

# Communications

**Tami DeLand**

Director of Community Engagement and  
Communications

April 1, 2026

Director of  
Communications &  
Community Engagement



Tami DeLand

Communications  
Coordinator



Carissa Hopkins-Hoel

Visual Communication  
Specialist



Elizabeth Hennen

Marketing & Outreach  
Coordinator



Karla Hiltner

# Communications Team

- Committed to the district's mission, core values and strategic priorities
- Delivers clear, timely information about the business of schools
- Operates strategically and collaboratively to engage families, staff and community partners in the important work of our schools
- Storytellers of the district
- Creates marketing plans to promote schools and district
- Supports communications and engagement of district and school staff

# Communication Channels

## Internal

- The Notebook (All staff)
- The Playbook (Leadership)
- Outlook (Email)
- SchoolMessenger
  - Phone, Email & Text
- StaffNet (All staff)
  - StaffNet News
  - Upcoming Events
  - Photo/News Gallery
  - StaffConnect



## External

- Monthly 742 (All families)
- District/School Websites
  - 742 News
  - Upcoming Events
  - Photo/News Gallery
  - PeachJar E-fliers
- SchoolMessenger
  - Phone, Email & Text
- Social Media
  - Facebook
  - X (Formerly Twitter)
  - Instagram
  - LinkedIn
  - YouTube
- Channel 179
- Press Releases
- Publications
- School Newsletters
- Mail

## 2025-26 Communications Plan

### St. Cloud Area School District 742 Mission

To create a safe and caring climate and culture in which we engage, inspire, educate, prepare and empower all learners in partnership with their surrounding community to be successful in today's and tomorrow's society.

### Community Engagement & Communications

#### Purpose

The purpose of the Community Engagement and Communications department is to foster and maintain a strong relationship between St. Cloud Area School District and its stakeholders by delivering clear and timely information and by facilitating a two-way communication process that engages students, staff, families and community members in the important work of our schools.

#### Mission

To ensure public awareness, understanding, trust and support for St. Cloud Area Schools.

#### Beliefs

Effective Communication:

- Is two-way, involving both internal and external stakeholders.
- Is timely, consistent and transparent.
- Is the responsibility of every employee in District 742
- Fosters trust and positive relationships.
- Helps increase student achievement.

#### Responsibilities

- The Community Engagement and Communications Director is responsible for developing strategic communication efforts district wide.
- The Community Engagement and Communications department is responsible for the development and implementation of district communication and marketing

# Communications Plan

# Website



St. Cloud Area School District 

School & Community



# Social Media

St. Cloud Area School District 742  
Published by Carissa Hopkins-Hoel  
January 31  
We're proud to announce four candidates up for MN Teacher of the Year! Congratulations to... See more



**Isd742 Careers**  
279 followers • 211 following  
Make a difference. Be the difference.  
Education



**St. Cloud School Dis**  
185 followers • 21 following  
St. Cloud School District Food Service  
Local service



**Clearv**  
486 followers  
Clearview pro  
Interventions &  
Education

A grid of video thumbnails from YouTube, including titles like 'The Very, Very Far North: Pages 1-14', 'We Are 742: Advanced Placement Opportunities', 'Mic Check: Discovery Community School', 'Inside the Art Room: Discovery Community School', 'A Day in the Life: Spanish Immersion Kindergarten', 'A Day in the Life: Chinese Immersion Kindergarten', and 'Inside the Art Room: Clearview Elementary School'.

Boost

532

**Instagram**  
schooldistrict742

St. Cloud Area School District 742  
2,345 followers  
It's My Why Wednesday!

**MY WHY**  
Wednesday

“ I love being a para because of the connections I build with my students. I enjoy guiding them, encouraging positive choices and reminding them that every day is a new opportunity to grow and do better. Watching them learn and gain confidence is the most rewarding part of my job.”

**MAEDA HUSSEIN**  
Districtwide Transportation Paraeducator

St.CloudAreaSchools @ISD742 · Feb 28  
Keeping our students safe at North Junior High School! Officer Clark, clerical Ijhania Hubbard and family advocate Taunita Jones!



**742 Wada Tip**

**742 Juntos**

**St. Cloud Area School**  
274 followers • 34 following  
Degmada 742 waa degmada 15-aad ee ugu wey dhawaad 10,000 oo arday maalin dugsiiyeed kasta  
Public School

**St. Cloud Area School District 742 - Español**  
207 followers • 9 following  
El Distrito 742 es el 15º distrito más grande de Minnesota, compartiendo orgullosamente el regalo de la educación con casi 10,000 estudiante cada día escolar.  
Public School

**Marketing**

742  
*Together*

**WE ARE**

**742**

  
**742!**  
**PROUD**

**#742**

**BE**

*the Difference.*

**I AM 742**



742  
**Imagine**



**READY SET SCHOOL**  
Success On Day 1

**Building Brighter Futures Together**

**GET INVOLVED!**  
Contact [ReadySetSchool@isd742.org](mailto:ReadySetSchool@isd742.org)

**DID YOU KNOW?**  
Families spend an average of **\$141.62** on school supplies per student, not including clothes or technology.

**WHO WE ARE**  
We are a collaboration of St. Cloud area businesses, organizations and community members striving to create a culture of support and solidarity. We are stronger together!

**WHAT WE DO**  
Ready, Set, School aims to provide school supplies to all District 742 classrooms, aiming the need for families to purchase their own and ensuring all students are equipped with the tools they need to succeed on day 1.

**WHY WE DO IT**  
We believe that no student should face barriers to education due to a lack of resources. Providing the essential tools needed to thrive academically and socially helps to empower parents, alleviate financial burdens and promote a love of learning.

St. Cloud Area School District

[www.isd742.org/ReadySetSchool](http://www.isd742.org/ReadySetSchool)

\* According to the National Retail Federation

# Ready, Set, School

# Marketing Referendum



BUILDING BRIGHTER FUTURES  
**VOTE APRIL 8**

St. Cloud Area School District 742

**REFERÉNDUM DE DOS PREGUNTAS**



CONSTRUYENDO UN FUTURO MÁS BRILLANTE  
VOTA EL 8 DE ABRIL  
Distrito Escolar 742 del Área de St. Cloud

**DESLIZA PARA SABER MÁS** >>>

APRENDER MÁS: [WWW.ISD742.ORG/REFERENDUM](http://WWW.ISD742.ORG/REFERENDUM)

**2 QUESTION REFERENDUM**



BUILDING BRIGHTER FUTURES  
**VOTE APRIL 8**  
St. Cloud Area School District 742

**QUESTION 1**  
Apollo High School Updates + Improvements

**QUESTION 2**  
Indoor Multipurpose Athletic Facility

QUESTION 1 MUST PASS for Question 2 to be approved

[isd742.org/referendum](http://isd742.org/referendum) | [referendum@isd742.org](http://referendum@isd742.org) | (320) 370-8002



## Referendum 2025

Referendum 2025

Construction Phases

Design Process

Tax Calculator

Referendum 2025



**TAX IMPACT**  
**\$3.33/MONTH**

Total tax impact for a \$250,000 home

If Questions 1 & 2 Pass

## Building Brighter Futures



BUILDING BRIGHTER FUTURES  
**VOTE APRIL 8**

St. Cloud Area School District 742

On April 8, 2025, St. Cloud Area School District 742 asked voters to decide on two questions to improve school safety, prepare students for future-ready learning and our community's workforce, and create a multipurpose indoor athletic space at Apollo High School. Both questions passed.

**The official results of the April 8, 2025 Apollo High School Referendum.**

## Fast Facts



**VOTE APRIL 8**

**TAX IMPACT**

**QUESTION 1**

**QUESTION 2**

**QUESTION 3**

**QUESTION 1 & 2 MUST PASS FOR QUESTION 3 TO BE APPROVED**

## Renderings

Renderings of Apollo High School Building Updates



APOLLO HIGH SCHOOL IMPROVEMENTS



# Marketing Enrollment

**ENROLLMENT NIGHT!**  
KINDERGARTEN 2026



OAK HILL COMMUNITY SCHOOL

FEB. 4  
4:30-6

[isd742.org/Enroll](http://isd742.org/Enroll)

**WAA WAQTIGII**

ISDIIWAANGELINTA FASALKA DIYAARINTA (KINDERGARTEN) IYO XANNAANADA

**3 SIYAABOOD OO LOO DIIWAANGELIYO**

Clearview	Janaayo 21	4:30-6:00
Discovery	Janaayo 8	4:30-6:00
Kennedy	Janaayo 28	4:00-5:30
Lincoln	Janaayo 27	4:30-6:00
Madison	Janaayo 26	4:00-5:30
Oak Hill	Janaayo 22	4:30-6:00
Quarryview	Janaayo 13	4:30-6:00
Talahi	Janaayo 15	4:30-6:00
Westwood	Janaayo 29	4:30-6:00

**KA DIIWAAN GELI ONLINKA**

Kindergarten: Diiwaangelinta Xanaanada khadka tooska ah waxay bilaabanaysaa 15-ka Diseembar. Preschool: Diiwaangelinta diyaarinta khadka tooska ah waxay bilaabanaysaa 30-ka Janaayo.

**3 NA SOO BOOQO**

Kindergarten: Isdiiwaangeli Xarunta Soodhaweynta. Preschool: Isdiiwaangeli Quarryview.

**WAX DHEERAAD AH KA BARO**




Diyaarinta Ilmaha | Xanaanada

St. Cloud Area School District **742!**

**CLASE 2033**

ÚNASE A NOSOTROS EN UNA NOCHE DE INFORMACIÓN PARA PADRES



<b>KENNEDY</b> Community School	<b>NORTH</b> Junior High School	<b>SOUTH</b> Junior High School
Enero 28 - 4:00-5:30	Enero 29 - 4:30-6:30 Sesion 1: 4:30-5:30 Sesion 2: 5:00-6:00	Enero 29 - 4:30-6:30 Bienvenida del Principal 4:30 Sesiones a lo largo

Ya sea que formes parte del Distrito 742 o estés considerando tus opciones, únete a nosotros en una Noche de Información para Padres y aprende más.



St. Cloud Area School District **742!**

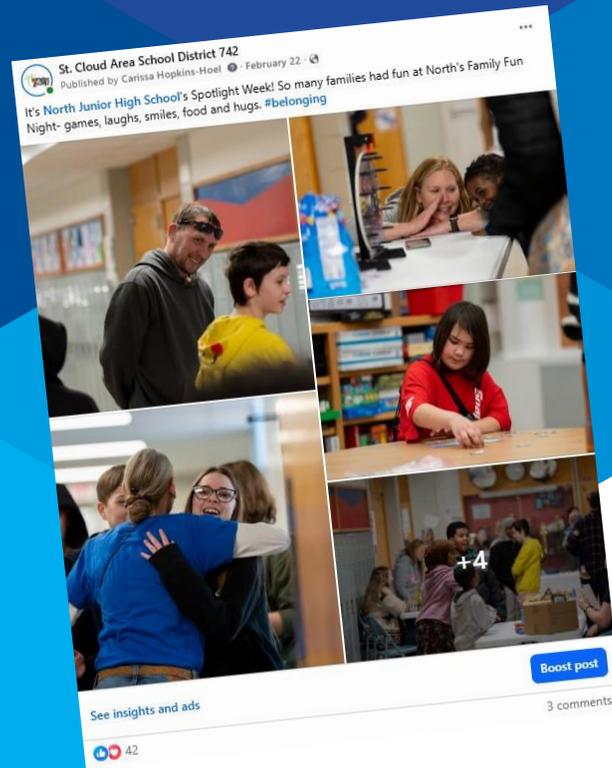
# Marketing

## School Spotlights

### We Are 742: School Spotlights

Your school's spotlight week is coming up! Before then, we need your help gathering stories, people and moments that capture your school's true DNA.

- **Your Differentiators:** What makes your school unique? What do you do better than anyone else?
- **Your People:** Who are the faces everyone associates with your school—your "Tech Super Fans," your unsung heroes or behind-the-scenes staff who make a big impact?
- **Your Stories:** Now or historical. (Think of the "[South Hidden Treasures](#)" video we released in October.)
- **Your Pillars in Action:** How does your school live out safety, belonging, collaboration and academic excellence?



See insights and ads [Boost reel](#)

20

See insights and ads [Boost reel](#)

lisd742 Careers and 62 others 9 comments 22 shares

# Marketing

# Immunizations

## Immunizations

### Health Services

### Immunization Forms

Immunization Requirements for School - English

Immunization Requirements for School - Somali

...

Immunization Requirements for School - Spanish

Immunization Requirements for School Early Enrollment Form - English



Minnesota school immunization law 121A.15 and [District 742 Board Policy 530](#):



St. Cloud Area School District 742

Published by Carissa Hopkins-Hoel • September 12, 2025

Are you up to date on your child's immunizations? Do you have the necessary paperwork filed with your child's school? If not, read this message carefully!... [See more](#)



# Marketing

# Boundary Redesign



## Elementary School Boundary Redesign

### In This Section

Frequently Asked Questions

School Boundaries

[Elementary School Boundary Redesign](#)

### Our Core Commitments

Throughout this process, we are guided by these non-negotiable commitments:

**Student experience comes first.** Every decision must support equitable access to high-quality learning and programming.

**Maintain community schools.** Neighborhood schools will remain central to our planning to support family connections and community identity.

**No increased costs to the district.** Boundary changes will be designed within our current fiscal framework.

**Family and staff stability.** We will minimize disruptions for students, families, and staff whenever possible.

Family and staff stability. We will minimize disruptions for students, families, and staff whenever possible.

### Proposed 2026–27 Boundary Maps

[Clearview Elementary School](#)

[Discovery Community School](#)

## Boundaries Redesign Process for Elementary Schools

For the first time in more than two decades, St. Cloud Area School District is considering elementary school boundary changes. At the Board of Education meeting on August 6, Superintendent Laurie Putnam outlined the process for reviewing elementary attendance boundaries. Uneven enrollment, preschool expansion and growth across the 250-square-mile district have left some schools overcrowded while others are underused. Putnam described a transparent, data-driven process for creating solutions.

A design team of 10–12 district, building, and union leaders will analyze enrollment projections, city growth and development plans, building instructional capacities, and program access to create possible solutions. A larger input team of about 40–50 staff, families, community members and administrators will then help refine options. Information about the process, options being considered and a feedback form will be available on our district website. The superintendent emphasized that stakeholder participation is critical: whether through the input team, online feedback, or in-person meetings.

Putnam stressed the goal is to create attendance zones that maximize access to schools and programs, streamline transportation and costs, and make the best use of district facilities while considering staff and program placement. A final recommendation will go to the Board for a vote in December.

**Aug. 6, 2025:** [Presentation](#) to the Board of Education proposing an elementary school boundary redesign.

[Communication Timeline](#)

**Nov. 14, 2025:** [Updated Plan for Elementary Boundaries & Program Placement](#)

**Dec. 3, 2025:** Presented [recommended plan](#) at the School Board Work Session.

**Dec. 17, 2025:** The Board of Education unanimously approves the proposed boundary change.

## Share Your Voice

### Nov. 5, 2025

We want to hear from you. Please join us for a Virtual Town Hall on Wednesday, November 5 at 5 p.m. to learn more about the process and share your feedback. We will review the data driving our decisions, the considerations listed above, the proposed boundary changes and new facility utilization and capacity, and discuss impact on middle school enrollment.



# Media Tracking

## Potential Reach

**3.0B**

Compared to Last Year  
↑ **45%**

**148M**

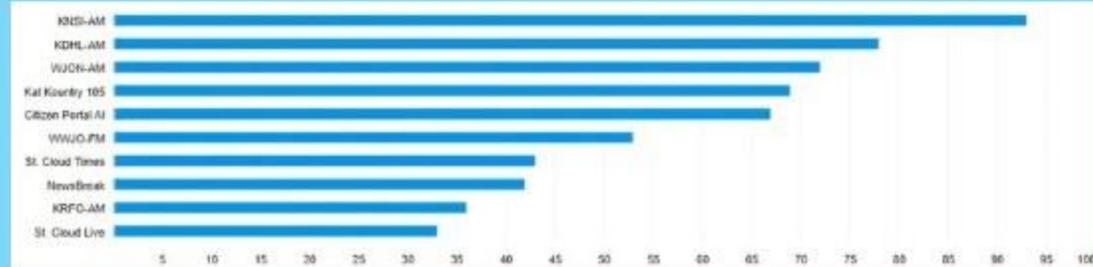
Potential Social Media Reach

# Annual Meltwater Report

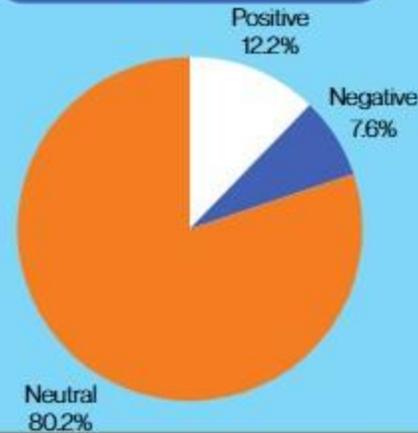
**2025**

## Top Publications by News Media

- The majority of the news media type in the top 10 are radio outlets.
- Five of those news radio outlet are owned by TownSquare Media



## Sentiment



## Highest Syndication



Star Tribune - Jerry Berg, Jane Hollingworth  
Minneapolis districts work to take the trauma out of school shooter drills  
"Thought it was real, which can be traumatic." The St. Cloud school district moved away from physical drills about six years ago. News

Article Reach  
**90.M**

By: Star Tribune

## AI

Grok Reach Mentioning 742

**11.9M**

News Media Type: Citizen Portal AI

**5<sup>th</sup> largest**

# Facebook



# Instagram



# LinkedIn



# YouTube



# Social Media

**We Are 742**

**South Hidden  
Treasures**



# Questions

St. Cloud Area  
School District

