



MINNEAPOLIS
PUBLIC SCHOOLS
Urban Education. Global Citizens.

Bringing Education Reform to Life

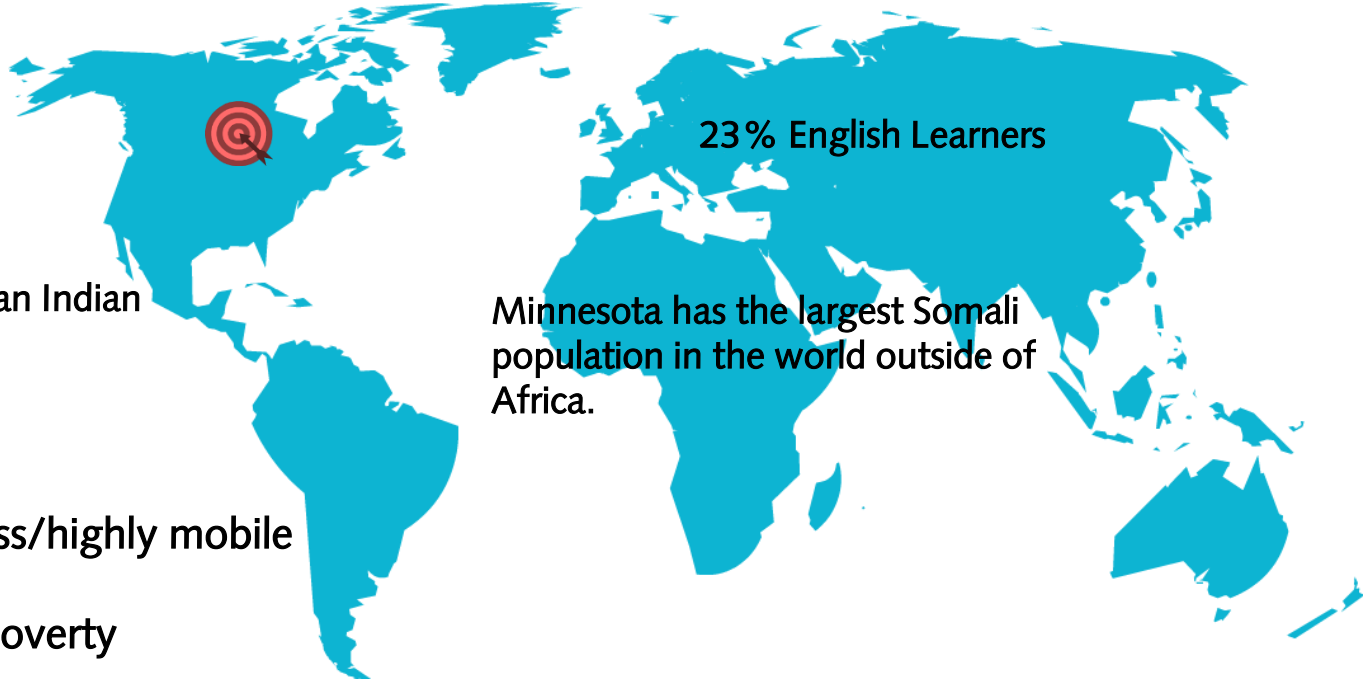
Stan Alleyne
Chief Communications Officer

Rachel Hicks
Director of Media Relations and Public Affairs

Minneapolis Public Schools

37% Black
32% White
19% Latino
7% Asian
5% American Indian

11% homeless/highly mobile
65% live in poverty
68% students of color



**35,500
STUDENTS**

**90+ languages
spoken**

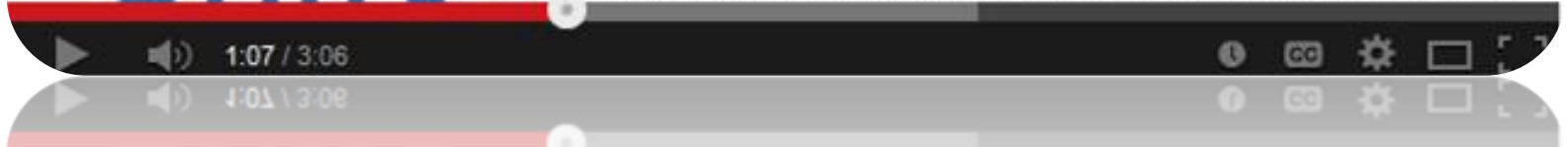


85%
CONNECTED TO
MOBILE
TECHNOLOGY!

Shift Movement



>> **Shift** to clearly define roles and responsibilities that allow us to accelerate academic success for all.



>> **Shift** to clearly define roles and responsibilities that allow us to accelerate academic success for all.

Minneapolis Loves Public Education



250

Community
Partners

\$

Millions in
private and public
donations

71 %

Voted yes (2008)

If we don't tell our story,
someone else will.



(And they did...)

- Privatizing the school district
- Corporate reform takeover
- Blame teachers for bad results
- Teach for America is taking over our schools
- Conspiring with the Koch Brothers
- Money is going down the drain



...right outside the superintendent's office window





Followed by SPPS Foundation and 2 others



Kenneth Eban @keban5 · Nov 20

Prez of @MFT59 telling us contract negotiations will not be open to the public!
What are you hiding? #dontshutusout pic.twitter.com/K43VAD5Yga

Don't Shut Us Out !

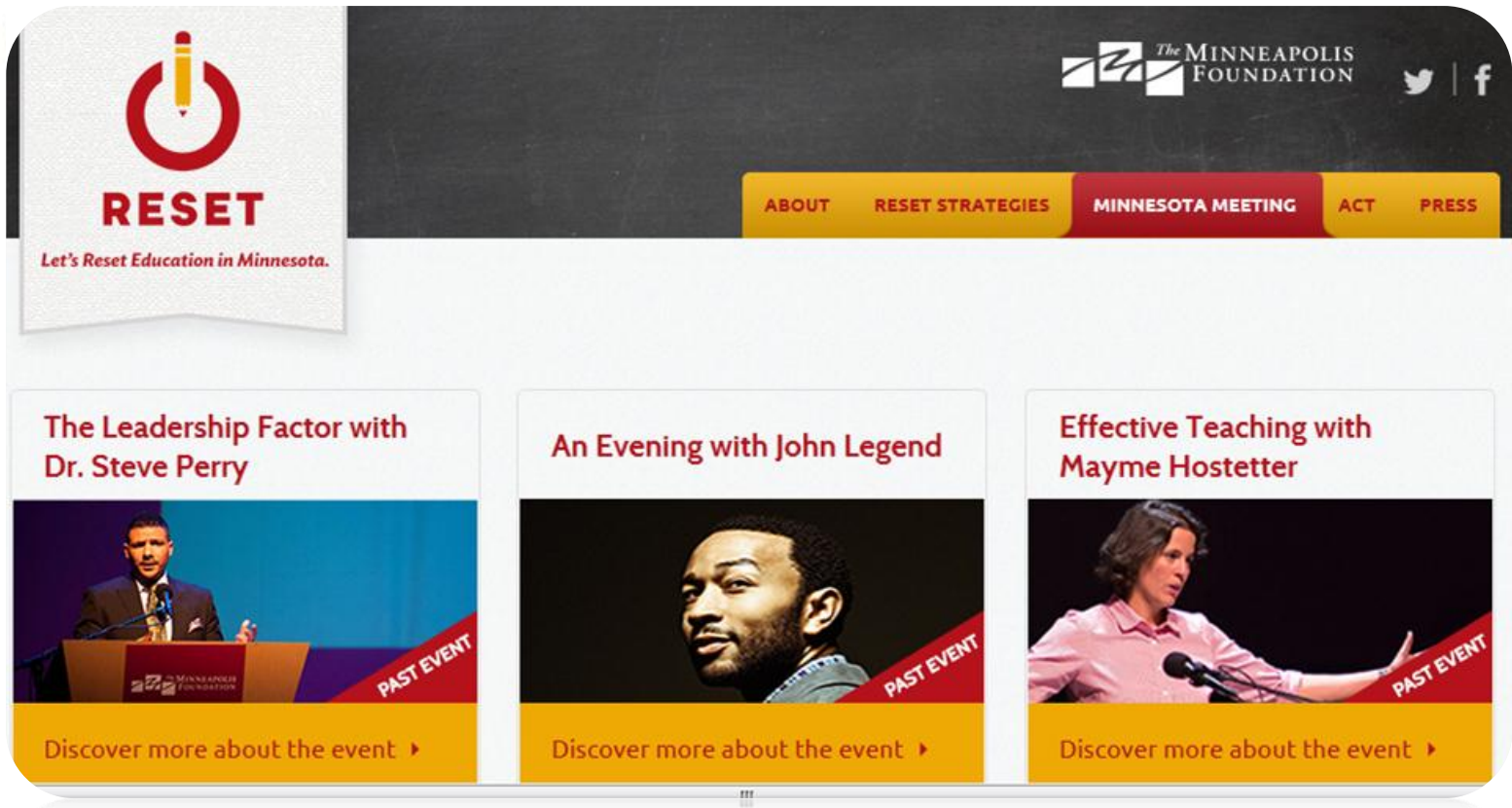


Don't Shut Us Out !

To support the re-opening of the teacher contract negotiations between Minneapolis Public Schools and the Minneapolis Federation of Teachers to the public, p...

Minneapolis Public Schools and the Minneapolis Federation of Teachers to the public, p...
To support the re-opening of the teacher contract negotiations between
Don't Shut Us Out !





Speaker Steve Perry provokes heated exchange on education reform

Union President, in a message to MPS teachers: He went as far as to say, "we need to call out the roaches" when referring to teachers unions. Dr. Perry went on to blame teachers for the "literal death" of children. This was a horrific accusation that was truly beyond the bounds of reality and acceptable dialogue.

Soledad O'Brien's CNN project comes to Twin Cities to focus on the education of black boys

By [Beth Hawkins](#) | 08/19/13



138



39



A video promoting the CNN special "Great Expectations."

A video promoting the CNN special "Great Expectations."

MPS Landscape



RESIDENTS: Over half of Minneapolis residents satisfied or very satisfied with public education in Minneapolis. Over 71% voted yes on latest referendum. (2008)



EMPLOYEES: Over half of employees did not feel that vision for the future was widely understood by staff. Morale was very low.



KEY STAKEHOLDERS : Confused about MPS' direction; disappointed with a lack of academic progress in MPS; and ready for a significant change.

Redefining the educational experience at Minneapolis Public Schools.

54

Before we can fully re-engage our communities, parents and students, we need to re-imagine what makes Minneapolis Public Schools and its education experience great. By redefining our brand architecture, we can begin to clearly communicate our core mission, who we are, what makes us different and what we value.

With this strong brand foundation we can begin to engage Minneapolis students and families in a whole new way.

Minneapolis students and families in a whole new way.
With this strong brand foundation we can begin to engage

different and what we value.

different and what we value.

01

Brand Architecture

In today's educational marketplace where our customers' time and attention spans are shrinking, our message must be focused to clearly differentiate ourselves to break through the clutter. Creating a consistent messaging strategy begins by developing a strong brand architecture that can be leveraged to help effectively communicate to our diverse students, families and the community.

Our brand architecture will help us clarify and define:

- Key messages
- Key services
- Target market
- Brand strategy
- Key messages
- Key services
- Target market

on that the architecture brand the

different and what we value.

02

Our Identity Gap

Over the past two decades, the experiences our customers have had with Minneapolis Public Schools slowed our efforts to close the achievement gap, eroded the foundation of our identity, as well as caused parents to become less engaged and our students to question if we really believe in them. Over time, this misalignment between the perception of our organization and its actions has caused an identity gap, belief gap with students and engagement gap with families, students and the community.

Identity Gap
District

Identity Gap
District

Voices

We have a victim
mentality.

We need
to take
the next
step.

We don't have
enough people
with a sense of
urgency.

We need
big
change!

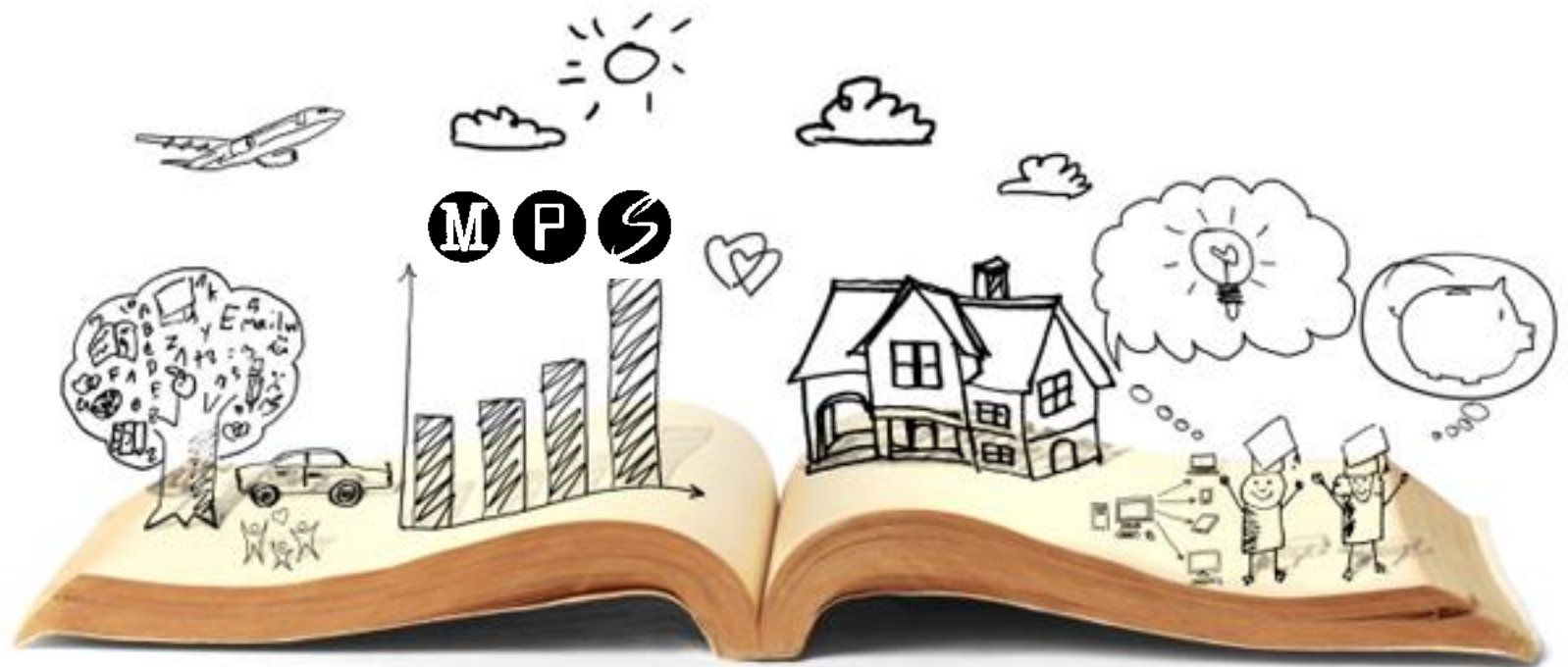
We have a
mission,
but lack
focus.

We need to
hold ourselves
accountable.

We need to
get results
...today!



Shift



Shift :Reshaping the Educational Experience at Minneapolis Public Schools



TEACHER NEGOTIATIONS: Staffing flexibility, teacher quality and leadership, and school innovation and autonomy.



COMMUNITY PARTNERSHIP SCHOOLS: Autonomy in exchange for accountability. Gives schools the freedom to develop strategies to meet unique needs of students.



TRANSFORMATIONAL CHANGE: Implement system-wide changes that will accelerate academic improvement:
To name a few...Office of Black Male Achievement; break academies; equity and behavior policies; open schools to support enrollment growth; academic interventions



CENTRAL OFFICE CHANGE: Drive culture change, starting at the central office by emphasizing a culture of service to schools and families.

Shift: A public declaration



Call to Action: Reshaping the educational experience at MPS

MPS needs partners who will:

Be informed

- ☐ Subscribe to the Leader Letter, a periodic email update from Dr. Johnson highlighting key topics relevant to MPS
- ☐ Subscribe to My MPS, a monthly e-newsletter for MPS families, partners and the Minneapolis community
- ☐ Receive notification of Minneapolis Board of Education meetings

Be engaged

- ☐ Learn about community engagement opportunities at MPS

Be active

- ☐ Volunteer with MPS
- ☐ Participate in Principal Partner Day, an annual event allowing local leaders to shadow principals or the superintendent for a day
- ☐ Donate to MPS



>> Shift

“It’s time to get off the dime, to stop protecting the status quo, to stop being satisfied with poor performance, to stop blaming others and get focused, with partnership and innovation...to finally solve the riddle of Minneapolis Public Schools: why aren’t all children learning?”

- MPS Superintendent Bernadeia Johnson, Ed.D.

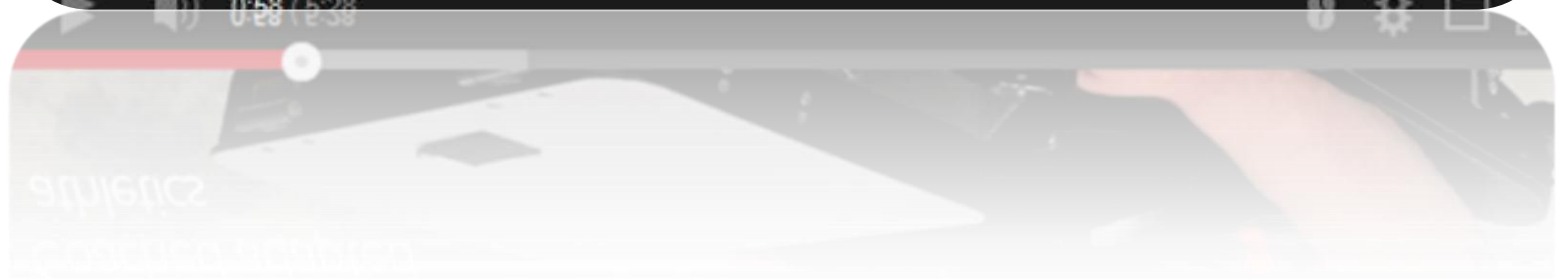
Employee movement



The Power of One



MPS Extraordinary



Engaging employees

Staff Hotline

M P S MINNEAPOLIS PUBLIC SCHOOLS
Urban Education. United Citizens.

Stay informed with up-to-date MPS news, features and resources.

You're Invited!

MPS Educators' Forum

>>Shift

Lead the change you want to see in urban schools

The Aspiring Transformational Principal Academy seeks visionary, passionate leaders who are eager to assume principal roles and dramatically increase outcomes and opportunities for MPS students, families and schools.

MPS has designed an innovative, standards-based aspiring principal academy that will prepare future

Political influence

MINNPOST

HOME POLITICS & POLICY HEALTH EDUCATION ENVIRONMENT ARTS & CULTURE B

Learning Curve

This content is supported by a grant from the Bush Foundation.

Education forum elicits specifics — in plain language — from mayoral candidates

By Beth Hawkins | 09/17/13

Like 131 Tweet 21



The Minneapolis mayoral forum on education courtesy of the UpTake.

“By the end of the evening, each of the [mayoral] candidates had committed to backing Minneapolis Public Schools “Shift” proposal.”

MinnPost (9/17/13)

Community and Media Influence

Minneapolis Star Tribune (5/29/13)

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Bernadeia Johnson



Superintendent,
Minneapolis Public Schools

by Adam Platt

November 22, 2013

« See 27 other Q&As from our
special interview issue

Photo by Travis Anderson

Bernadeia Johnson

Bernadeia Johnson became superintendent of Minneapolis's schools in 2010 following a period of high turnover in the position. She leads a district with some of the state's best and worst performing schools and has embarked on a challenging agenda to quickly address the achievement gap.

The watchword of your tenure is likely to be "shift." Explain what it means to the layperson.

Shift is about ending top-down and asking: How do we support schools? How do we engage the community to think about what schools need? How do we foster innovation and creativity at the school level? Are there barriers we're creating? It's about autonomy with accountability. Incremental changes were not satisfying. The
Twin Cities Business (11/22/13)

**Best Book I've Read
This Year:**

*The Immortal Life of
Henrietta Lacks* by
Rebecca Skloot

Red, White, or Beer?
White

**Favorite Vacation
Destination:**
Mazatlan

Minneapolis superintendent's efforts deserve support

Article by: SANDRA VARGAS, CHRIS STEWART and DANIEL SELLERS | Updated: May 29, 2013 - 9:48 PM



hide

Bernadeia Johnson

Photo: Kyndell Harkness, Star
Tribune
Star Tribune photo galleries »
view larger »

Minneapolis schools chief deserves support in driving change

Article by: EDITORIAL BOARD, Star Tribune | Updated: May 18, 2013 - 4:15 PM

Superintendent is rightly pressing for contract flexibility, change.



hide

Minneapolis Star Tribune (5/18/13)

Elevate transformational change

EDUCATION EVOLUTION: SHIFTING TOWARD THE FUTURE

RALLYING EMPLOYEES TO "SHIFT" TO EDUCATIONAL EXCELLENCE



SCAN QR CODE
TO WATCH VIDEO

Dr. Bernadeia Johnson, superintendent of Minneapolis Public Schools, brought together more than 6,000 district employees last August and issued an inspirational call-to-action. Her message, summed up in one word: "Shift!"

Minneapolis schools must overcome one of the nation's biggest achievement gaps between white students and students of color,

Dr. Johnson told the crowd. The district's response is the "Shift" movement, which is aimed at reshaping the educational experience within Minneapolis Public Schools.

Dr. Johnson called for an all-hands-on-deck commitment from every employee, regardless of their job. "Shift isn't just about academics — it's about the people and the practices at all levels of the organization: from boardroom to classroom. We need each and every person here today to acknowledge the problem and to see yourself as part of the solution."

To make that message highly visual and memorable, the district commissioned PadillaCRT to create an aspirational video that became the finale of the event. Combining simple but bold graphics, music and text, the three-and-a-half-minute video spelled out the "Shift" movement and the vital role of every district employee in achieving educational excellence.

"Together we are the ONE collective voice reshaping the future of our students," the video told employees.

"So let's stop admiring the problem. Pointing fingers. Using statistics as a shield."

"A movement starts with everyone. What's your Shift?"

Based on employees' reactions, the video helped them recognize that their behavior and actions can make a difference in collectively propelling the district forward. The district then posted the video on its website, as well as on YouTube, where it serves as a reminder to employees to push for positive change.



Minneapolis Schools Superintendent Bernadeia Johnson announces the district's Shift campaign to boost student achievement.

Minneapolis Launches 'Shift' Campaign

Minneapolis Public Schools' Bernadeia Johnson has embarked on her fourth year as superintendent by launching a city-wide call to action to close the achievement gap and raise achievement.

The *Shift* campaign calls for a shift in culture, behavior, attitude and service at all levels of the school district to positively impact organizational change.

Padilla (firm publication) (April '14)

We got what we came for

Negotiations News

Information and details regarding teacher contract negotiations

March 2014



Dear MPS partners and friends,

I am incredibly pleased with what was accomplished in labor negotiations with the Minneapolis Federation of Teachers (MFT). In ways I have not seen previously, the negotiation teams challenged each other's thinking and created change that should benefit students and teachers. The tentative agreement advances the Shift agenda of Minneapolis Public Schools (MPS) and invests in our teachers, who work tirelessly to improve academic outcomes for our students.

A message from Dr. Johnson

Minneapolis teachers will vote on the two-year contract in March; if approved by teachers, the Board of Education will vote in April.

This tentative agreement is one cornerstone of the transformational efforts taking place in MPS. There are many ways we are making improvements across the school district and this labor contract is a vital part of the equation. I believe this tentative agreement contributes significantly to our efforts to create conditions that will enhance and accelerate our work to improve student outcomes.

MPS' negotiating philosophy has been that every child deserves a rigorous, high-quality education and that the foundation for great learning begins in the classroom. Our negotiations priorities focused on:

- Staffing flexibility to ensure great teachers for every student.
- Teacher quality and leadership, which means supporting teachers in professional development that is tied

to student outcomes and encouraging great teachers to move into school leadership roles.

- School innovation and autonomy that will give individual schools the freedom to develop strategies to meet the unique needs of their students and hold schools accountable for getting results.

The process was long and challenging, but everyone stayed focused on collaborating on positive change. Our efforts together resulted in a tentative agreement that will allow needed changes and invest in teachers while maintaining fiscal responsibility. We stand committed to the fundamental changes that must happen at the central office and in our schools. Let's continue the momentum to shift the educational experience for our students!

Sincerely,

Bernadette H. Johnson, Ed.D.
Superintendent of Schools

>>Shift: Reshaping the educational experience at Minneapolis Public Schools



We believe that every child deserves a rigorous, high-quality education and that the foundation for great learning begins in the classroom.

This is why we negotiated for **staffing flexibility** to ensure great teachers for every student; for **teacher quality and leadership** to support teachers in professional development that is tied to student outcomes and encourage great teachers to step up into school leadership roles; and for **school innovation and autonomy** to give individual schools the freedom to develop strategies to meet the unique needs of their students and hold schools accountable for getting results.

“In ways I have not seen previously, the negotiation teams challenged each other's thinking and created change that should benefit students and teachers. The tentative agreement advances the Shift agenda of Minneapolis Public Schools (MPS) and invests in our teachers, who work tirelessly to improve academic outcomes for our students.”

MPS Superintendent Bernadette Johnson (March '14)

>> Shift

