

Board Meeting

9:30 am

Agenda

l.	Call to Order	B.	Lifetime Sub Resolution
II.	Approval of Board Meeting Agenda	VII. Ne	ew Business
III.	Discipline Matters (Closed)	A.	Teacher Marketing and Outreach
IV.	Consent Agenda		Campaign
V.	Public Comment	B.	Fiscal Year 2026 Retreat Dates
VI.	Unfinished Business	VIII. ReportsIX. Adjourn	
	A. Arts Steering Committee		



Board is in Closed Session for Discipline Matters

Call to Order

Oral Arguments

Discipline Matters

Consent Agenda

Public Comment

Unfinished Business

New Business

Reports

Adjourn

Discipline Report Out

Dr. Lucy Payne, Chair

Action

Call to Order

Oral Arguments

Discipline Matters

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Consent Agenda

Please refer to pages 3 and 4 of the Board meeting agenda.

Unfinished Business

Call to Order

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Arts Steering Committee

Debby Odell, Licensing and Operations Manager

Unfinished Business

Call to Order

Oral Arguments

Discipline Matters

Consent Agenda

Public Comment

Unfinished Business

New Business

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Adjourn

Lifetime Sub Resolution

Yelena Bailey, Executive Director

Lifetime Sub Resolution

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In 2020, the Board established a resolution providing different flexibilities for school districts. The Board revisited these policies February 2024 and voted in March 2024 to extend the resolution on file until December 31, 2024. In August 2024, the Board extended some policies through the end of 24-25 school year.

One of these policies was waiving the requirement that a district verify that a retired teacher on a lifetime sub license is replacing a teacher on an approved leave.

In August 2024, the Board voted to extend this last item until R4683 goes into effect. Now that the 24-25 school year has ended, the Board needs to vote on a resolution to continue this flexibility.

New Business

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Discipline Matters

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Public Comment

Unfinished Business

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Reports

Adjourn

Teacher Marketing and Outreach Campaign

Elevate Teaching

Completion of PELSB Teacher Marketing and Outreach Campaign (TMOC)

Progress Update on The Elevate Teaching Movement

Dr. Rose Wan-Mui Chu rosewchu@gmail.com

18 July 2025 (Last briefing on 11 October 2024)

elevate teaching



Elevate Teaching Team Plum Blossom Strategy & Collectivity



Dr. Rose Wan-Mui ChuPartnerships & Community Engagem

Plum Blossom Strategy



Alex Liuzzi
Partnerships & Outreach,
Plum Blossom Strategy



Marlina Gonzalez
Publicist
Plum Blossom Strategy



Sophia Reese
Outreach & Youth Engagement,
Collectivity



Jasmine Castañeda

Digital Marketing Specialist,

Collectivity



Shehla MushtaqProgram Manager,
Collectivity



Scott Cole
Program Manager,
Collectivity



Zara ZanussiYouth as Champions and

Marketing Manager,

Collectivity



Anna Sibley

Data & Graphics Specialist,

Collectivity

Growing List of Supporters and Partners























































Vision of Elevate Teaching

Elevate Teaching is a movement that seeks to activate a network of champions for the teaching profession and shift how we view, talk about and relate to the profession to include the profound impact teachers have in our society.

Elevate Teaching is part of the solution to attract more to the profession especially from communities of color and American Indian communities.

Elevate Teaching envisions a teaching profession that is highly regarded and prestigious in our society, starting in Minnesota.

MN Professional Educator Licensing and Standards Board (PELSB)'s

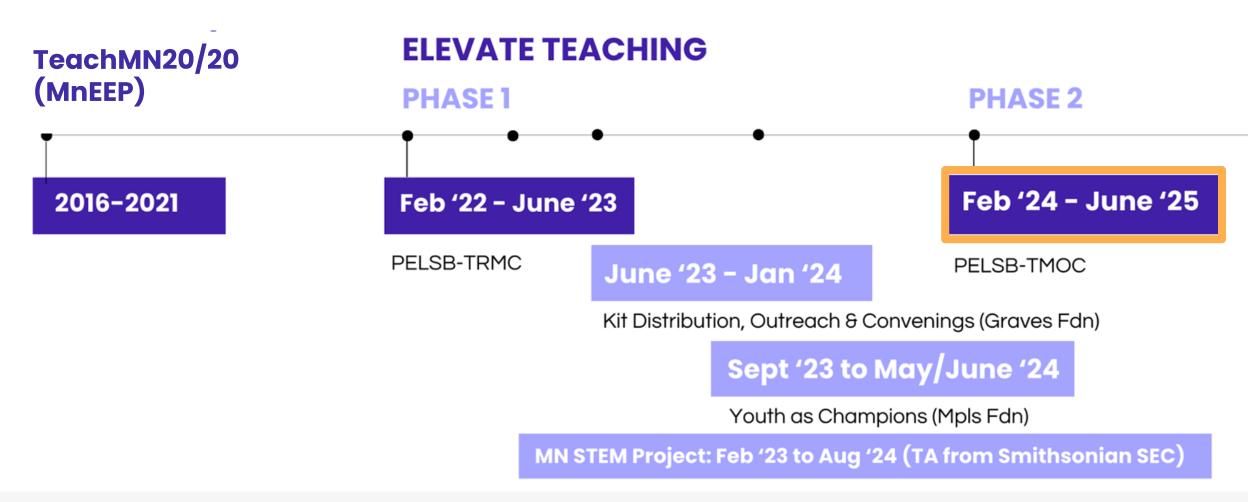
Teacher Marketing & Outreach Campaign (TMOC)

High Level Campaign Goals

- 1. Elevate the teaching profession
 - Engagement and outreach
- 2. Attract teachers (especially from communities of color and American Indian communities)
 - Marketing and visibility
 - Bridging from inspiration to becoming

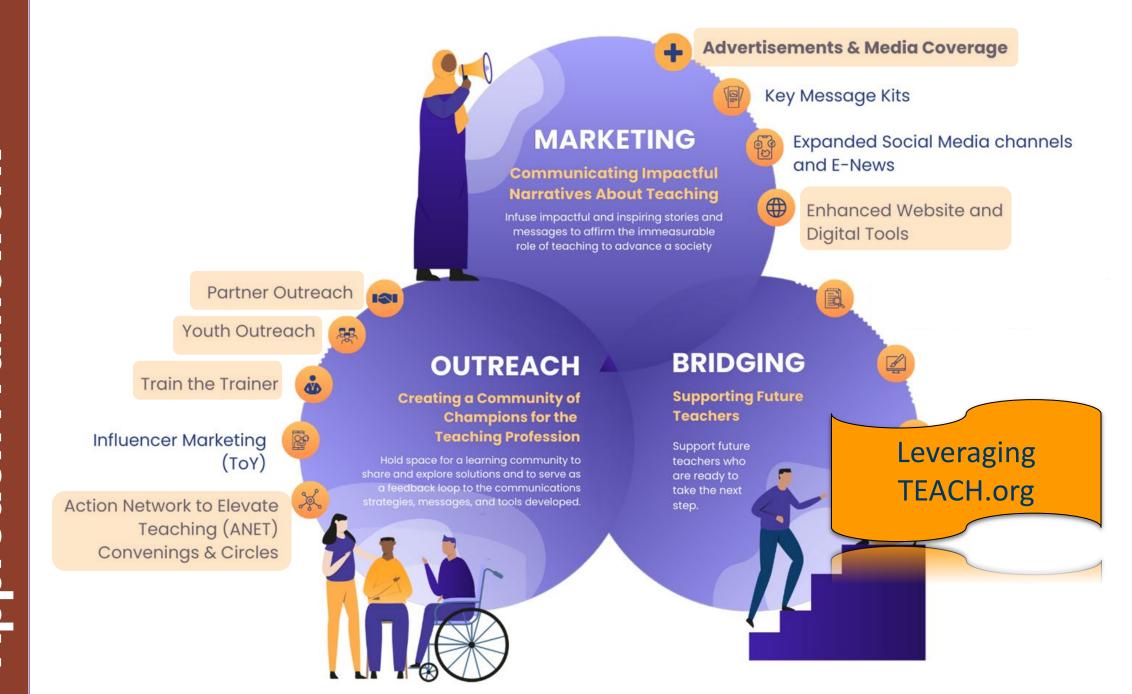


Context and Timeline



- Qtrly Convenings
- EBGT framework
- ImprintU.org
- Tiers w/o Fear
- ANET convenings & Circles
- Message toolkit

- Branding, website, social media
- Initial bridging solutions
- Outreach & Marketing
- Bridging: Initial navigation resource



6 Key Messages and Champion Toolkit

How did we get here?





teaching is creative



teaching is legacy



teaching is teamwork



teaching is community building



teaching is opportunity



teaching is evolving

TMOC Program Expectations and Deliverables

OUTREACH

Partner Engagement & Capacity Building: ANET, ET Events

Youth Engagement (Kick-off, YAC Content)

Workshop in a box/Train the Trainer (AKA Community Action Champions)

Enhanced Data Walk

MARKETING

Advertisements

Storytelling

Social Media, Newsletters, Website

Merchandise

Key Message Kits

BRIDGING

Requirements

Architectural Design

Pilot

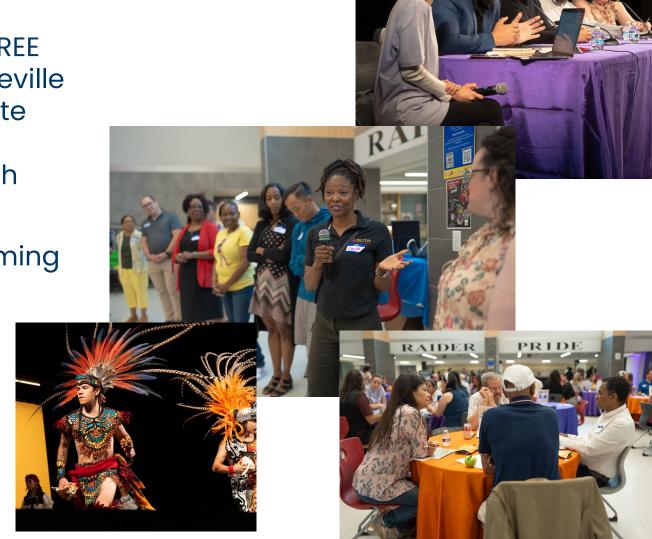
- Created quarterly virtual community learning space for Champions in the Action Network to Elevate Teaching (ANET)
- Participated in Partnerships Activities
 - Please click <u>here</u> to view Elevate Teaching's
 Outreach and Partnership Activities (for the final quarter!)
 - Sample Activities for this quarter:
 - NWSISD Giving Voice Leadership Conference (April 2025)
 - SPPS Beyond our Walls Equity Summit (April 2025)
 - Published <u>MSBA Article</u> (Spring Issue, p. 30)
 - Elevate Teaching Spring Convening: Celebrating Teachers & Educators (May 2025)
 - Educator Rising National Conference (June 2025)

Elevate Teaching Event: May 31, 2025

 Coordinated and hosted at THREE locations across the state, Roseville Area High School, St. Cloud State University, and Lakes Country Service Coop (Fergus Falls) with about 100 attendees

 Link to live streamed programming (<u>AM</u> & <u>PM</u>)

Event Program & Supporters



Elevate Teaching Event: May 31, 2025

What we heard from attendees:

The vibrancy and excitement you created and the care taken to include everyone, and the space itself was fantastic!

This was a great event with lots of information and resources for teachers. I am very grateful.









Youth Engagement

Youth As Champions program

- Completed Youth as Champions 1.0 pilot program.
- Launched Youth as Champions 2.0 program.
- Completed YAC 2.0 SPPS Cohort, starting MPS Cohort.

Youth version of the ET Champion Kit

- Compiled youth feedback on messaging gathered at NWSISD Youth Leadership Conference
- Created <u>Youth Key Messaging Kit</u> and Social Media Downloads

Continued work on Pathway Partnership

Anoka Ramsey Community College: 3rd Year: Be a Teacher, Change the World event, Jan 9, 2026

teaching

Early discussion with Normandale College/elevate

Community Action Champions

- Participants engaged in 6 <u>working sessions</u> to co-create recommendations to support Community Action Champions
- Distinct <u>recommendations</u> underpinned by the **power of** relationships, community, **networks of support** focus on the latter
 parts of the teacher journey (Explore, Become, Grow, and Thrive)
- Additional recommendation from the working group to serve communities by connecting them with available resources, no matter what stage in the journey they might be in order to ease navigating the wider educational ecosystem

Thank you to

Jennifer Davis
Lavyne Rada
John Olson
Adam Schexnayder
Ayenna Davis
Tina Alvir-Romero
Jonathan Jones
Betsy Stretch
Wouang Lao
Jenni Bratulich

Recommendations

Desired Outcome

Support early career teachers with mentorship and coaching

Recommendations

Desired Outcome

Provide opportunities for Teacher Retreats to share experiences, crafting, PD, rest, etc.





Macalinimadu waa

TMOC: Outreach Deliverables Elevate Teaching Champion Toolkits

- Champion Toolkit updated and refined (e.g. added page numbers), both in digital and physical versions
- Reprinted 3000 additional physical copies
- Champion Toolkit translated to 3 most common non-English languages in MN. Now live on our website!

https://www.elevateteaching.us/toolkit

- **English**
- Somali
- **Spanish**
- **Hmong**



Macalimiintu keligood ma shaqeeyaan. Macallimiintu waa gayb ka mid ah isku-xidhka facooda ee ka wada shaqaynaya guusha ardayga.

Macallimiintu way iska kaashadaan, wax ka bartaan, oo ku koraan nidaamka barayaasha, ardayda, iyo kuwa la shaqeeya dugsiyadooda,

degmooyinkooda, iyo

Macallimiintu waa gayb ka mid ah bulshada wax barata, la shaqaynta qoysaska iyo bulshooyinka oo la wadaaga masuuliyadda soo saarista iftiinka jiilka soo socda.



qhia ntawv txhawb cov tub

ntxhais kawm los tsim cov

kev daws teeb meem los ua

kom peb lub ntigi teh

dua Cour

neej yav tom ntej ntawm

kev qhia ntawv thiab kev

kawm yog tab tom hloov

TMOC Program Expectations and Deliverables

OUTREACH

Partner Engagement & Capacity Building: ANET, ET Events

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Workshop in a box/Train the Trainer (AKA Community Action Champions)

Enhanced Data Walk

MARKETING Advertisements Storytelling Social Media, Newsletters, Website Merchandise **Key Message Kits**

BRIDGING

Requirements

Architectural Design

Pilot

TMOC Marketing Deliverables

Published Newsletters (2024–2025)

- June 2024
- July 2024
- August 2024
- December 2024
- February 2025
- May 2025
- May Event followup

Newsletter Archive





The Month of May: Celebrating Teachers & Educators

Pelevate teaching
2025 SPRING CONVENING

Saturday, May 31 9:30 am to 2 pm

ElevateTeaching.us/et-2025

ynote Speaker: Tracy Byrd, 24 Teacher of the Year



- 9 original and in-depth teacher interviews and stories with professional photography
- Highlighted teacher stories and student voice about teachers from other sources
- Over 30 stories showcased on <u>https://www.elevateteaching.us/stories</u>



Explore our Educator Stories

Check out some inspiring stories from educators about their journeys, challenges, and triumphs, providing valuable insights into the field of education.



Teaching is Evolving, Teaching is Legacy, Teaching is Community Building, Teaching is Creative, Teaching is Teamwork

Teaching is Legacy: Janice and Brook LaFoe, Honoring Culture, Leading with Innovation, Empowering Indigenous Learners



Teaching is Creative, Fox9

Top Teacher: Educator Kim Hoppert from Eagle View Elementary



Teaching is Community Building, Teaching is Legacy, Teaching is Opportunity, Teaching is Teamwork

Rachel Linnemann: A Legacy of Education & Connection



Teaching is Creative, Fox9 Top Teacher: West St. Paul Math Teacher David Gunderman



Teaching is Legacy, Fox9

Top Teacher: Minnetonka Sign
Language Teacher Dr. Tracy Ivy



Teaching is Legacy A Student's Essay on Purpose, Passion, and Becoming an Educator



Teaching is Community Building, Teaching is Opportunity, Teaching is Teamwork Where I'm Meant to Be: Ellen Wu's Unshakable Purpose in the Kindergarten Classroom



Teaching is Creative, Teaching is Community Building, Teaching is Evolving, Teaching is Legacy, Teachers in Their Power

Benjamin Grignon Teaching Within the Menominee Indian Reservation



Minnesota Teachers, Project Success, Dr. Elia Dimayuga-Bruggeman, Teaching is Evolving Teaching Is Evolving: 30+ Years as an Educator, Dr. Elia Dimayuga-Bruggeman's Story and Advice to Aspiring Teachers



Teaching is Opportunity, Autumn Rosebur, Minnesota Teachers

Teaching is Opportunity: Autumn Rosebur and the Achieved Dream of Becoming an Educator



Teaching is Community Building, Fox9

Top Teacher: Edina 2nd Grade

Teacher Lina Perez



Teaching is Teamwork, Fox9
Top Teacher: St. Paul Reading
Teacher Julie Weilbacher



Teaching is Creative, Fox9
Waconia 2nd Grade Teacher Margo
Skjefte Celebrated



Teaching is Legacy, Fox9
Top Teacher: Zimmerman 1st Grade
Teacher Nicole Schuett



Fox9, Teaching is Teamwork
Fridley Paraeducator Mrs. Sharon
Wicks Honored









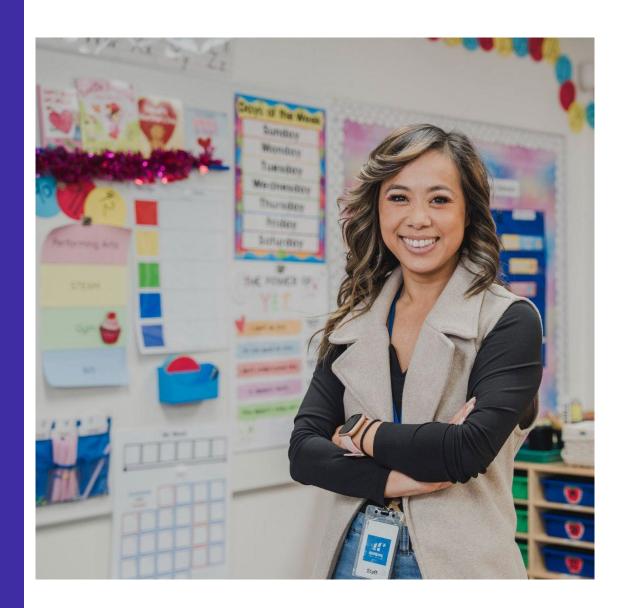




"My students inspire me every day. I see my kids taking risks that I don't know if I would have taken at their age. They're doing vulnerable work as 11, 12 year olds. I'm constantly blown away. I hope that they continue to nurture that part of them that wants to keep trying and it's the coolest thing ever!"

~Rachel Linnemann, Special Ed, Ella Baker Middle School





"I know I'm meant to be in kindergarten-it's where I belong. It's a space where I can lay the foundation for a love of learning and help build a community. Watching students grow from age five to high school graduation is deeply rewarding."

-Ellen Wu, 2024 Minnesota Teacher of the Year Finalist





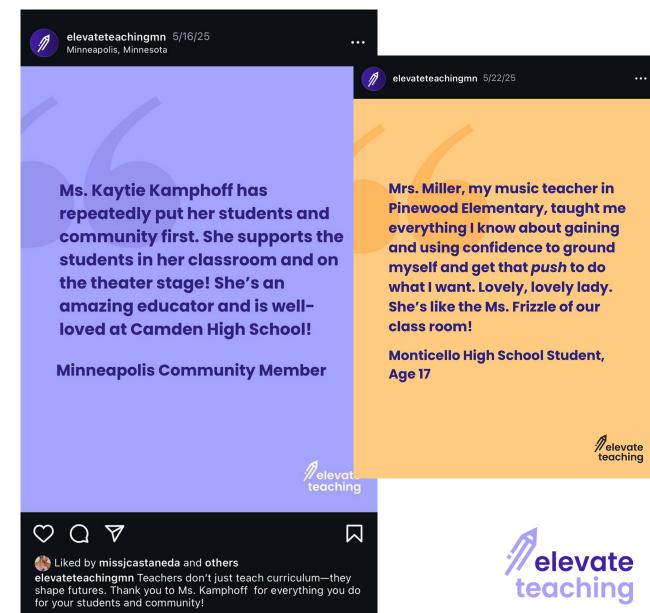
"Someday I would like to retire and I'd like to be able to know that Brook has developed all of the skill sets that's going to be necessary. So really she's my legacy. I think of the Montessori work and the indigenous Montessori approach as our best healing opportunity for our children and our future generations. So it really is, I've got the bigger vision, longterm vision. My living legacy."

~Janice LaFloe, American Indian Montessori **#elevate** teaching

Marketing Update: Teacher Shoutouts

Ahead of teacher appreciation week in May 2024 and 2025,, we gathered teacher shoutouts from community members, fellow teachers and students.

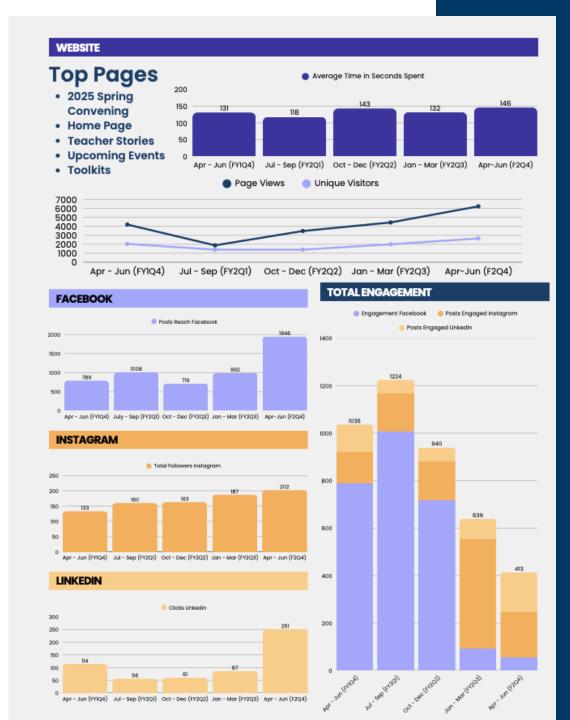
These shoutouts were then shared with the teachers and on social media!



TMOC Marketing Deliverables

Social Media

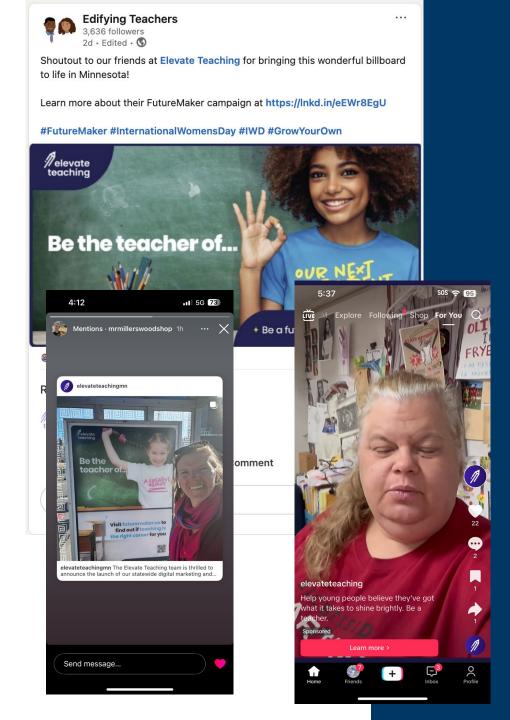
- An important strategy to share out ET original content: 6 key messages, teacher stories, teacher shoutouts, events and activities etc.
- Reposted news and activities from teacher accounts and partner organizations
 - Amplifying the impact of teachers and celebrating the profession
- Content Collaborators
 - Black Men Teach
 - UMN Teacher Education
 - UpLiFT Movement
 - And local teacher Influencers
- Increased engagement on social media platforms during Marketing campaign through cross promotion and content creator reposts



TMOC Marketing Deliverables

Social Media

- ET is present on:
- Facebook
- Instagram
- LinkedIn
- TikTok
- BlueSky (not active yet)
- **Insights**: Engagement is a bit more complex due to the following considerations
 - If someone reshares, we don't receive engagement data (difference in reach vs engagement)
 - Privacy settings and platform restrictions don't show all users
 - Resharing content that wasn't catered to specific platform demographic due to capacity





Billboard on I-94/Payne Learn more at Be A <u>FutureMaker.us!</u>

Thank you to our creative partners:





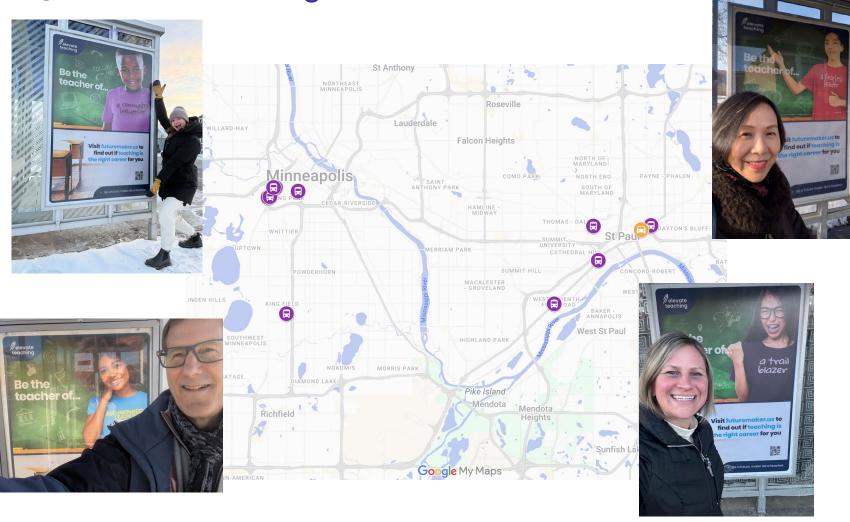


Sample **bus shelter** ad (find all locations on the Map)



If you spot Elevate Teaching around town, snap a selfie and tag

us! @elevate teaching #beafuturemaker



Metro area champs, find the stop closest to you on the Map!



Be A Futuremaker Campaign in Greater MN









Be A Futuremaker Campaign Conclusions Marketing Definitions!

Impressions: This metric counts every instance a piece of content is visible to a user, regardless of whether the user actually noticed it or engaged with it.

Reach: This metric focuses on the number of unique individuals who have seen your content. It is a measure of the size of the audience.

Engagement: This metric goes beyond mere views and tracks the actions users take when interacting with your content. Examples of engagement include likes, comments, shares, saves, clicks, and other forms of interaction.

Campaign Metrics collected

for:

- Digital Marketing
- Metro-Area Marketing
- Greater Minnesota Marketing



Be A Futuremaker Campaign Conclusion

- **9.1M impressions** achieved throughout the campaign
 - 3x the amount of estimated impressions for digital marketing
- Launched out-state billboards and transit ads in Duluth, Mankato, St. Cloud, Moorhead, and Bemidji (late April/May-June)
 - Additional 1.9M impressions

Insight: Awareness campaigns are really important for setting the foundation for future lead generation through initial touchpoints with prospective teachers, but repeated touch points and engagement is what is effective in driving action (such as subscribing).

Insight: Awareness campaigns, especially non-digital awareness campaigns, don't typically result in many leads initially, but will definitely help future lead generation campaigns because they are seeding the ground by generating initial interest.

Vendor	Tactics	Impressions Planned	Impressions Delivered	Clicks	CTR
Google Ads	Digital Display: Custom Affinity Audiences	977,778	3,659,161	5,620	0.15%
GroundTruth	Digital Display: Geofencing	366,667	254,037	1,016	0.40%
AudioGO	Digital Audio: Streaming Music and Podcasts	206,896	515,137	1,684	0.33%
Spotify	Digital Audio: Streaming Music and Podcasts	206,896	536,831	998	0.19%
TikTok	Social Media: Video	454,545	1,986,694	11,868	0.60%
Meta (Facebook/Instagram)	Social Media: Image + Text	227,273	647,563	4,311	0.67%
TOTAL		2,440,045	7,599,423	25,497	0.34%

Campaign Report Updated 05/04/25

ET Merch Developed

LATEST UPDATE: Merch page on ET website had been taken down temporarily. We are experiencing cost and order issues with the current vendor due to the changes and uncertainties in the business environment.





Apparel & Accessories w/ the Elevate Teaching Logo and Key Messages

- Hats: Beanies & Baseball Caps
- Hoodies w/ embroidered logo
- Notebooks w/ "hero" image
- Coffee Mugs
- Key Message Posters







Media Relations and Engagement

- Media relations engagement began January 2025
- Provided expertise to ET team to support the Marketing Campaign
- Developed media engagement strategies
- Developed press release announcements: the launch of the Marketing Campaign and Spring Convening
- Cultivated relationships with selected major media outlets (print, radio, broadcast, web, independent media)
- Added Press Resources on ET website

See Media & Publicity Report <u>here</u>:

- Major Media Targets
- Media Plan
- Recommendations



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BRIDGING

Requirements

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Pilot

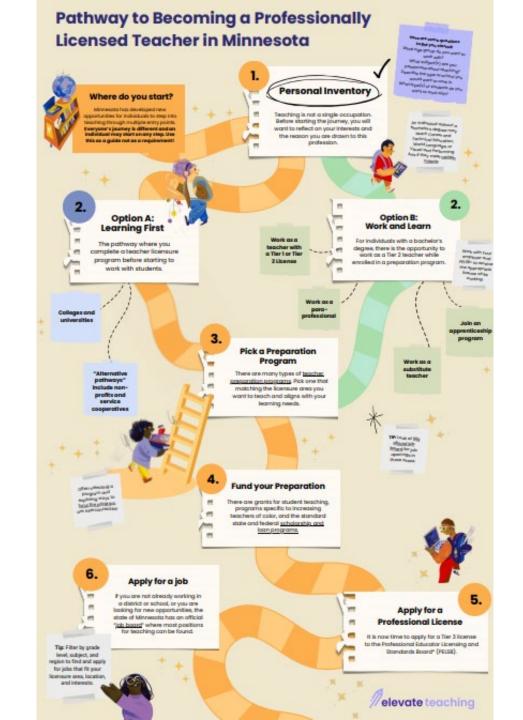
TMOC Bridging Deliverables

How to Become a Teacher Roadmap

- **Digital** and downloadable "Roadmap"

 - Big picture "map" Details/links on reverse side
- 1000 physical copies printed
- Distributed in outreach activities along with the champion toolkits

https://www.elevateteaching.us/ become-a-teacher



TMOC Bridging Deliverables



Search

Aspiring Educators Current Educators Pathways to Licensure Districts Preparation Providers Board DEI License Lookup

Home > Aspiring Educators > Apply for My First License

- In collaboration with PELSB staff, Tiers Without Fear tool was updated with latest legislative changes
- The interactive tool is now accessible on the PELSB website
- Demystifying the MN Tiered Licensure System!
- "Use the Tiers Without Fear tool, a simple questionnaire that recommends a licensure pathway based on the information you provide..."





Apply for My First License

In Minnesota, an individual must hold a license to teach in a public school. There are different requirements for licensure depending on license type and which "tiered license" an individual applies for. Use the Tiers Without Fear tool, a simple questionnaire that recommends a licensure pathway based on the information you provide, or see the requirements for each licensure tier in the Tiered Licensure infographic. Use this webpage to determine which license is best for you.



First License



MN Program Completers



Coming from Another State or Country





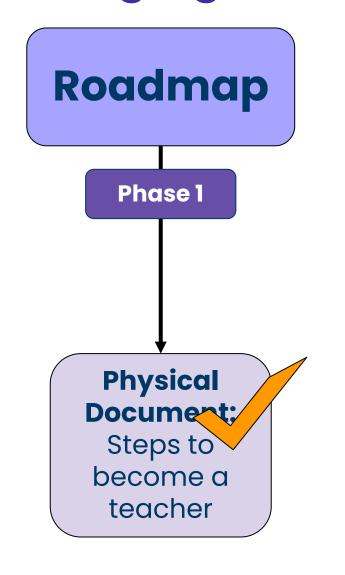


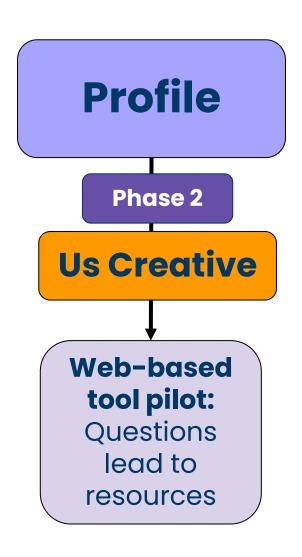


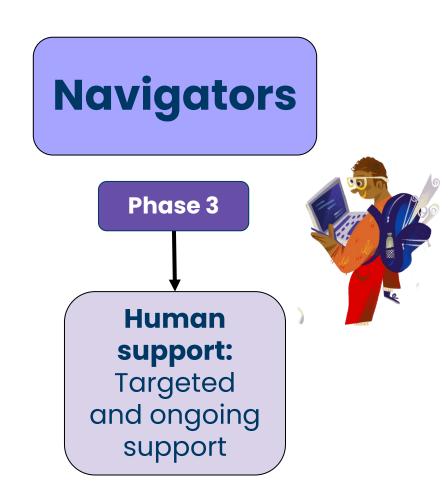


Fingerprint Card Information

Bridging - ORIGINAL PLAN (before Nov 2024)

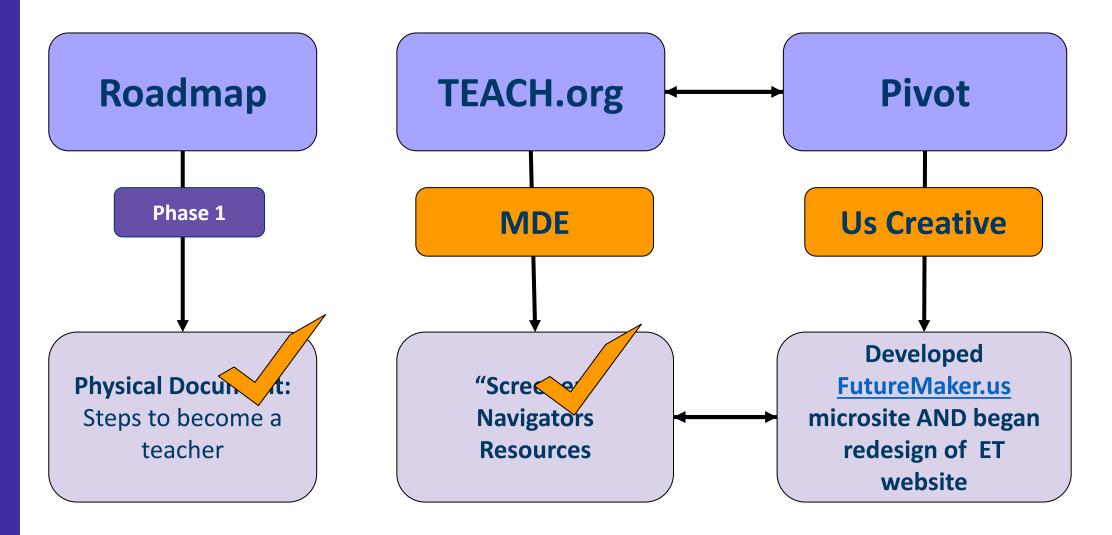






<----->
Bridging Architecture ----->

Bridging Phase 2: PIVOT PLAN

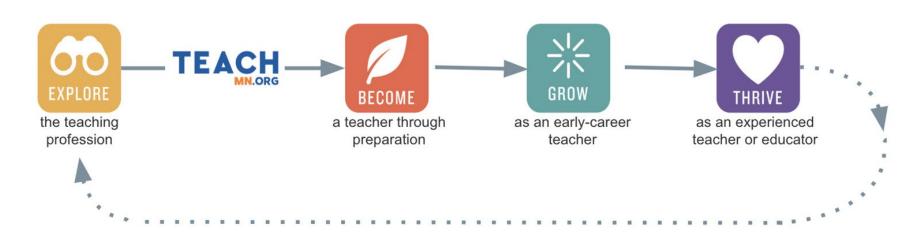


<--- Bridging Architecture (updated to include <u>Teach.org</u>)---->

Bridging: New Partnership



Inspiring Possibilities throughout the *Teacher Journey*



Continue to work in close partnership with MDE, PELSB, and Teach.org in creating a comprehensive approach to supporting the entire teacher journey (beyond June 2025)

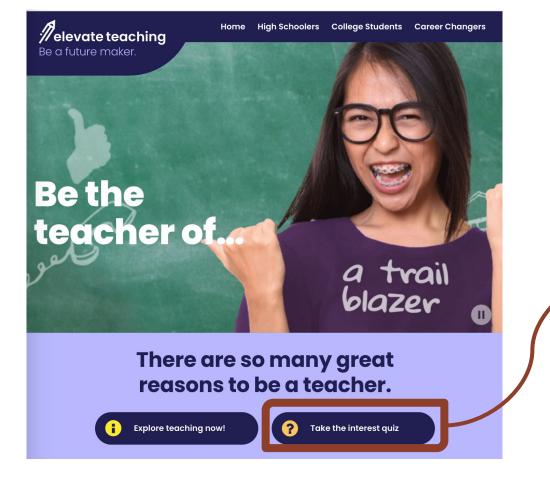
- Monthly Alignment Meetings
- January 2025
 Planning & Strategy
 Retreat
- Shared talking points and visuals

V 3/20/25

Bridging: Partnership Milestone:

Completed data sharing agreement with <u>Teach.org</u>

Integrated <u>Teach.org</u>'s interest quiz into ET's <u>Futuremaker.us</u> microsite for the Ad Campaign





Log In



Take the Next Step

Whether you're here to explore teaching or uplift teachers, we've got everything you'll need. Answer a few questions to receive support and resources from your dream team!



Elevate Teaching and TeachMN have joined forces to support Minnesota teachers.





Take the Quiz to Get Started

Enter your email and answer a few questions about your background. We'll send tailored tools right to your inbox.

By signing up with TEACH, you are sharing your information with both TEACH and Elevate Teaching.

First Name *

Last Name *

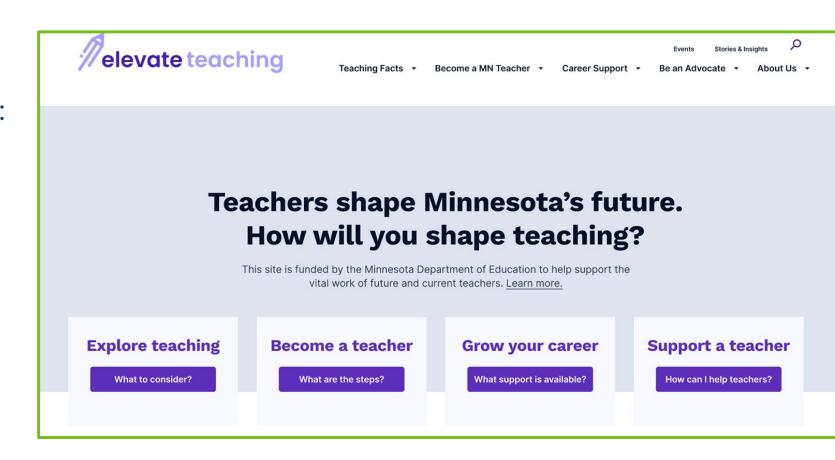
Email Address *

Bridging: Elevate Teaching Website Redesign

 Strategic Brief developed: Differentiation, audiences & user needs; Project goals and content framework. View strategic brief <u>here</u>.



- Wireframes developed & reviewed
- Considerations in redesign:
 - Comprehensive support throughout the teacher journey
 - integration points for resources that exist in the education ecosystem



Looking Ahead - Potential Focus Areas of Work

- Building deeper relationships and partnerships growing trust
- Continue activating a community of champions
- Moving from awareness and impressions to actions
- Creating the environment for change
- Contributing to the field through research and evaluation



Q&A



THANK YOU!

- Yes@ElevateTeaching.us
- f @elevateteachingmn
- (c)@elevateteachingmn
- https://ElevateTeaching.US/
- in @elevate-teaching-us



New Business

Call to Order

Oral Arguments

Discipline Matters

Consent Agenda

Public Comment

Unfinished Business

New Business

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Fiscal Year 2026 Board Retreat Dates

Executive Committee

FY26 Board Retreat Dates

Call to Order

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Adjourn

Board Training Retreat Day -

- Thursday, January 15^{th*} this conflicts with MSBA conference
- Thursday, January 22nd and move the board meeting to Friday, January 23rd

Community Partner Breakfast and Public Retreat Sessions -

- Thursday, June 25th with the board meeting on Friday, June 26th
- Monday, June 15th and move the board meeting to Tuesday, June 16th

Reports

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Committee Reports

Executive

Licensing

Teacher Preparation

Increase Teachers of Color and Indigenous Educators

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Staff Reports

Dr. Yelena Bailey, Executive Director

Staff Reports

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Work Group/Community Partner Meeting	Focus Area	Board/Staff Lead	Date
Thrive by 2035	Educator Workforce	Yelena Bailey	June 27 & July 11
Governor's Workforce Subcommittee	Educator Workforce	Yelena Bailey	July 9
Read Act Coalition	Literacy	Lucy Payne, Yelena Bailey, Erin Doan, & Michelle Sandler	July 14
MDE	Licensure Information for Visiting Teachers	Debby Odell	July 14 and 15
TNEC Retreat	Rulemaking, Compliance and Grants	Yelena, Erin, Kat, Caren and Debby	July 17

Staff Reports

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Student Teaching Stipend Pilot Report



Standards and Rules - Thursday, August 7th

Call to Order

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Chair Reports

Dr. Lucy Payne, Chair

Chair Reports

2025-2026 Board Committees

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Adjourn

Committee	Duties	Members/ Staff
Executive Committee (elected – chair, vice- chair, +2)	 Set agenda Steering committee if board Advisory committee to ED Consult on budget preparation Monitor board expenditures Evaluate Executive Director (VC) Review Board Member required duties 	Yelena Bailey, ED Lucy Payne, Board Chair Amy Aho, Board Vice-Chair Gift Saloka (Parliamentarian) Brandee Shoemaker
Educator Ethics Only teachers	Review discipline issuesRecommend action to full board	<i>Maria Zaloker</i> Glazell Toledo Amy Aho (metro teacher) Jennifer Trask
Licensing Committee	 Make decisions on license applications (IPP, OFP, DV) Review licensure denials Recommend denials to full board And more 	<i>Debby Odell</i> Janie Yang Kurt Stumpf Rochelle Dyer (Principal)
Teacher Prep Committee	 Review unit review team reports Review interim reports DV for teacher prep PRP recommendations (the Teacher Prep Rep will also serve on this committee) 	Michelle Sandler Lucy Payne Rochelle Dyer Brandee Shoemaker Justin Hoelscher

Chair Reports

2025-2026 Board Committees continued

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Adjourn

	Committee	Duties	Members/ Staff
•	Increase Teachers of Color and Indigenous Educators	 Advance board goal to increase the number of teachers of color and indigenous teachers Specific areas of focus to be determined by ED and Exec Committee 	Yelena Bailey Gift Saloka Kurt Stumpf Glazell Toledo Public Member
	Legislative Committee	 Keep board informed on legislation Recommend legislative priorities Represent board at legislature Propose legislative action Keep board updated 	Yelena Bailey Amy Aho Gift Saloka Lucy Payne Public Member

Parliamentarian: Gift Saloka

Board Subcommittees	oard Subcommittees		
R4863 (policy, ethnic studies, ECE, computer science)	Gift Saloka Rochelle Dyer Janie Yang		
Special Ed Advisory Group	Justin Hoelscher		

Call to Order

Discipline Matters

Consent Agenda

Public Comment

Unfinished Business

New Business

Reports

Adjourn

The meeting is adjourned.

Upcoming Meetings:

August 15, 2025

Please visit https://mn.gov/pelsb/board/meetings/ for more information.





The Board is in Recess until 11:18 a.m.