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

Sentiment

Positive  56%
Neutral  28%
Negative  16%

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 COLLIN BINKLEY, GEOFF MULVIEHILL, CAMILLE FASSETT and LARRY FENN

an hour ago

2/02

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.

St. Paul student gets perfect score on ACT test, holds 4.75 GPA

Like Comment Share

1.2K 65 Shares

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

### Families by home language

<table>
<thead>
<tr>
<th>Language</th>
<th>Number of Documents Translated</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>18,517</td>
</tr>
<tr>
<td>Hmong</td>
<td>5,514</td>
</tr>
<tr>
<td>Karen</td>
<td>2,620</td>
</tr>
<tr>
<td>Other</td>
<td>2,827</td>
</tr>
<tr>
<td>Somali</td>
<td>1,463</td>
</tr>
<tr>
<td>Spanish</td>
<td>3,244</td>
</tr>
</tbody>
</table>

**Number of documents translated**: 300+
# Social Media

## Total Audience

<table>
<thead>
<tr>
<th></th>
<th>Fans/Followers</th>
<th>Impressions</th>
<th>Engagement</th>
<th>Post Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>15,549</td>
<td>2,269,522</td>
<td>212,089</td>
<td>19,173</td>
</tr>
<tr>
<td>Twitter</td>
<td>8,674</td>
<td>623,694</td>
<td>31,699</td>
<td>3,505</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,675</td>
<td>106,735</td>
<td>3,557</td>
<td>N/A</td>
</tr>
</tbody>
</table>

- **5.1% INCREASE***
- **32% INCREASE***
- **23.3% INCREASE***
- **21% INCREASE***

*% change over the previous 12-month reporting period

## Impressions

- **3 million**

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

## Engagement

- **247K**

Engagement (number of times users engaged with your posts)
Social Media - Top Posts

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

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

**INDUSTRY AVG.**

- **33.57%**
- **1.49%**

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

- Satisfied: 42.5%
- Somewhat satisfied. I wouldn’t mind if there were fewer: 29.9%
- I wouldn’t mind if there were fewer: 27.6%
- There are too many newsletters. I would like to receive less per week: 9.1%

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)

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

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

- Yes: 85.1%
- No: 14.9%
Website

At a glance

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

Top Acquisition Channels

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
## Videos

### EduVision

<table>
<thead>
<tr>
<th>Event</th>
<th>Live Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board of Education meetings</td>
<td>14,000+</td>
</tr>
<tr>
<td>SPPS graduation ceremonies</td>
<td>7,000+</td>
</tr>
<tr>
<td>School-produced livestreams</td>
<td>2,000+</td>
</tr>
</tbody>
</table>

### YouTube

<table>
<thead>
<tr>
<th>Views</th>
<th>Impressions</th>
<th>Shares</th>
<th>Likes</th>
<th>Total Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>57,939</td>
<td>999,462</td>
<td>1,070</td>
<td>638</td>
<td>963</td>
</tr>
</tbody>
</table>

## Top Videos (YouTube)

- **First Day of School 2021**
  - Views: 1,247
- **SPPS Press Conference (Negotiations)**
  - Views: 904
- **Critical Ethnic Studies**
  - Views: 773
- **SPPS and Metro Transit Partner to Get Students to School**
  - Views: 651
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
Thank You!

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Director

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Translations Manager

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Hmong Translations Specialist

Kawlahay Zan  
Karen Translations Specialist

Saint Paul Public Schools