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

A G E N D A

I. **CALL TO ORDER**
II. **AGENDA**
   A. Superintendent's Announcements
   B. Communications Overview
      1. Introduction
      2. Presentation 2
      3. Discussion
   C. Resolution to Divest from Fossil Fuels and Private Prisons
      1. Introduction
      2. Presentation 30
      3. Discussion
      4. Action (TBD)
III. **ADJOURNMENT**

#BoldSubject#

Communications Overview

Committee of the Board Meeting
October 4, 2022



Saint Paul Public Schools

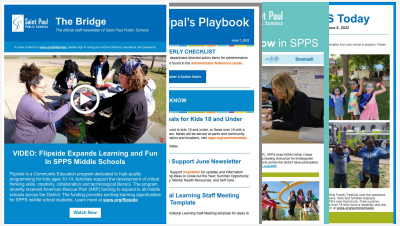
Direction from Superintendent Gothard

“Strategic communications is the responsibility of the entire district, not simply an office of the district”

How We Communicate

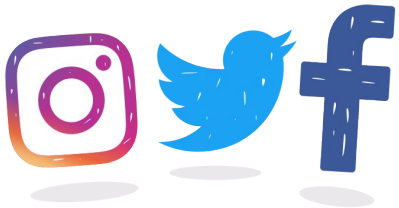
Blackboard Connect
(automated phone, text and email)

- Attendance
- School closings
- Emergencies
- General information and reminders



e-Newsletters

- The Bridge (weekly)
- Principals Playbook (weekly)
- Happening Now (bi-monthly)
- SPPS Today (twice weekly)

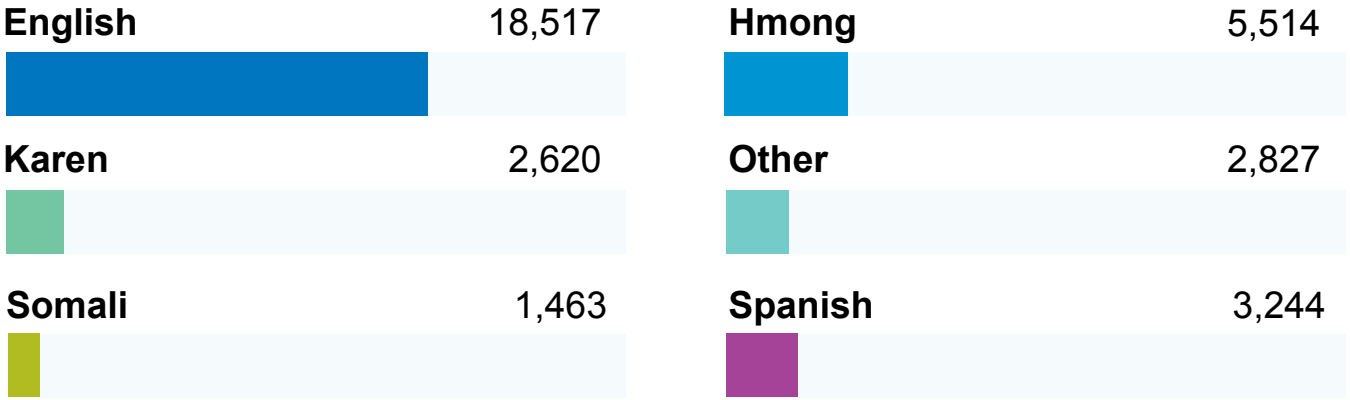


Social Media Channels

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Eduvision (live streaming)

Translations

Families by home language



Number of documents translated 6

300+

Saint Paul Public Schools

Social Media

Total Audience
26K

Impressions
(number of times your content was displayed to users)
3 million

Engagement
(number of times users engaged with your posts)
247K

	Fans/Followers	Impressions	Engagement	Post Link Clicks
	15,549	2,269,522	212,089	19,173
	8,674	623,694	31,699	3,505
	1,675	106,735	3,557	N/A
	5.1% INCREASE*	**32% INCREASE***	**23.3% INCREASE***	**21% INCREASE***

*% change over the previous 12-month reporting period

Saint Paul Public Schools

Videos

EduVision

	Live Views
Board of Education meetings	14,000+
SPPS graduation ceremonies	7,000+
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YouTube

Views	Impressions	Shares	Likes	Total Subscribers
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Top Videos (YouTube)



First Day of School 2021
1,247 views



SPPS Press Conference (Negotiations)
904 views



Critical Ethnic Studies
773 views



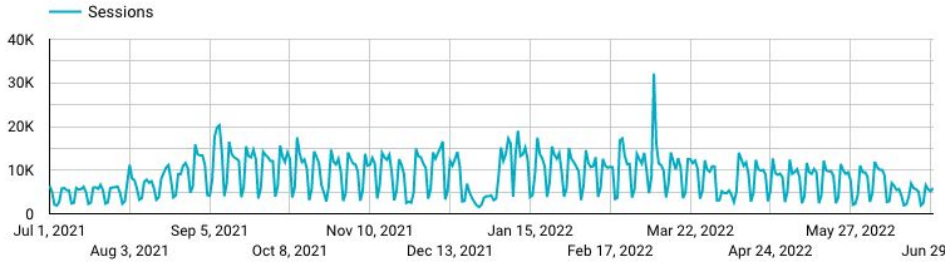
SPPS and Metro Transit Partner to Get Students to School
651 views

Saint Paul Public Schools

Website (SPPS.org)

At a glance

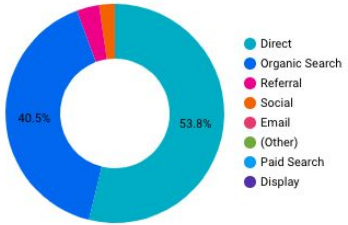
Top traffic months: September, January, March (top day: March 7, 2022)



Sessions
3,155,929

Users
1,318,888

Top Acquisition Channels



Source / Medium	Sessions	Users
google / organic	1,549,185	547,945
(direct) / (none)	1,378,442	752,461
bing / organic	47,393	16,024
m.facebook.com...	26,167	21,942
clever.com / refe...	18,660	7,516

	Device	Users
1.	desktop	732,091
2.	mobile	564,506
3.	tablet	28,441

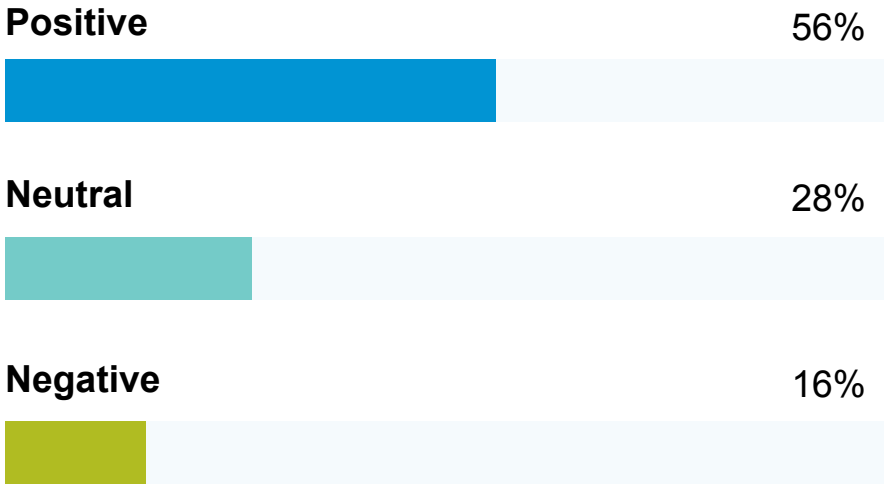
Top Visited Pages

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

Saint Paul Public Schools

Media Coverage

Sentiment



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

Saint Paul Public Schools



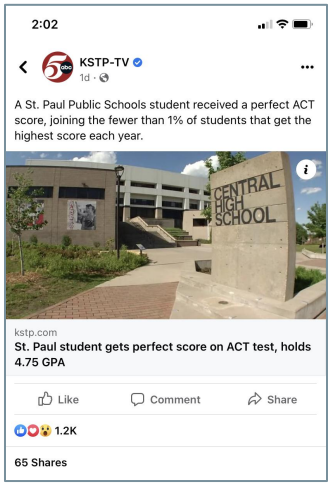
Pandemic windfall for US schools has few strings attached

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





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









School teacher by day, pro hockey player by night

By Hobie Artigue | Published March 2, 2022 5:45PM | Sports | FOX 9



As the Premier Hockey Federation (PHF) playoffs get closer, the Minnesota Whitecaps are trying to crest at the right time with players like Audra Morrison making a splash - when she's not teaching a class.

Saint Paul Public Schools

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

Saint Paul Public Schools

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.

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

Saint Paul Public Schools

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

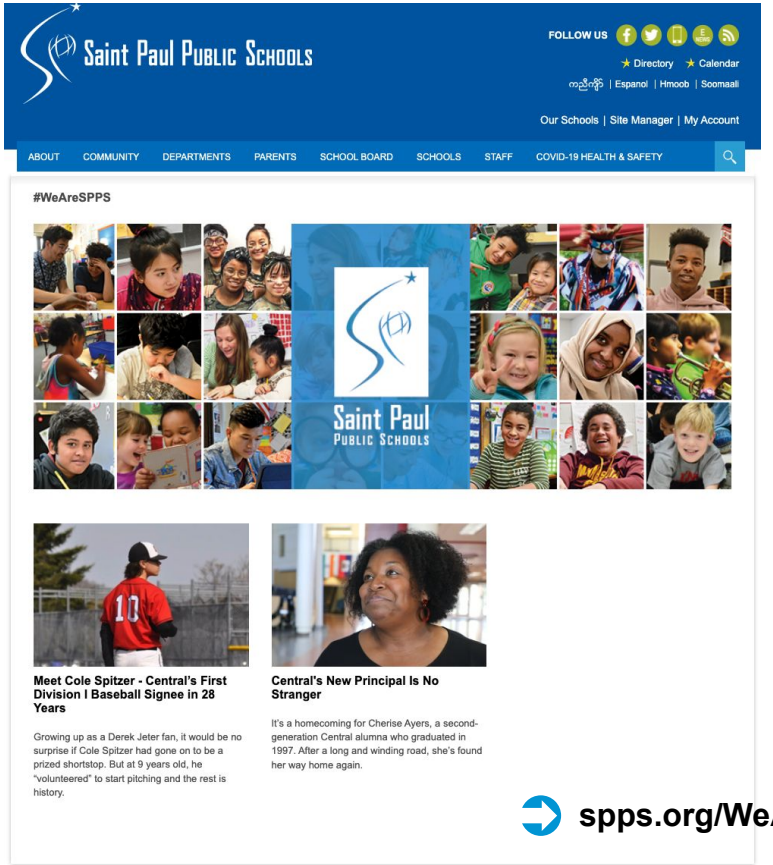
- Create and follow editorial calendar, searchable photo and video galleries, refine internal and external tools, make district information available in a timely manner

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





spps.org/WeAreSPPS

Saint Paul Public Schools

Thank You!



Erica Wacker
Director



Alejandra Lindskoog
Translations Manager



Jerry Skelly
Sr. Communications Specialist



Ryan Stanzel
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Saint Paul Public Schools

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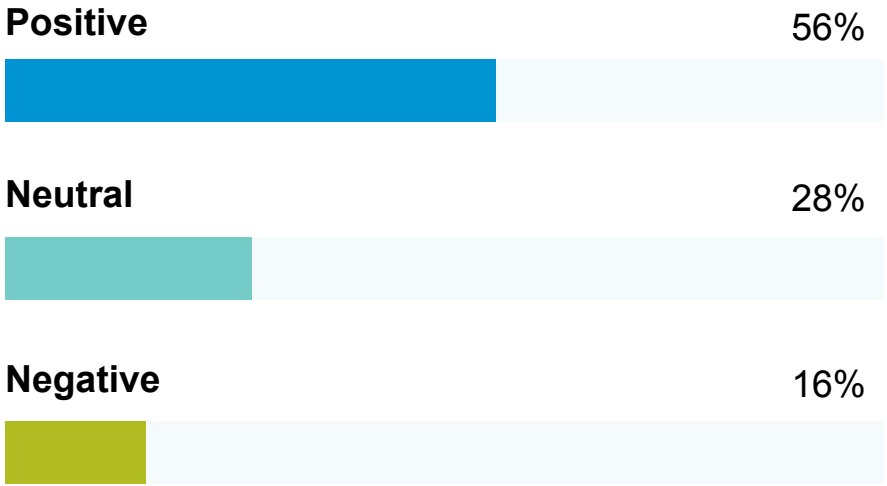
Communications Annual Report FY2022



Saint Paul Public Schools

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Saint Paul Public Schools



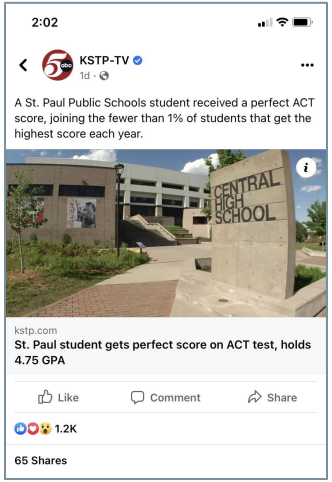




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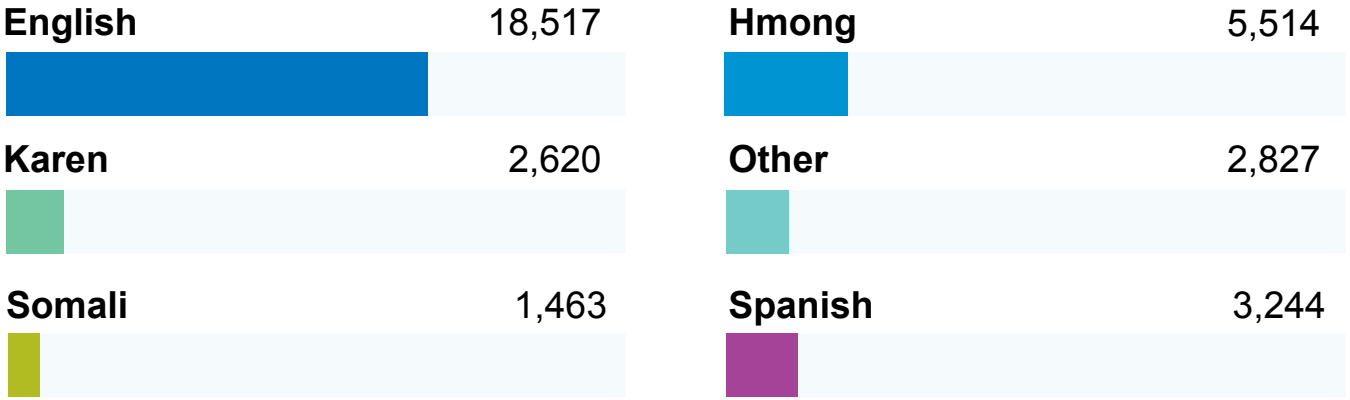


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Saint Paul Public Schools

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Saint Paul Public Schools

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*% change over the previous 12-month reporting period

Saint Paul Public Schools

Social Media - Top Posts

Saint Paul Public Schools SPPS
Mon 3/7/2022 6:42 pm PST

Dear Saint Paul Public Schools Community, We're happy to share with you that Saint Paul Public Schools has reached a tentative contract agreement with the Saint Paul Federation o...



Total Engagements	**6,642**
Reactions	1,894
Comments	245
Shares	270
Post Link Clicks	19
Other Post Clicks	4,214

Saint Paul Public Schools SPPS
Mon 11/22/2021 2:30 pm PST

Congratulations to Johnson Senior High School Social Studies teacher and AP Human Geography teacher, Dr. Kelly Swanson, on his being selected to receive the Outstanding Support for...



Total Engagements	**5,295**
Reactions	1,312
Comments	250
Shares	183
Post Link Clicks	–
Other Post Clicks	3,550

Saint Paul Public Schools SP...
Mon 10/25/2021 1:00 pm PDT

The Humboldt High School and Washington Technology Magnet boys soccer teams are heading to the state tournament. ⚽...



Total Engagements	**4,005**
Reactions	887
Comments	93
Shares	62
Post Link Clicks	–
Other Post Clicks	2,963

@SPPS_News
Mon 1/10/2022 12:48 am UTC

.@NWSTwinCities has issued a wind chill advisory through Monday A.M.—please make sure to take extra precautions to bundle your child up to limit their exposure to the wind and cold weather. There are no plans to hold an e-learning day at this time. https://t.co/MuFRi2rjU0

Total Engagements	**5,908**
Likes	3
Comments	104
Shares	9
Post Link Clicks	140
Other Post Clicks	5,651
Other Engagements	1

spps_news
Tue 5/17/2022 11:53 am PDT

Como Park Elementary welcomed @mngovernor, Lt. Gov. Peggy Flanagan, Minnesota Department of Education...



Total Engagements	**92**
Likes	92
Comments	0
Saves	0

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

Saint Paul Public Schools

Newsletters

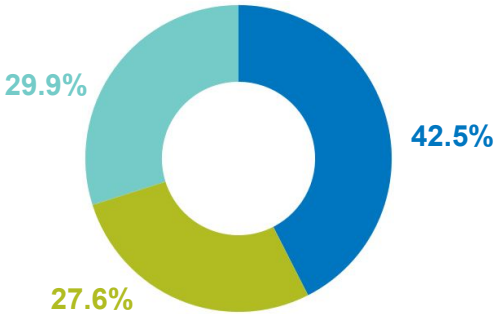
	Open Rate Avg.	Click Rate Avg.	Avg. Subscriber List	# of Newsletters Sent
SPPS Today (daily to staff)	29.7%	4%	10,655	183
The Bridge (weekly to staff)	31.5%	8.5%	10,627	38
Happening Now (bimonthly to families)	40.9%	3.2%	47,426	18
	INDUSTRY AVG.* 33.57%	**INDUSTRY AVG.* 1.49%**		

*Source: Constant Contact https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5409-average-industry-rates?lang=en_US

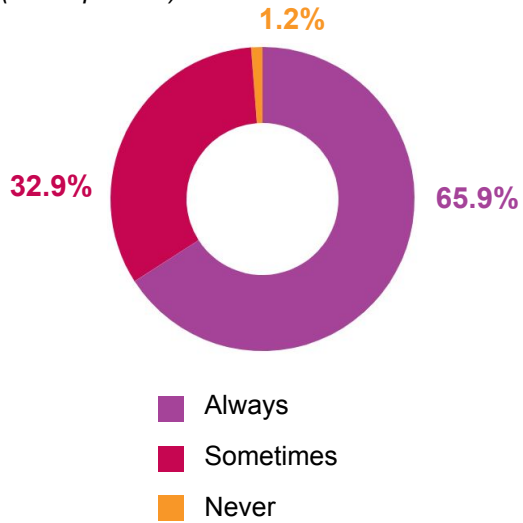
Saint Paul Public Schools

Staff Communications

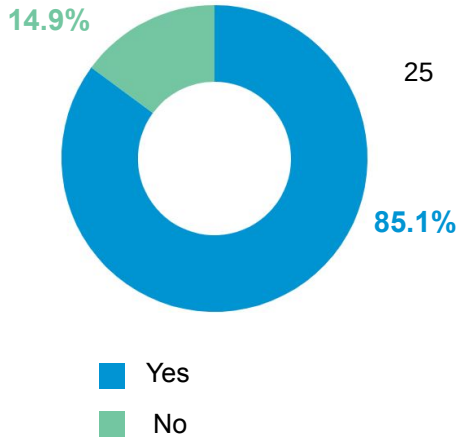
How do you feel about the quantity of SPPS newsletters you receive on a weekly basis?
(87 responses)



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)



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

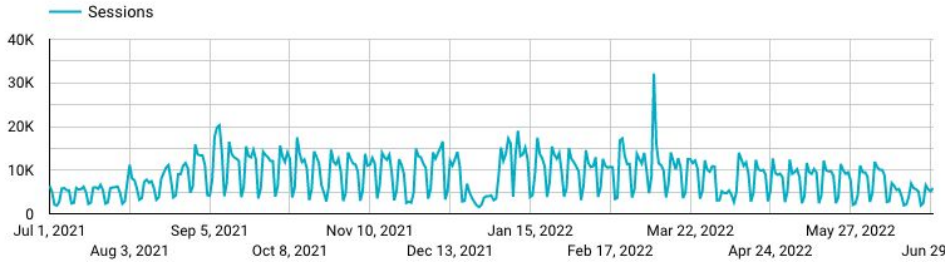


Saint Paul Public Schools

Website

At a glance

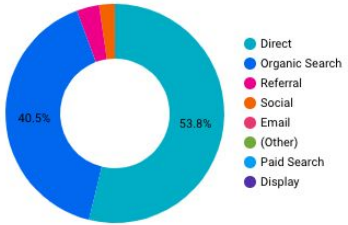
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Source / Medium	Sessions	Users
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(direct) / (none)	1,378,442	752,461
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m.facebook.com...	26,167	21,942
clever.com / refe...	18,660	7,516

	Device	Users
1.	desktop	732,091
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Saint Paul Public Schools

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Saint Paul Public Schools

Thank You!



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Saint Paul Public Schools

Committee of the Board Meeting

Saint Paul Public Schools

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

31

- 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

32

- 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)

33

- 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

34

Discussion

Open up to Board members for questions, wonderings, clarifications.

35

INDEPENDENT SCHOOL DISTRICT NO. 625
BOARD OF EDUCATION
SAINT PAUL PUBLIC SCHOOLS
RESOLUTION

Board File No. _____

Date_____

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[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

[1] IPCC Summary for Policymakers — Global Warming of 1.5 ºC

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[2], 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[3], and

[2] Alexander, Michelle, The New Jim Crow

[3] The Sentencing Project. Capitalizing on Mass Incarceration: U.S. Growth in Private Prisons. 2008

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

[4] The Sentencing Project. Capitalizing on Mass Incarceration: U.S. Growth in Private Prisons. 2008