

November 2019
vol 17 ♦ no 2

November 13, 2019

Annual Conference
12:30 - 4:30 p.m.
University of Minnesota
Continuing Education and
Conference Center
St. Paul
[https://
www.amsd.org/
conference2019/](https://www.amsd.org/conference2019/)

November 22, 2019

**Executive/Legislative
Committee Meeting**
7:30 a.m.
Room 304
Anderson Center
Bethel University
Arden Hills

December 6, 2019

**Board of Directors
Meeting**
7 a.m.
Quora Education Center
NE Metro 916
Little Canada

December 13, 2019

**Executive/Legislative
Committee Meeting**
7:30 a.m.
Room 304
Anderson Center
Bethel University

AMSD's Mission

To advocate for state education policy that enables metropolitan school districts to improve student learning.



Association of
Metropolitan School Districts

Richfield Public Schools Inspire Confidence, Inclusivity and Innovation Through Branding

Despite a long history and a strong sense of community, Richfield Public Schools had never engaged in a districtwide branding process. Logos had been created by individual administrators or coaches over time. A historical exploration revealed a variety of fonts, logos and even debates about what shade of red represented the Richfield Public Schools. The Spartan logo was dated, complex and difficult to reproduce, which resulted in many teams and clubs creating their own variations. For a district often referred to by realtors as “an up and coming community for young families,” the district brand needed a refresh to inspire confidence, inclusivity and innovation.

Working with a local marketing firm, Richfield Public Schools engaged parents, teachers, administrators and student leaders through focus groups, PTO and advisory council meetings, webinars, electronic surveys and feedback forms. Stakeholders weighed in throughout the process of updating the District logo and revising the brand promises the District is making to families.

This fall, Richfield Public Schools rolled out a new brand, focused on personalized learning, rich opportunities, real community and innovation in action.

Enriching and accelerating learning is the new district tag line. To keep today’s students actively engaged as agents of their own learning, schools must provide enriched opportunities and allow students to work at a pace that keeps them challenged.

In Richfield, families also experience **real community**: a caring community, rich in diversity and relationships. The District is small enough to know every student by name, interest and motivation. The staff supports and challenges students to bring their best selves to school every day.

Staff know that each child has unique gifts and every family has their own dreams for their children. Richfield Public Schools promises to **personalize learning**. The greatest threat to learning is boredom. The District is committed to engaging every student in rigorous and relevant lessons with a focus on career and college readiness.

Whether a student’s passion is the marching band, robotics, English literature or some of the many high school athletic or academic teams, Richfield offers **rich opportunities**. Through the four A’s of academics, arts, athletics and activities, the District opens doors to opportunities and leadership development. The staff and community are invested in the success of every Richfield student.

Richfield Public Schools is transforming education. Teachers are changing the way they teach and better connecting with the way students learn. Schools are preparing students for jobs and careers that can only be imagined by teaching them to be critical thinkers and creative problem-solvers. The District is putting **innovation in action** and closing the digital divide. Every student in Richfield

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From the Chair

As this month’s research article highlights, the 2019 Minnesota Student Survey shows more students than ever before report having mental health, behavioral or emotional challenges in their lives. The survey results do not come as a surprise to our teachers, school support staff and principals who know, first hand, that we have more students with more significant mental health needs than ever before. That is why AMSD has been urging state policymakers to establish a sustainable funding stream to allow school districts and intermediate school districts to hire additional support staff and implement trauma-informed professional development for our staff. The student survey results make it clear that the Governor and Legislators need to make addressing the mental health needs of our students a top priority in the 2020 legislative session.

Andrea Cuene, school board member, Wayzata Public Schools, is chair of AMSD.

Richfield Public Schools: Enriching and Accelerating Learning

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Public Schools will have access to the highly qualified teachers, technology and exciting learning opportunities they need to succeed.

The new District logo symbolizes the modern Richfield vibe — one that resonates with young families. The new look reflects the inclusive, forward-thinking and caring Richfield community that students, parents, grandparents and community elders love.

Richfield Public Schools is innovating and updating, but its mission to inspire and empower each individual to learn, grow and excel remains steadfast, as do their core values of caring, respect, honesty and responsibility.

Old logo and mascot



New brand messages and logos

Enriching and accelerating learning

REAL COMMUNITY

Caring community, rich in diversity and relationships

PERSONALIZED LEARNING

Rigorous, relevant, and engaged learning for each student

RICH OPPORTUNITIES

Inspiring possibilities through academics, arts, music, athletics and activities

INNOVATION IN ACTION

Transforming how we teach, redefining school



Each of the District's seven schools has a sub-brand that reflects one unified district.



This month's member spotlight was submitted by Jennifer Valley, Director of Marketing & Communications, Richfield Public Schools.

Survey Shows More Students Facing Mental Health Challenges

The Minnesota Department of Education recently released the results of the 2019 Minnesota Student Survey. The survey shows more Minnesota students than ever report having long-term mental health, behavioral or emotional problems. The survey also shows that fewer students:

- feel engaged in school
- believe their school provides a supportive place for learning
- report good health
- feel safe

The Minnesota Survey is a voluntary, anonymous survey conducted every three years among Minnesota’s fifth-, eighth-, ninth-, and 11th-grade students. It includes questions on school climate, bullying, out-of-school activities, healthy eating, emotional health, substance use, connections with school and family, and many other topics. More than 170,000 students participated in the 2019 survey.

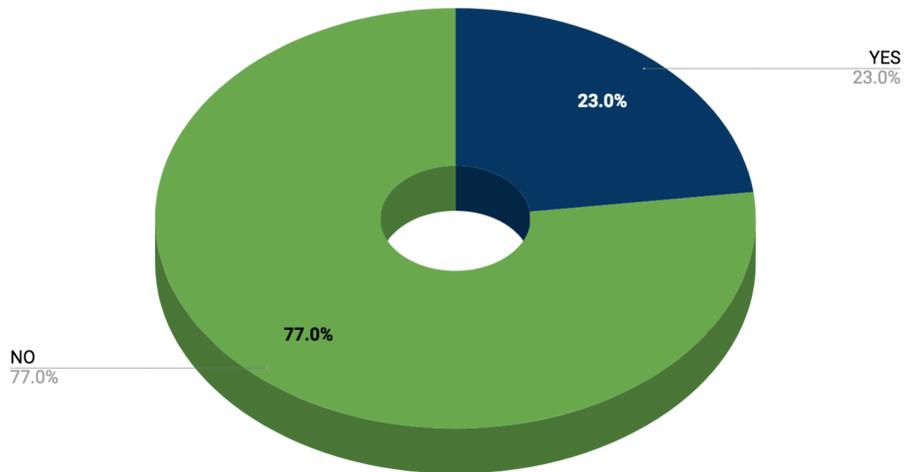
“Our students are talking to us and we must listen,” said Minnesota Education Commissioner Mary Cathryn Ricker, with the report’s release. “The results ... show a number of concerning pieces of data, including student vaping and declines in mental health. No matter what is happening in students’ lives outside of school, we must make sure that they feel supported, safe, and welcomed when they’re in the classroom so they can succeed academically.”

Mental Health

The percentage of students reporting long-term mental health, behavioral or emotional problems was 23 percent — up from 18 percent of students surveyed in 2016. Additional mental health findings include:

- Female students were nearly twice as likely as male students in all grades to report mental health, emotional or behavioral problems.
- Suicide Ideation: Reports of suicide ideation increased for all grade levels in the last six years. Nearly one in four 11th graders have reported seriously considering suicide at some point in their lives and nearly one in 10 students in 11th grade reported attempting suicide.

2019 MENTAL HEALTH
Do you have any long-term mental health, behavioral or emotional problems?



Source: Minnesota Department of Education Student Survey Report 2019

Vaping

According to data from the survey: one in four Minnesota 11th graders reported using an e-cigarette within 30 days of taking the survey — a 54 percent increase from the 2016 survey, in which just 17 percent of 11th graders reported vaping. The increase among eighth-graders was even more significant, with nearly twice as many students reporting using an e-cigarette in the past 30 days. (More than 11 percent of eighth-graders reported using an e-cigarette in the past 30 days, compared to 5.7 percent in 2016).

In the seven-county metro area, the statistics were just as alarming. According to regional tables prepared for the seven-county region (Anoka, Carver, Dakota, Hennepin, Ramsey, Scott and Washington counties): 10 percent of metro-area male 11th-graders, and 8 percent of metro-area female 11th-graders, reported using e-cigarettes *daily*. By comparison, less than 1 percent of either student group reported smoking daily.

Legislators responded to the survey results showing the significant increase in student vaping by announcing plans to renew efforts to pass legislation that would not only raise the age for tobacco purchases to 21, but would also limit or possibly ban flavored vaping products, online tobacco sales — and require the development of smoking prevention instructional materials for school districts.

Sen. Carla Nelson (R-Rochester), in a joint press conference with Rep. Heather Edelson (DFL-Edina), announced her intention to continue to work to advance legislation to raise the age for tobacco purchases to 21. She indicated that the legislation may be expanded to include health curriculum changes to include education on the dangers of vaping and e-cigarettes. Rep. Laurie Halvorson and Rep. Edelson, along with other House DFL members also announced plans to introduce a comprehensive package

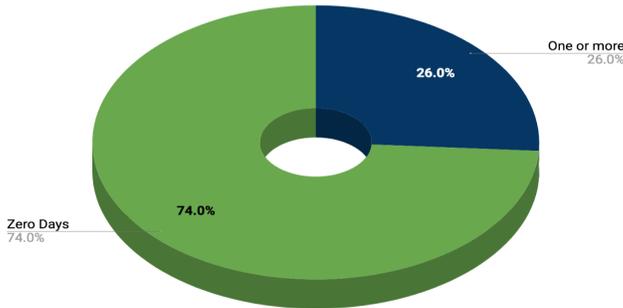
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Student Survey: Increase in Vaping Raises Concerns

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of anti-nicotine measures including banning all flavored tobacco, increases in nicotine taxes and banning the internet sale of nicotine products.

2019 VAPING
11th Graders Statewide:
During the last 30 days, on how many days did you vape or use an e-cigarette?



Source: Minnesota Department of Education Student Survey Report 2019

Vaping and e-cigarettes were hardly the only takeaways from the survey. Sixty-five percent of Minnesota students surveyed reported excellent or very good health — a significant majority, albeit it down 4 percent from 2016. But MDE noted even with that drop, teens are engaging in fewer risky behaviors: In addition to the drop in smoking rates, students are also reporting less alcohol use, sexual activity and marijuana use.

Safety

The percentage of students who reported feeling safe at home, at school, in their neighborhood and going to and from school fell 3 percent statewide but still was an overwhelming majority of 87 percent. Students in the metro counties responded with similar percentages — although, interestingly: 10 percent of 11th grade girls reported not feeling safe at school.

That perception of feeling unsafe could correlate to the reports of bullying, in which 45 percent of 11th grade girls in the seven-county metro reported being bullied once or more in the previous 30 days. More than 30 percent of male students in the seven-county metro reported being bullied once or more in the previous 30 days. (By contrast: less than 5 percent of either group reported being bullied daily).

Overall, 19 percent of students surveyed statewide reported being bullied or harassed weekly in at least one way during the last 30 days. Economically disadvantaged students and LGBTQ+ students report higher rates of bullying.

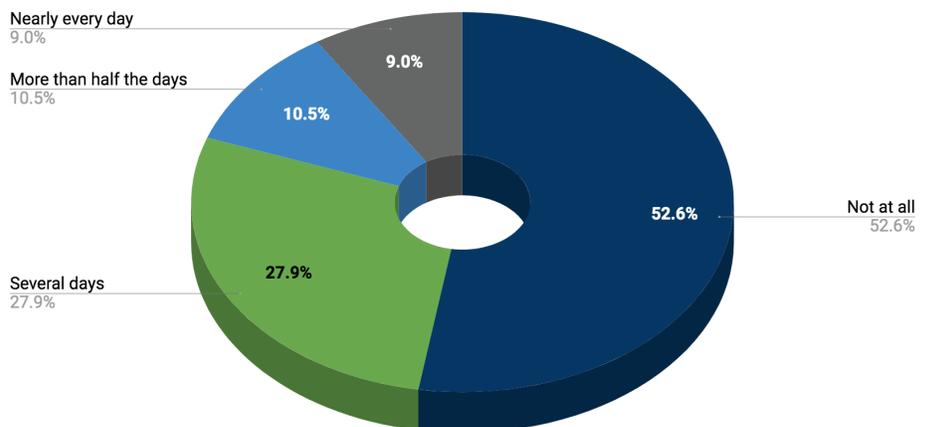
Engaged

Nearly three out of four students statewide feel highly engaged in school — roughly the same as in 2016 — but students reported a drop in out-of-school activities at least three days a week, down to 60 percent. Interestingly, in the seven-county metro, nearly 30 percent of male 11th-graders and 22 percent of female 11th-graders reported participating in sports teams (such as park and rec teams, school teams, in-house teams or traveling teams) five or more days per week. Sports was the highest-engrossing percentage of out-of-school activity compared to school sponsored activities or clubs, tutoring/academic programs, or leadership activities such as student government, youth councils or committees.

Supported

Nearly three in four students statewide (71 percent) believe their school provides a supportive place for learning. This number is down slightly from 2016. There was a slight drop in students reporting that they have caring relationships in at least three of the five groups (parents; other adult relatives; friends; teachers or other adults at school; other adults in the community), from 76 percent in 2016 to 74 percent in this year's survey results.

2019 MENTAL HEALTH
11th Graders Statewide:
How often have you been bothered by feeling down, depressed or hopeless over the past 2 weeks?



Learn More

- Minnesota Student Survey Reports: <http://w20.education.state.mn.us/MDEAnalytics/DataTopic.jsp?TOPICID=242>
- Minnesota Department of Health Student Survey Tables: <https://www.health.state.mn.us/data/mchs/surveys/mss/index.html>