



PELICAN RAPIDS PUBLIC SCHOOLS

HOME OF THE VIKINGS

Superintendent Report ~ June 12, 2024

1. ISD 548 Enrollment

- September 5 ~ 833 (951)
- October 1 ~ 831 (948)
- November ~ 831 (950)
- December ~ 835 (956)
- January ~ 836 (956)
- February ~ 836 (958)
- March ~ 836 (955)
- April ~ 832 (952)
- May ~ 834 (953)
- Last Day of School ~ 835 (954)

2. Marketing Update

3. Long Range Plan Update

4. Drop Off Lane Update

5. 2024-25 District Goals

6. School Board Agenda Items

BRIAN KORF
Superintendent

LAURA JANUSZEWSKI
Secondary Principal

DOUG BRUGGEMAN
Dean of Students

DERRICK NELSON
Elementary Principal
Activities Director



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Marketing Report July 2023 - August 2024

JULY

Community Engagement

- Vikings plant stick - Assisted Living

PR Press

- Pelican Pete poster
- Total market coverage issue ad

District Flyer

- Mailing

District Video "Our Future"

AUGUST

PR Press-Back to School Section

- ECCE ad
- Viking Preschool ad
- District ad

Community Engagement

- John Kriesel, motivational speaker

SEPTEMBER

FF Daily Journal-Fall Sports Tab

- District ad

Radio Salutes

- September-February

Community Engagement

- Viking magnet & activity schedule-Assisted Living

Township Meetings

- August-October
- District Flyer

District Video QR code

- Viking Gala program
- Sports/activities programs



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OCTOBER

Website Updates

- Staff school pics

District Video at events & Channel 2

NOVEMBER

PR Press-Home For The Holidays Section

FF Daily Journal-Winter Sports Tab

- District ad

Community Engagement

- Veteran's Day Program

DECEMBER

District Newsletter

Community Engagement

- Vikings ornament with Viking Live stream QR code-Assisted Living

JANUARY 2024

Otter Tail Country Magazine

- District ad

FEBRUARY

Event: Home/Garden Show Feb 23-25

- District flyer & newsletters

Community Engagement

- Military Appreciation Night

MARCH

CTE Video

Daily Journal-Spring Sports Tab

- QR code links to CTE video

Preschool Registration

- Preschool Video
- Registration FB/website posts
- Preschool Rack Card
- Preschool Open House

Kindergarten Registration

- Kindergarten Video
- Registration FB/website posts
- Kindergarten Rack Card



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APRIL

District Newsletter

- Feature pages-Viking Preschool, Kindergarten, CTE
- QR video codes-Preschool, Kindergarten, CTE, District

PR Press-Lakes & Lifestyle

- District Ad (½ page)
- QR code links to CTE video (add link to “Schools Gateway to World” webpage)

Chamber of Commerce Website Ads

- Banner Slide ad

PR Showcase Event

- District Flyer, Preschool & Kindergarten registration rack cards

MAY

Preschool Registration

- Reminder registration slide
- Letter with Preschool Rack Card mailed to those not enrolled (week of May 20)
- Welcome to Preschool postcard mailed when registrations received

PR Press-Graduation Section

- Congrats Graduates ad

Graduation Program

- Back page-class of 2024 plans, participation, credits/certificates earned, etc.
- QR codes for all videos (district, preschool, kindergarten, CTE)

JUNE

District Flyer

- Mailing

PR Press-Celebrate Summer Section

- District ad

Preschool

- Outreach-phone calls/texts to non-enrolled by Terra (June)

Kindergarten

- Reminder registration slide
- Letter to those not enrolled
- Welcome to Kindergarten postcard



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JULY

PR Press-Total Press Market Coverage

District ad

Principal letters directed to non-enrolled students

- Homeschooled
- Open-enrolled
- Preschool
- Kindergarten

AUGUST

New Staff

Preschool

- Meet teacher - Viking Preschool t-shirt

Kindergarten

- Meet teacher - Viking Kindergarten t-shirt

Orientation

- PRHS new students
- Grade 7
- Grade 9