>
<td>(daily to staff)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>The Bridge</strong></td>
<td>31.5%</td>
<td>8.5%</td>
<td>10,627</td>
<td>38</td>
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<td>(weekly to staff)</td>
<td></td>
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<tr>
<td><strong>Happening Now</strong></td>
<td>40.9%</td>
<td>3.2%</td>
<td>47,426</td>
<td>18</td>
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<td>(bimonthly to families)</td>
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**INDUSTRY AVG.**
- Open Rate Avg.: 33.57%
- Click Rate Avg.: 1.49%

How do you feel about the quantity of SPPS newsletters you receive on a weekly basis? (87 responses)

- 29.9% Satisfied
- 42.5% Somewhat satisfied. I wouldn’t mind if there were fewer.
- 27.6% I wouldn’t mind if there were fewer.

Do you read other emails sent from the Communications department or SPPS department leaders (including the Superintendent, HR, Health and Wellness, Tech Services)? (85 responses)

- 32.9% Always
- 65.9% Sometimes
- 1.2% Never

In general, do you feel informed about districtwide updates and news? (87 responses)

- 85.1% Yes
- 14.9% No
- 25
Website

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Karen Translations Specialist
Committee of the Board Meeting

Resolution to Divest from Fossil Fuels and Private Prisons

Director Uriah Ward

October 4, 2022
Divestment in Fossil Fuels and Private Prisons

Why are we proposing to divest from fossil fuels and private prisons?

“We want our money to be aligned with the future we want to build for our children.”

- Director Uriah Ward

- There is a movement among various organizations that are committing themselves to socially responsible investing approaches

- Divesting from fossil fuels and private prisons align with SPPS’s values and beliefs around environmental and social justice
Why are we proposing a resolution rather than a policy?

A resolution:
- Does not need to go through a three-reading process like a policy does
- Allows the District to act on what is being resolved sooner than what a policy allows
- Gives the Board more flexibility going forward; it is more expeditious to modify or rescind a resolution than it is a policy
Next Steps

- Discuss as a Board in today’s COB

- Vote in the November BOE (not all Board members will be in attendance at the October’s BOE)

- Between today’s discussion and the vote in November, we can make adjustments to the language in the proposed resolution, if need be
Draft of Resolution

See draft of resolution
Discussion

Open up to Board members for questions, wonderings, clarifications.
ADOPTING A SAINT PAUL PUBLIC SCHOOLS RESOLUTION MANDATING THE DIVESTMENT OF FOSSIL FUELS AND PRIVATE PRISONS

In respect to divesting in fossil fuels:

WHEREAS, the United Nations Paris climate change conference ended with an agreement to work to reduce greenhouse gas emissions to keep global temperature increases “well below 2 degrees Celsius”. To reach this goal, total carbon emissions must be strictly limited, meaning that existing fossil fuel resources must not be burned or flared; and,

WHEREAS, the United Nations Intergovernmental Panel on Climate Change (IPCC) has determined that humanity has less than ten years to make urgent and unprecedented changes to our society to cut our carbon emissions by 45% by 2030 to avoid the worst impacts of climate change\textsuperscript{1}; and

WHEREAS, Saint Paul Public Schools seeks to develop awareness and empathy for global communities, including people from historically and socially marginalized and underrepresented groups; and

WHEREAS, all actions that address climate change and environmental degradation must prioritize justice and equity; while vulnerable populations, such as those in developing countries, women, children, indigenous groups, people of color, and the financially insecure, have accrued few if any economic benefits from fossil fuels, they disproportionately bear harms of pollution and waste disposal, food and water shortages, and systemic financial risks; and

WHEREAS, failure to reduce carbon emissions will result in increased risk of devastating hurricanes, flooding, droughts, fire, pestilence, and food scarcity for hundreds of millions of people, especially for marginalized and underrepresented global populations most vulnerable to the impacts of climate change; and

\textsuperscript{1} IPCC Summary for Policymakers — Global Warming of 1.5 °C
WHEREAS, the Board of Education has the authority to invest public funds pursuant to Minnesota law, including Minnesota Statutes Chapter 118A, and, pursuant to Board of Education Policies 701.00 and 705.00, the authority to direct the investment of public funds, and, therefore,

BE IT RESOLVED, that the Board of Education, Independent School District No. 625, Saint Paul Public Schools:

1. Seeks to exclude investments with direct fossil fuel involvement defined as follows: do not invest in companies listed in the Carbon Underground 200 listing of the top 100 public coal companies globally and the top 100 public oil and gas companies globally. The list is updated annually and the portfolio will be reviewed annually after each update.

2. Seeks to exclude companies that derive at least an aggregate 5% of total revenue from the following activities: thermal coal extraction, thermal coal power generation, oil and gas production, oil and gas storage and distribution, and oil and gas power generation.
   a. This restriction includes companies that derive at least 50% of their revenue from oil and gas products and services and,
   b. This restriction includes companies that are not involved in oil and gas production but are involved in Arctic oil and gas exploration.

   Exceptions to exceed the stated revenue thresholds are permissible if the manager judges the company to be a demonstrated leader in its sector in transitioning to a lower carbon emissions economy, has emission reduction goals compatible with the Paris Agreement and publicly reports on progress.

3. For asset allocation and portfolio management reasons, the district recognizes that some investments may be held in asset classes where information is not readily available regarding the fossil fuel restrictions noted above (i.e., some private investments and some alternative investments). The managers are responsible for communicating and informing the District of possible fossil fuel exposure in less transparent asset classes.

4. Regarding fund monitoring and fossil fuel exposure, after the initial review of the portfolio for fossil fuel exposure, fossil fuel restrictions would be applied when including new securities and also quarterly.

In respect to divesting in private prisons:

WHEREAS, the US has the highest number of people in prison out of every country in the world, we have about 25% of the world’s prison population but only 5% of the overall population, and

WHEREAS, of the total U.S. prison population, one in 12 people was incarcerated in private prisons in 2016; an increase of 47 percent since 2000, and

---

2 Alexander, Michelle, The New Jim Crow
WHEREAS, 26,249 people were also confined in privately-run immigration detention facilities in fiscal year 2017; a 442 percent increase since 2002.4

WHEREAS, the prison industrial complex has become a $70 billion industry in the last few decades; and

WHEREAS, Private Prisons profit from incarceration (an average of $122 per person per day) and use their political influence to lobby for harsher penalties; and

WHEREAS, the Board of Education has the authority to invest public funds pursuant to Minnesota law, including Minnesota Statutes Chapter 118A, and, pursuant to Board of Education Policies 701.00 and 705.00, the authority to direct the investment of public funds, and, therefore

BE IT RESOLVED, that the Board of Education, Independent School District No. 625, Saint Paul Public Schools shall not invest in companies or funds that invest in companies that directly operate private prison facilities.

This Resolution becomes effective as of ___ [date]_____.

Adopted: ________________

________________________
CHAIR    Board of Education

________________________
CLERK    Board of Education