Minnesota Public Schools Messaging Initiative

BRAND BRIEF

A well-executed brand experience creates an emotional connection, turning our team members, association members, industry partners and community into champions.

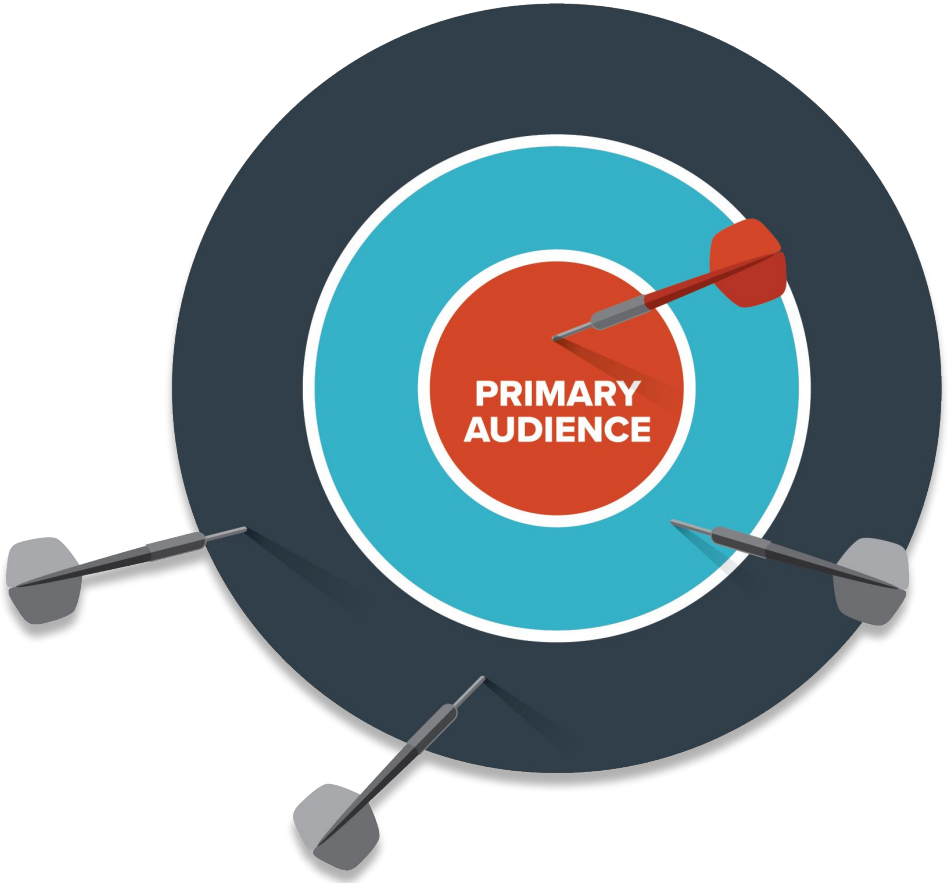
WHO WE DO IT FOR

Our Primary Audience

Why it matters:
Clearly defining who our brand is for, sharpens everything else; our messaging, decision-making, marketing, and promotion. Instead of speaking to “everyone,” we’re building a brand for someone that is best served by who we are.

The Dart Board Story

Identify your primary audience and put them at the center of your messaging.



Primary Audience Characteristics

Age Range

- Early 30s-mid 40s (parents of kids in “on-ramp” years - approx. 2nd-9th grade)

Motivations

- The Center: Kids thriving (academics + activities + belonging/safety)
- Desire for balanced honesty (what’s working and what’s improving)
- Community ROI: stronger workforce, neighborhoods, and property values
- Practical economics: prefer not to pay private tuition when neighborhood public schools are strong

Behavior *(how they “engage” and decide)*

- Skims fast; responds to short, plain-language updates with local proof + human story + one clear statistic
- Trusts third-party validation more than district self-promotion
- Compares options; looks for value on tax dollars; intentional spenders
- Tech-savvy but selective with social; prefers email/text + trusted local channels
- Responds to neighborhood-specific context
- Shares content when it’s concrete, positive, and locally relevant

Primary Audience Characteristics

Communication Style

- Straightforward, calm, nonpartisan, neighborly
- Low tolerance for jargon, finger-pointing, or politicized framing
- Likes specifics and visuals (quick charts, named local examples, short videos)
- Wants clarity on mandates vs. local decisions to reduce confusion

Lifestyle

- Family-centric schedules; attends games, concerts, community events
- Local news, school newsletters, community Facebook groups
- Limited time; appreciates concise “what to know/what’s next”
- Tight-knit friend networks, community gatherings, faith involvement (for many)

Values

- Family first; hard work; personal responsibility
- Fairness and opportunity for every kid; inclusivity/diversity as community strength
- Trust, transparency, mutual respect
- Stewardship of tax dollars; practical solutions over politics; optimism grounded in facts

WHAT WE DO

Our Strategy Statement

Why it matters:
It keeps our team focused on what makes us different in what we offer, and *how* we show up and deliver it. It translates our brand philosophy into daily action.

Our Strategy Statement

We are the only statewide public education initiative that builds trust and pride by sharing local proof, real stories, and clear statistics that show how kids and communities thrive through the power of Minnesota's public schools.

WHO WE ARE

MINNESOTA KIDS RISE

POWERED BY PUBLIC SCHOOLS

HOW WE COMMUNICATE

Our Key Brand Messages

Why it matters:
They help us tell the same story in many ways, building familiarity and trust. They ensure our brand sounds cohesive across multiple channels and touchpoints while giving flexibility to adapt to platforms, segments and moments.

Our Key Brand Messages

This is who we are:

- [Minnesota Public Schools] A place for kids and communities to grow.

This is what we do:

- Public schools open doors of opportunity and help every Minnesota kid rise.

This is our call to action:

- Be part of the promise to every Minnesota kid.

Our Launch Campaign

“I’m a Minnesota Kid”