

This infographic is part of a larger Your Dreams, Our Compass - Your Voyage to Greatness Starts Here (and Opportunities Abound - Find Your True North in the MPSD) campaign that was built for the district's 2025-2026 enrollment campaign. The Manitowoc Public School District (MPSD) has a single high school whose mascot is the Ships or Shipbuilders, rooted in the tradition of shipbuilding in this old manufacturing town along Lake Michigan where the Wisconsin Maritime Museum is located. Hence the themes of compass, voyage and true north. This infographic, which was also translated into Spanish, was printed and included with a letter from the Interim Superintendent and link to a survey that was mailed to every family who open enrolls into and out of the MPSD, as well as - for the district's first time - to every family who enrolls in area parochial schools including those families who receive income-based Wisconsin private school choice vouchers. The surveys were intended to seek feedback on why families were open enrolling out and how MPSD could improve to possibly persuade them to enroll in their home district. But the infographic was included - and placed strategically on top as they opened the mailing - to market the district to those likely unfamiliar with its points of pride in a quick, easy, visual manner. The infographic also is on the district's website and parts of its messaging have been and will continue to be rolled out in campaigns across platforms in coming months. As part of the infographic, CESA 6 pulled state Department of Education report card data on all other districts and their individual schools in Manitowoc County, plus the larger neighboring districts of Green Bay and Sheboygan, to find where MPSD excelled above its peers to include on the infographic, as well as counting all the courses in various topics and departments, as well as sports, fine arts and international trips offered by MPSD K-12. As the largest high school in the county, MPSD offers far more opportunities to students, while also educating more students with economic disadvantages, disabilities and those using English as a second language. Just some brief information to give broader context to the 2-sided infographic.