

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

**July 15, 2014**  
**4:00 PM**

**A G E N D A**

**I. CALL TO ORDER**

A. Introductions

**II. AGENDA**

A. Presentation on OPEB Strategy

1. Introduction

2. Presentation

3

3. Discussion

4. Action (Guidance)

B. SPPS Communications & Marketing Plan

1. Introduction

2. Presentation

15

3. Discussion

4. Action (For information only)

C. Community Partners for Higher Education Opportunities

1. Introduction

2. Presentation

35

3. Discussion

4. Action (For information only)

D. Standing Item: Policy Update - None

E. Standing Item: SSSC 2.0 Update - None

F. Standing Item: PLTT Update - None

G. Work Session

1. Discussion of General Counsel Search Process

2. Discussion of PAC Listening Session Format

3. Update on Fund Balance Work Group
4. Brief Update on Superintendent Mid-Year Review
5. Review of Public Comment Process

### **III. ADJOURNMENT**



# OPEB

(Other Post Employment Benefits)

## Administration Strategy

Marie Schrul

Controller

July 15, 2014



# Agenda



- Definition
- SPPS OPEB History
- GASB 45
- SPPS Current & Past Strategies
- Actuarial Valuation
- SPPS Future Strategy
- Proposed Contribution Plan
- Key Fiscal Considerations
- Questions

# What is OPEB?

**Other Post-Employment Benefits** – These are benefits provided to employees consisting mainly of health care-related benefits promised to retirees in labor negotiations. Accounting for OPEB is required under Governmental Accounting Standards Board Statement 45 (GASB 45). The liability must be recognized on the District’s financial statements.

# SPPS History

- Became part of SPPS labor agreements
- Provides health insurance benefits to retirees and then to their surviving spouse for employees hired prior to January 1, 1996
- SPPS has always paid its OPEB obligations in full during each respective fiscal year as they become due and will continue to do so (\$14.3m in fiscal year 2013)



# GASB 45



- Accounting for OPEB is required under Governmental Accounting Standards Board Statement 45 (GASB 45). The liability must be recognized on the District's financial statements
- The Accrued Actuarial Liability (AAL) is calculated based on a 2 year actuarial study that is projected out 30 years

# Current & Past OPEB Funding Strategies

| When          | What                                                                              |
|---------------|-----------------------------------------------------------------------------------|
| 2009          | Presented plan for establishment of OPEB trust                                    |
| 2009-2011     | Established an MOU with each union to sunset                                      |
| 2009          | Change in legislation that allowed for a levy to cover OPEB costs (Pay 2010 Levy) |
| April 2011    | Established OPEB Revocable Trust with Wells Fargo with \$1m initial contribution  |
| November 2011 | Contributed \$1m                                                                  |
| January 2013  | Contributed \$1m                                                                  |
| November 2013 | Contributed \$1m                                                                  |
| June 30, 2014 | Current Balance of OPEB Trust is \$4,521,182                                      |



# Actuarial Valuation

- Actuarial valuation required every 2 years
- An actuarial valuation of OPEB was most recently prepared using data from plans, premiums, claims and census information

| Valuation Date  | Actuarial Accrued Liability (AAL) | Annual OPEB Cost | Discount Rate |
|-----------------|-----------------------------------|------------------|---------------|
| January 1, 2009 | \$409,602,151                     | \$30,006,082     | 2.5%          |
| January 1, 2011 | \$376,275,242                     | \$25,987,019     | 2.5%          |
| January 1, 2013 | \$353,531,587                     | \$21,796,125     | 2.5%          |



# Future Strategies



- Continue to fully fund and pay retiree benefits
- Continue to budget for and contribute to the OPEB Revocable Trust without drawing from it
- Continue the OPEB levy
- Continue to Assign Fund balance for investment into the trust each fiscal year
- Continue to present annual results to the BOE
- Continue to update the BOE quarterly on trust valuation



## Proposed Contribution Plan



- In fiscal year 2015, invest \$1m (already budgeted for) into the trust
- In fiscal year 2015, invest an additional \$3m into the trust from the Committed for Retiree Health Insurance fund balance (currently \$25.4m) by taking Board action
- In subsequent fiscal years, continue to budget for and invest \$1m and, contingent upon fund balance, invest an additional \$2-3m per fiscal year



# Key Fiscal Considerations



- Levy to Saint Paul property taxpayers
- General economic situation in Saint Paul (unemployment, foreclosure trends)
- District expenditures continue to grow at a faster rate than District revenues
- An increase in the District's minimum fund balance policy would reduce available dollars for Committed or Assigned Fund balance

# Key Fiscal Considerations

## Continued

- Contractual obligations have implications for future fiscal flexibility
- Investment rate returns (current, long-term)
- Current and future laws impacting OPEB
- Impact on bond ratings
- Cash flow/State revenue payments now and into the future
- Impact on General Fund and ability to continue current SSSC 2.0 promises



# Questions



# *Communications, Marketing and Development* Telling the SPPS Story

Julie Schultz Brown  
July 15, 2014



**Saint Paul**  
PUBLIC SCHOOLS

A World of Opportunities

# SPPS Communications

## CMD Guiding Values

- Clarity
- Timeliness
- Accuracy
- Relevance





# SPPS Communications

## Purpose

Promote a premier public education in St. Paul by providing students, families, staff and the community with clear, timely, accurate and relevant information



# SPPS Communications

## Objectives

1. All students and families have ready access to information, tools, and resources for school success
2. Employees have district information they want and need to be successful in their jobs
3. The community can successfully and meaningfully engage with Saint Paul Public Schools



# SPPS Marketing and Special Events

## Purpose

1. Keep SPPS competitive and sustainable by attracting and retaining students and families
2. Increase employee satisfaction by building trust and morale across the district
3. Build community confidence in Saint Paul Public Schools

# SPPS Marketing and Special Events

## Objectives

1. Build schools' marketing abilities
2. Create a service-focused culture
3. Prepare employees and parents to serve as ambassadors in the community



# Audiences

1. 39,000 Students/25,000 Households
2. Teachers/Staff
3. Board
4. SPPS Leadership
5. Principals
6. Community Leaders
7. Community/Funding Partners
8. Legislators/Policymakers
9. General Public/Taxpayers





# Communications Considerations by Audience

- Language
- Education
- Most effective communication medium
- Ability to navigate school system
- Urgency of message
- Audience expectations



# Communications Media

|                                                                           | Families/Students | Teachers/Staff | Board | Leadership | Principals | Comm Leaders | Comm/Funding Partners | Legis/Policy makers | Gen Public/Taxpayers |
|---------------------------------------------------------------------------|-------------------|----------------|-------|------------|------------|--------------|-----------------------|---------------------|----------------------|
| The Bridge                                                                |                   | ◆              | ◆     | ◆          | ◆          |              |                       |                     |                      |
| Partner Bridge                                                            |                   |                |       |            |            | ◆            | ◆                     | ◆                   |                      |
| Traditional Media<br>•Community Newspapers<br>•Radio<br>•TV<br>•Univision | ◆                 | ◆              | ◆     | ◆          | ◆          | ◆            | ◆                     | ◆                   | ◆                    |
|                                                                           | ◆                 | ◆              |       |            | ◆          | ◆            |                       |                     |                      |
|                                                                           | ◆                 | ◆              | ◆     | ◆          | ◆          | ◆            | ◆                     | ◆                   |                      |
|                                                                           | ◆                 | ◆              |       |            |            |              |                       |                     |                      |
| Text msg                                                                  | ◆                 |                |       |            |            |              |                       |                     |                      |

# Communications Media

|                           | Families/<br>Students | Teachers/<br>Staff | Board | Leadership | Principals | Comm<br>Leaders | Comm/<br>Funding<br>Partners | Legis/<br>Policymakers | Gen<br>Public/<br>Taxpayers |
|---------------------------|-----------------------|--------------------|-------|------------|------------|-----------------|------------------------------|------------------------|-----------------------------|
| School websites           | ◆                     | ◆                  | ◆     | ◆          | ◆          |                 |                              |                        |                             |
| District websites         | ◆                     | ◆                  | ◆     | ◆          | ◆          |                 |                              |                        |                             |
| Trending @SPPS website    | ◆                     | ◆                  | ◆     | ◆          | ◆          |                 | ◆                            |                        | ◆                           |
| SPPS in the News          | ◆                     | ◆                  | ◆     | ◆          | ◆          | ◆               | ◆                            | ◆                      | ◆                           |
| Facebook                  | ◆                     | ◆                  | ◆     | ◆          | ◆          | ◆               | ◆                            | ◆                      | ◆                           |
| Twitter                   | ◆                     | ◆                  | ◆     | ◆          | ◆          | ◆               | ◆                            | ◆                      | ◆                           |
| Videos                    | ◆                     | ◆                  | ◆     | ◆          | ◆          |                 | ◆                            | ◆                      |                             |
| PACs                      | ◆                     |                    |       |            |            |                 |                              |                        |                             |
| School/Community Meetings | ◆                     | ◆                  |       |            |            |                 | ◆                            |                        |                             |





# Communications Projects

|                                             | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec | Jan |
|---------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|
| END OF YEAR (Feb - June)                    |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Summer School Communications                |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Graduations/Graduations Summer              |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Graduation Speeches                         |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Celebration of Excellence                   |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Summer School Selection Guide               |     |     |     |     |     |     |     |     |      |     |     |     |     |
| BACK TO SCHOOL (June - Sept)                |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Camp 6                                      |     |     |     |     |     |     |     |     |      |     |     |     |     |
| School Supply Lists                         |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Admin Academy                               |     |     |     |     |     |     |     |     |      |     |     |     |     |
| School Contact List                         |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Recruit Staff for August Canvassing Efforts |     |     |     |     |     |     |     |     |      |     |     |     |     |
| SCHOOL CHOICE (Sept - Feb)                  |     |     |     |     |     |     |     |     |      |     |     |     |     |
| School Choice Fair                          |     |     |     |     |     |     |     |     |      |     |     |     |     |
| School Selection Guide                      |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Advertising: SCF & Enrollment Deadline      |     |     |     |     |     |     |     |     |      |     |     |     |     |



# Communications Projects

|                                                           | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec | Jan |
|-----------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|
| ADDITIONAL PROJECTS                                       |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Calendar Updates                                          |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Public (Federal/State) Grants                             |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Employee 25-Year Luncheon                                 |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Employee Wellness Initiative                              |     |     |     |     |     |     |     |     |      |     |     |     |     |
| GiveMN - GTMD                                             |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Grants/LOS/BAIs                                           |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Holiday Cards                                             |     |     |     |     |     |     |     |     |      |     |     |     |     |
| SPPS Community Giving Campaign                            |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Integrating Special Ed, ELL and Cultural Info on websites |     |     |     |     |     |     |     |     |      |     |     |     |     |
| HR Benefits Enrollment Communications                     |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Internal Communications - MMR, Class Size Changes         |     |     |     |     |     |     |     |     |      |     |     |     |     |



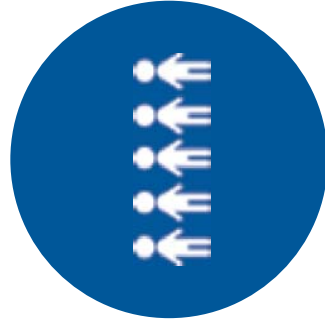
# Communications Projects

## Ongoing Projects

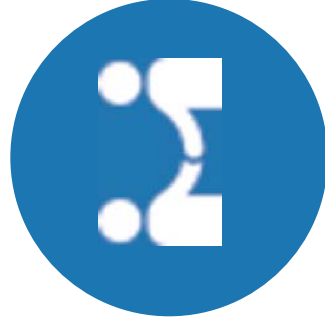
- Calendar Maintenance
- Crisis and Family Communications
- Design and Graphics requests
- Grants: Foundation grants, and grant reporting
- Internal Communications
- Media Relations (Story pitches, new relationships)
- Misc Translations
- Negotiation Communications
- Online streaming Board meetings
- Principal's Playbook
- Proofreading
- School Leader for a Day
- School Marketing
- School Videos
- School Websites
- Social Media
- SPPS homepage updates
- SPPS in the News
- SSSC 2.0
- State of the District
- Supt Speaking Engagements
- Supt/Board Remarks/Pres Training
- Supt's Fundraising Relationships
- Supt's Speaking Engagements
- Tax Season
- Translations for City of St. Paul
- The Bridge/Partner Bridge



# Recent Successes



**Fully staffed**  
communications  
team



**Departments supported better** – including first S-Term guide and communications plan



**Helped increase**  
S-Term enrollment from 8K to 13K



**Effective community outreach** about School Start Times Change



# Recent Successes



**Media stories**  
arising from SPPS  
in the News



**Ability to  
monitor “buzz”**  
via thousands FB  
and Twitter  
connections



**Increased use of**  
constantly  
changing/update  
d webpages



**Won awards for**  
employee  
wellness and the  
digital team's  
social media  
work

# Recent Successes



**Ability to text**  
urgent messages



**More dynamic, accurate school websites** – more interactive, languages incorporated



**E-Democracy**  
automatically updated



**Parent Portal**  
more accessible



# Recent Successes



**Increased participation in** employee Wellness Program, saving the district over \$100,000 in healthcare costs



**Rack cards for** every school



Provided schools with **marketing toolkit**



**Marketing videos for many** schools

# Digital Successes

| SPPS.ORG OVERALL TRAFFIC                                                                                      |                                           |
|---------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| District pageviews: March 1, 2013-Feb. 26, 2014:                                                              | 2,851,833                                 |
| District Pageviews March 1, 2012-Feb. 28, 2013:                                                               | 2,514,485                                 |
| Net increase: +338,000 pageviews (+12 percent)                                                                |                                           |
| SCHOOL WEBSITE PAGEVIEWS:                                                                                     |                                           |
| March 1, 2013-Feb. 26, 2014:                                                                                  | 8,879,000 (est.)                          |
| March 1, 2012-Feb. 28, 2013:                                                                                  | 7,600,000 (est.)                          |
| +1,279,000 (+16 percent)                                                                                      |                                           |
| SCHOOL WEBSITE UPDATES                                                                                        |                                           |
| 55 sites redesigned: 43 elementary-secondary;<br>4 secondary; 6 high schools                                  |                                           |
| SPPS IN THE NEWS E-NEWSLETTER                                                                                 |                                           |
| 1,123 subscribers                                                                                             |                                           |
| Open rate average:<br>(Percentage of recipients to whom you sent an email that actually opened it)            | 27% to 44%<br>(Industry standard: 20.5%)  |
| Click rate average:<br>(Percentage of people who opened the email and clicked at least one link in the email) | 39% to 59%<br>(Industry standard: 12.59%) |

| FACEBOOK (overall traffic):                                |             |
|------------------------------------------------------------|-------------|
| Likes: March 1, 2013:                                      | 498 Likes   |
| Likes: Feb. 26, 2013:                                      | 2,874 Likes |
| Post Reach: March 5, 2013:                                 |             |
| Post Reach: Jan. 27, 2014:                                 |             |
| 4,544                                                      |             |
| 15,539                                                     |             |
| DISTRICT TWITTER: @SPPS_NEWS (overall traffic):            |             |
| Followers: April 27, 2013 (launch)                         | 0           |
| Followers: Feb. 24, 2014:                                  | 1,196       |
| Total Tweets: May 1, 2013:                                 | 40          |
| Total Tweets: Feb. 25, 2014:                               | 1,109       |
| SUPERINTENDENT TWITTER: @SPPS_SUPTSILVA (overall traffic): |             |
| Followers: March 1, 2013:                                  | 350         |
| Followers: Oct. 21, 2013:                                  | 4,021       |
| Followers: Feb. 24, 2014:                                  | 2,260       |
| Total Tweets: March 1, 2013:                               | 150         |
| Total Tweets: Feb. 25, 2014:                               | 1,265       |





# Future Opportunities

- Use new media to reach increasingly tech savvy parents and staff
- Better activate stakeholders at the legislature
- Leverage communications through Personalized Learning and iPad
- Reduce communications silo by increased collaboration with family engagement staff



**Questions?**  
**Ideas?**  
**Suggestions?**

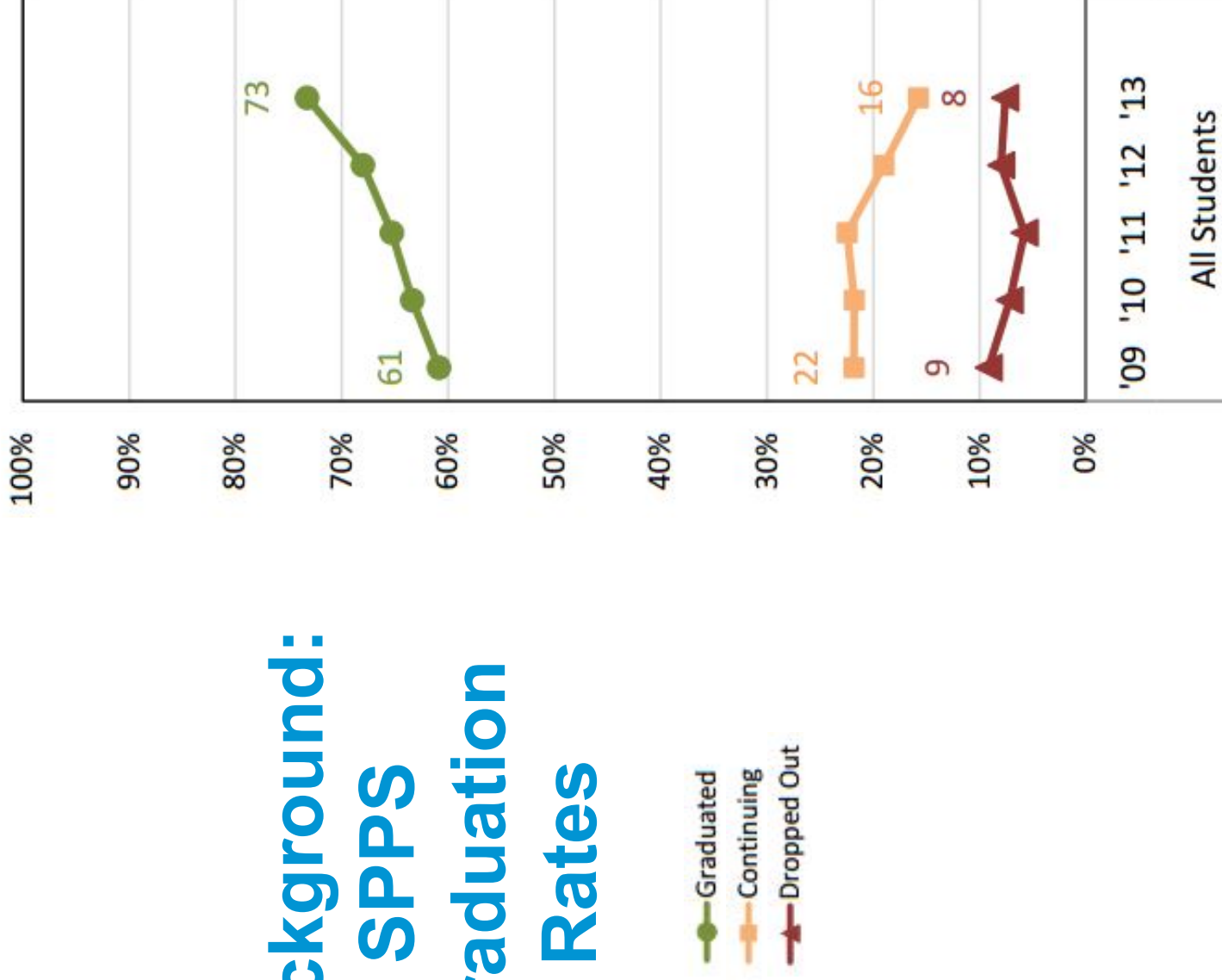


# College Access Community Partnerships

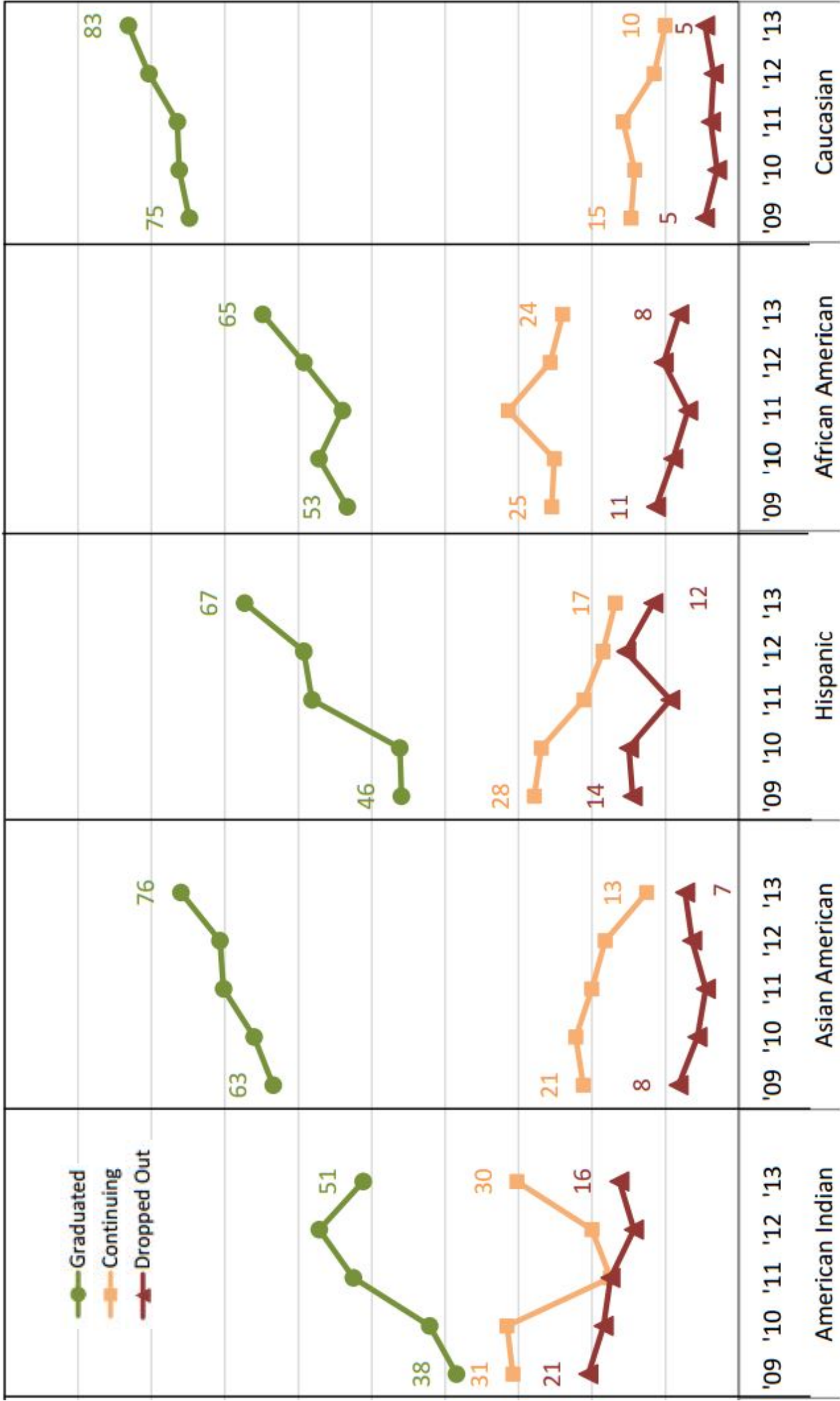
Saint Paul Public Schools Committee of the Board Presentation  
Jon Peterson, Director, Office of College and Career Readiness (OCCR)  
Tuesday, July 15, 2014



# Background: SPPS Graduation Rates



# Four-year Graduation Rates by Race/Ethnicity





# College Access Community Partnerships

- Racial equity training
  - Recruitment strategies
  - Services provided
- Quarterly meetings
- Family connection
- Formal service and data agreements

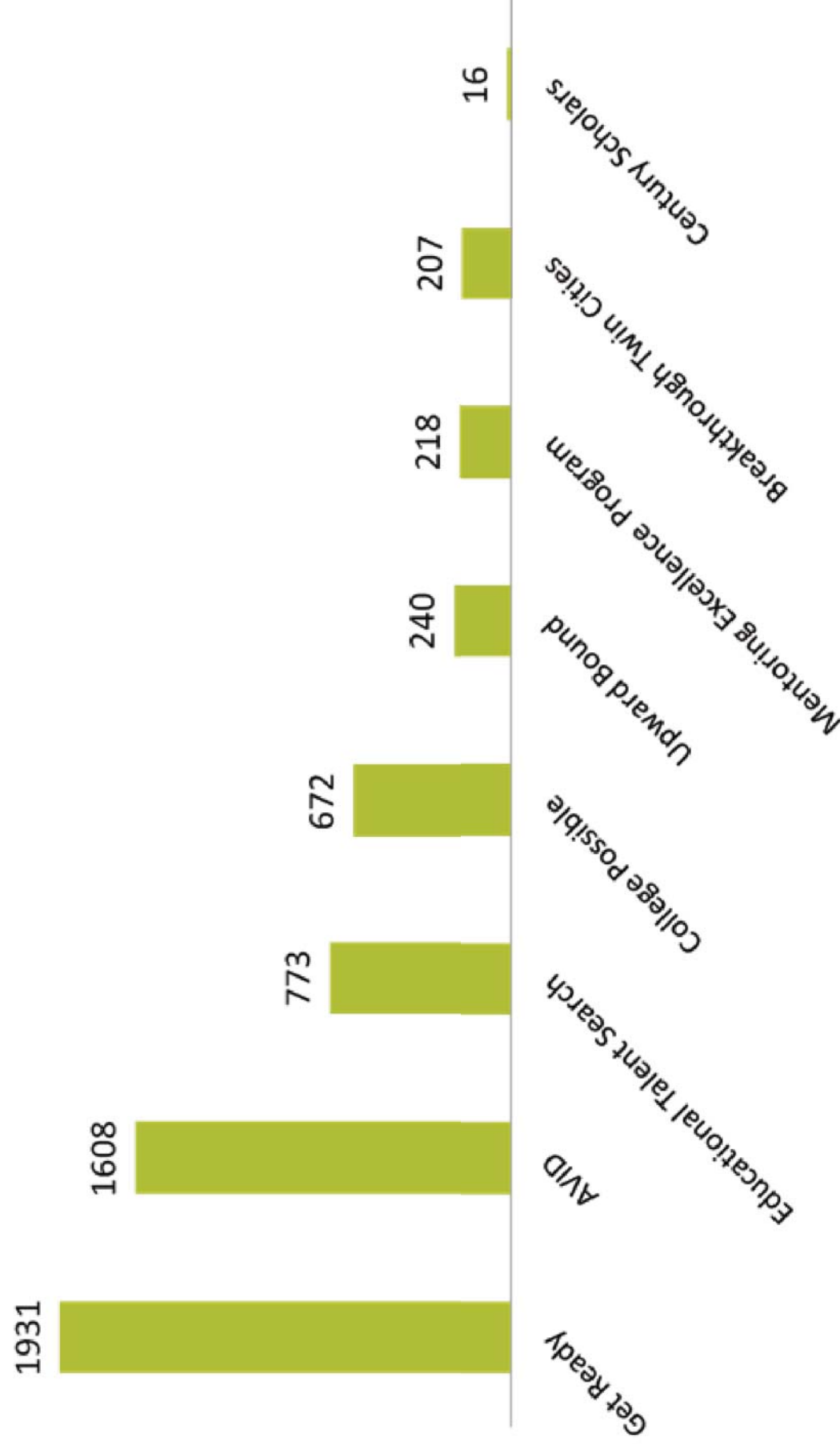


# College Access Community Partnerships

| Partner                                    | Grades served |
|--------------------------------------------|---------------|
| AVID                                       | 7-12          |
| Breakthrough Twin Cities                   | 7-12          |
| Century College Educational Talent Search  | 6-12          |
| Century College Upward Bound               | 9-12          |
| Century College Scholars Program           | 11-12         |
| College Possible                           | 11-12         |
| Get Ready!                                 | 6-12          |
| Mentoring Excellence Program               | 10-12         |
| Metro State Upward Bound                   | 10-12         |
| Project SUCCESS                            | 6-12          |
| St. Olaf College Educational Talent Search | 6-12          |
| St. Olaf College Upward Bound              | 9-12          |
| Univ. Wisconsin - River Falls Upward Bound | 9-12          |

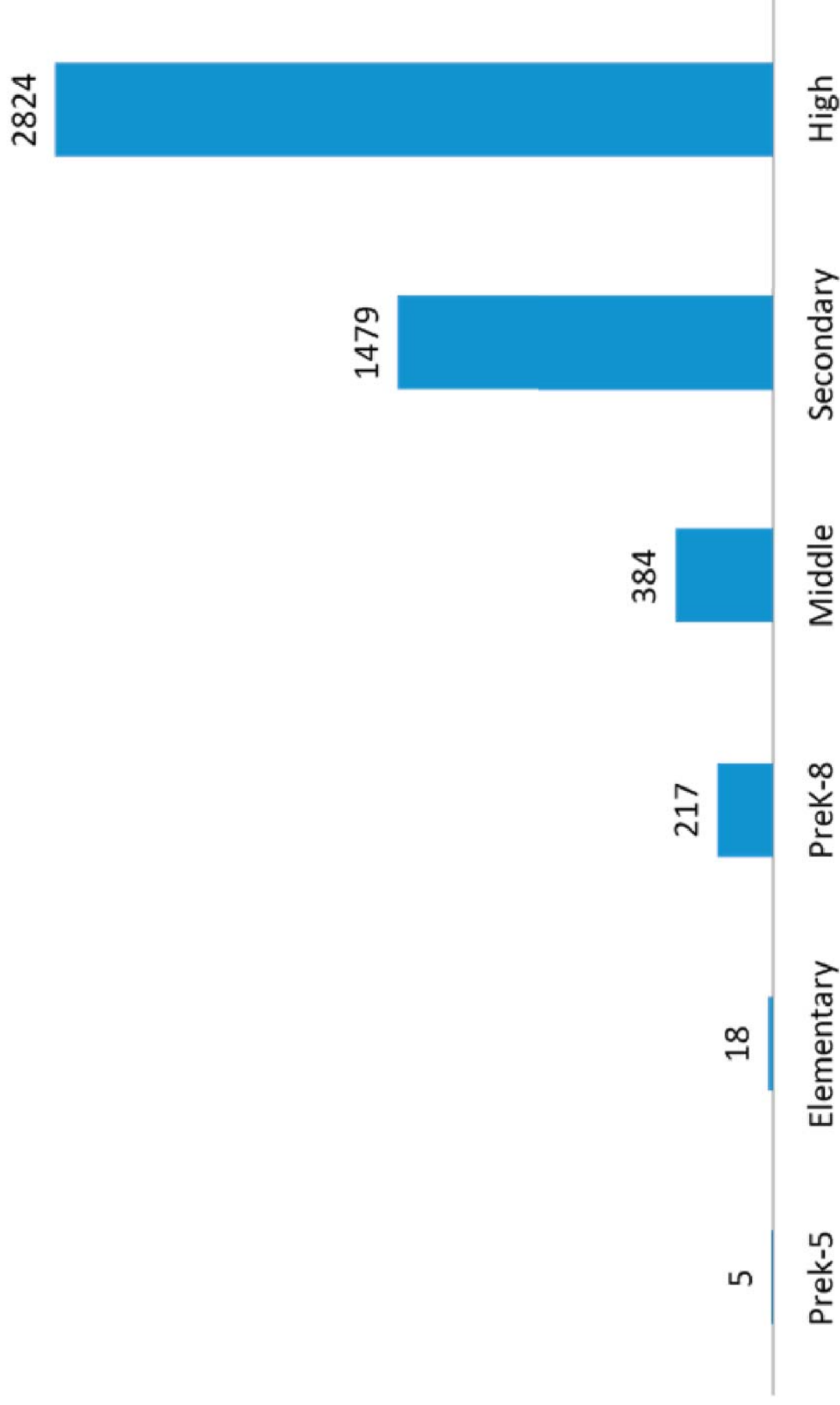


# Serving SPPS Students





# Serving SPPS Students



# College Access Program Services

| Program Services                             | AVID | Breakthrough<br>Twin Cities | College<br>Possible | Get Ready | Mentoring<br>Excellence<br>Program | Project<br>SUCCESS | TRiO-<br>Educational<br>Talent Search | TRiO -<br>Upward<br>Bound |
|----------------------------------------------|------|-----------------------------|---------------------|-----------|------------------------------------|--------------------|---------------------------------------|---------------------------|
| Academic Skill Building                      | ◆    |                             | ◆                   |           | ◆                                  | ◆                  | ◆                                     | ◆                         |
| ACT Test Prep                                | ◆    | ◆                           | ◆                   | ◆         | ◆                                  |                    | ◆                                     | ◆                         |
| Career Exploration                           | ◆    |                             |                     | ◆         | ◆                                  | ◆                  | ◆                                     | ◆                         |
| College and Career Fairs                     | ◆    |                             |                     | ◆         | ◆                                  |                    | ◆                                     | ◆                         |
| College and Career Readiness<br>Workshops    | ◆    |                             | ◆                   | ◆         |                                    |                    | ◆                                     | ◆                         |
| College Application Assistance               | ◆    | ◆                           | ◆                   | ◆         | ◆                                  |                    | ◆                                     | ◆                         |
| College Transition                           | ◆    |                             | ◆                   |           | ◆                                  |                    | ◆                                     | ◆                         |
| College Campus Visits                        | ◆    | ◆                           | ◆                   | ◆         | ◆                                  |                    |                                       | ◆                         |
| Family Events                                | ◆    | ◆                           |                     | ◆         |                                    |                    | ◆                                     | ◆                         |
| Financial Aid and Scholarship<br>Information | ◆    | ◆                           | ◆                   | ◆         | ◆                                  |                    | ◆                                     | ◆                         |
| Goal Setting                                 | ◆    | ◆                           | ◆                   |           | ◆                                  | ◆                  | ◆                                     | ◆                         |
| High School Laptop Program                   |      | ◆                           |                     |           |                                    |                    |                                       |                           |
| Leadership Development                       | ◆    | ◆                           |                     |           |                                    |                    | ◆                                     | ◆                         |
| Mentoring                                    |      | ◆                           | ◆                   | ◆         | ◆                                  |                    |                                       | ◆                         |
| Networking                                   |      |                             |                     |           |                                    |                    |                                       |                           |
| Organizational and Study Skills              | ◆    |                             |                     |           | ◆                                  |                    | ◆                                     | ◆                         |
| Outdoor Trips                                | ◆    |                             |                     |           |                                    | ◆                  |                                       |                           |
| Parent/Student Meetings                      | ◆    |                             |                     | ◆         | ◆                                  |                    |                                       | ◆                         |
| Professional Theater Experiences             |      |                             |                     |           |                                    | ◆                  |                                       |                           |
| Summer Program                               | ◆    | ◆                           |                     |           |                                    | ◆                  | ◆                                     | ◆                         |
| Tutoring                                     | ◆    | ◆                           | ◆                   | ◆         |                                    |                    | ◆                                     | ◆                         |
| Time Management Skills                       | ◆    |                             | ◆                   | ◆         | ◆                                  | ◆                  | ◆                                     | ◆                         |

# College Access Community Partnerships

Questions and/or comments?

