

# FLIGHT PLAN

## 2035

**NSPRA GOLD MEDALLION SUBMISSION:**  
Public Engagement/Parental Involvement Campaign



### **EDEN PRAIRIE SCHOOLS**

8100 School Road, Eden Prairie, Minnesota 55344  
Public School District | 10,116 students PreK-12  
Communications professionals at time of project: 7

**DIRK TEDMON, APR**  
*Executive Director of Marketing & Communications*

**GRACE BECKER, APR**  
*Director of Marketing & Communications*

**JEN CLARK** | *Creative Coordinator*

**ADITI KUMARI** | *Digital Strategy Coordinator*

**CARRIE SNEAD** | *Events Coordinator*

952-975-7150 | [communications@edenpr.org](mailto:communications@edenpr.org)



## The people of Eden Prairie, a southwestern Minneapolis suburb, have taken pride in outstanding public education for more than a century.

Over those 100 years, Eagles have gone from handwritten letters to smartphones, from chalkboards to cloud computing, from dirt roads to electric vehicles, and from an industrial-era workforce to a globally connected, innovation-driven economy. In 2024, the district celebrated 100 Years of Inspiring Each — and in 2025, it turned its focus to the next decade of transformation.

Flight Plan 2035 is the result of a bold, community-driven effort to define the academic skills and experiences students will need to thrive in 2035 and beyond. This vision establishes the academic goal for facilities planning conversations in 2026, which may ultimately inform a future bond referendum. Because broad approval of the academic framework is essential to any future investment, the district launched a comprehensive, strategic community engagement campaign designed to build alignment, strengthen public trust and sustain support.

Following the Research, Planning, Implementation and Evaluation (RPIE) process, the Marketing & Communications team partnered with district leadership to conduct primary and secondary research and gather meaningful stakeholder input. **More than 2,500 students, staff, families and community members participated** through surveys, world café sessions, forums, speaker events and targeted outreach efforts.

This inclusive process produced four interconnected focus areas: **Student Wellbeing, Inspired Learning, Transferable Future-Ready Skills** and **Real-World Application**. Together with six supporting blueprint areas, these priorities earned strong community endorsement, with each receiving at least 77 percent support from parents and community members. The results demonstrate widespread confidence in both the direction of the district and the transparent process used to determine it.

**FLIGHT PLAN 2035 NOW SERVES AS THE DISTRICT'S GUIDING COMPASS FOR THE NEXT DECADE — STRENGTHENING ALIGNMENT, REINFORCING COMMUNITY PRIDE AND BUILDING THE FOUNDATION OF TRUST NECESSARY FOR FUTURE INVESTMENT.**

**FLIGHT  
PLAN**   
**2035** 

In mid-2022, the district’s Executive Director of Marketing & Communications conducted primary research through an informal interview with Superintendent Dr. Josh Swanson that established a **five-year community engagement plan**. Following the [passage of operating and technology levies in November 2022](#), the district would enter a strategic planning process in fall 2023 informed by robust public input. In 2024, the marketing and communications team led [an award-winning 100 Years of Inspiring Each campaign](#). In 2025, Dr. Swanson **envisioned a robust community engagement process to set the academic vision for the next 10 years** and provide an end goal for facilities-planning conversations in 2026. Those conversations could then inform a potential bond referendum in future years.

Because broad approval of the academic framework would be essential for support and execution of the plan, the team conducted **extensive primary and secondary research**. The team analyzed baseline data from the district’s annual third-party community surveys, which historically indicated high levels of community trust while also underscoring the community’s appreciation – and expectation – of transparent and strategic fiscal stewardship.

The team also conducted secondary research on previous successful community engagement efforts. In 2015, Eden Prairie Schools implemented a two-phase, community-driven process called Designing Pathways to shape a 10-year outlook for academic programming and facilities. Because the process was grounded in deep, authentic engagement, significant program changes faced minimal resistance. Reviewing the successes of the 2015 process, the team identified that authentic, two-way engagement – not just top-down information sharing – was the key to sustaining support.

Using the IAP2 Spectrum of Public Participation as a guide, the team determined the 2025 academic planning campaign needed to operate at the "Involve" and "Collaborate" levels, ensuring that the final academic vision was a true reflection of community aspirations and a catalyst for continued public trust. All primary and secondary audiences would be invited to share feedback, which the district would use to shape decisions about the academic plan. A representative group of stakeholders would partner with the district in developing that plan.

In May 2024, Marketing & Communications team leaders attended a meeting of the superintendent’s Core Planning Team, a group of 40+ staff, students, parents and community members that monitors implementation of the district’s strategic plan. In that meeting, participants conducted a strengths, opportunities, aspirations and results analysis of the strategic plan and raised confusion about the difference between the strategic plan and the 10-year academic vision. This feedback informed the team’s efforts to create a throughline between both plans while emphasizing their unique purposes.

**This research phase produced a clear takeaway:** Eden Prairie’s community wanted a compelling, future-facing academic direction – but they also expected transparency, a visible feedback loop and a process that would protect trust while preparing for future facilities planning conversations.



PARENT RESPONSES FROM A 2024 THIRD-PARTY, STATISTICALLY VALID SURVEY

**NEED IDENTIFICATION**



**FLIGHT PLAN 2035** 

**CAMPAIGN GOAL:**

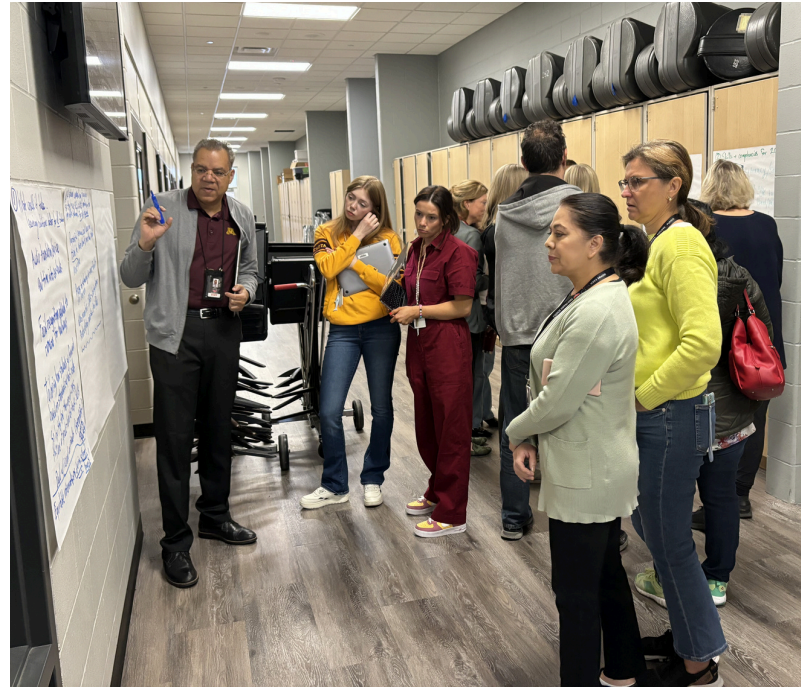
Through robust community engagement, identify hopes and needs for the experiences students have in Eden Prairie Schools as part of a 10-year academic vision, which will inform the development of future programs, services and potential facilities that support our mission of inspiring each student every day.

**FLIGHT PLAN**  **2035**

**CAMPAIGN OBJECTIVES:**

Though outcome objectives best reflect the strength of a public relations effort, two output objectives were incorporated based on the superintendent's direction for the campaign. The marketing & communications team then incorporated a third objective that qualitatively measured the outcome of those outputs.

- 1 Garner broad support and engagement by providing at least 25 opportunities for stakeholder input throughout the process.
- 2 Develop a list of student experiences and key components of an academic vision
- 3 75% support of key components of student experience and academic vision as measured by a scientific survey in 2025

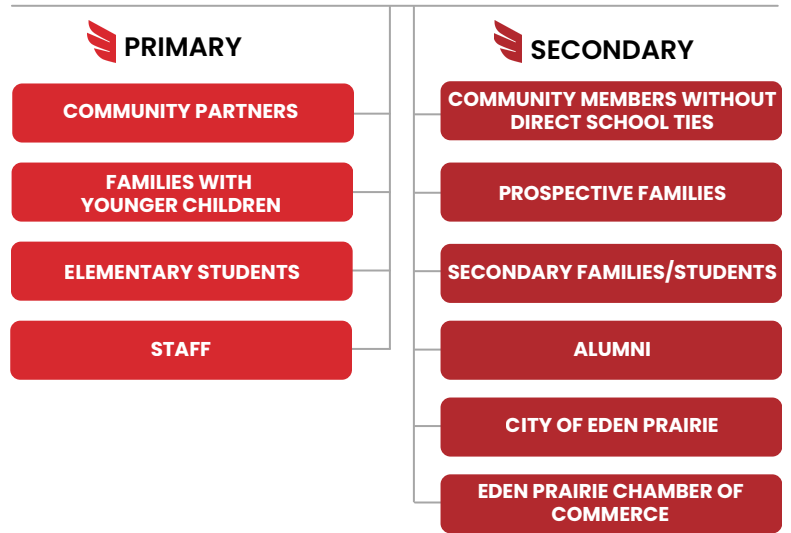


**Audiences:**

Planning identified primary audiences (community partners, families with younger children, elementary students and staff) and secondary audiences (community members without direct school ties, prospective families, secondary families/students, alumni, the City of Eden Prairie and the Eden Prairie Chamber of Commerce).

This structure ensured the engagement was both representative, since it included voices across the system, and strategic, since it centered the audiences most critical to future understanding and support. For example, elementary students as a primary audience since they will be directly affected by the plan and secondary students as a secondary audience because they would be graduated before much of the plan's implementation.

**AUDIENCES**



**Key Leaders/Stakeholders:**

The marketing and communications team gathered feedback from the Superintendent and Cabinet on the concept, goals, objectives and high-level strategies of the academic visioning plan. Each Cabinet member was asked to outline engagement expectations with their staff, including building principals. Marketing and Communications team members trained Cabinet members on this engagement and provided support materials such as handouts and presentation templates.

**Budget, Resources & Training**

After reviewing plan strategies and tactics and analyzing the communications team's capacity (the district was simultaneously undertaking an arduous website redesign), the superintendent hired a consultant to assist with the project.

PartnerED, a local firm that performed well when supporting the 2023 strategic planning process, was brought on to lead the academic visioning team in creating the plan, facilitate public engagement efforts, consolidate feedback and conduct data analysis. At the recommendation of the marketing and communications team, the district offered dinner, childcare and interpretation at events to ensure equitable access. A budget of \$87,314 supported these efforts.



**PartnerED**  
YOUR PARTNERS. YOUR PURPOSE.

## Roles and Responsibilities

- **Executive Director of Marketing & Communications:** Manage overall campaign strategy and budget; serve as primary district contact for consultants; train consultants on district strategic plan and past successful engagement strategies; coordinating with Eagle Voice consultant
- **Director of Marketing & Communications:** Manage tactical execution of strategies 2-4; train coordinators and communications specialists on goals and objectives of the process
- **Events Coordinator:** Select dates for community meetings; coordinate childcare, technology, interpretation and food
- **Digital Strategy Coordinator:** Oversee all digital communications for strategies 2-4, including website, social media, email and texts
- **Creative Coordinator:** Design logos, slide decks, social media posts, email graphics, signage and all other visual assets
- **Communications Specialists (Spanish and Somali):** Advise on culturally relevant engagement and communication strategies; facilitate interpretation at community events; translate all materials; spur engagement through personal networks

The Executive Director of MarComm, Director of MarComm, and Creative Coordinator designed the campaign’s identity: The academic visioning process would be named “Flight Plan 2035,” centering the work on future-readiness and grounding it in a flight metaphor befitting the Eagles.

### STRATEGY 1

#### Convene a district design team to review feedback and develop proposals

- Include a representative mix of students, families, staff, and partners with expertise in education/educational topics
- Provide synthesized feedback for analysis
- Offer visits to spaces and places to gather ideas/best practices

### STRATEGY 2

#### Educate the community on the future of learning/schools

- Host a speaker series on relevant topics
  - Safety/wellbeing (in partnership with the Eden Prairie Police Department and Washburn Center for Children)
  - Artificial Intelligence/emerging technologies
  - The future of work (microcredentialing, skills, etc.)
  - The future of education and career
  - The future of learning
- Create a new section of the Parent/Staff post

*Strategies three and four, and their associated tactics, moved into a second phase of communication and engagement led by the Marketing and Communications team. This second phase was developed mid-campaign due to opportunities and gaps identified in the work being led by PartnerEd. The marketing and communications team identified a need to creatively ensure broad community engagement and took action to make that a reality while re-establishing areas of responsibility with PartnerEd.*

### STRATEGY 3

#### Solicit feedback through both formal and informal channels

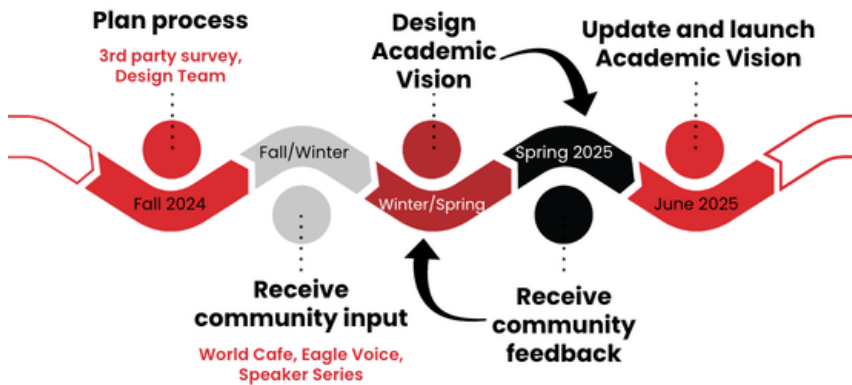
- Feedback form on website
- Surveys of community
  - Morris Leatherman; spring 2024 & 2025 surveys
  - Eagle Voice submissions
- Community meetings (provide interpretation)
  - Meetings with staff (11-12)
    - Visits to every school
  - Meetings with students at all grade levels (7-8)
  - Meetings with families/community
- Meetings with businesses
  - Rotary
  - Chamber of Commerce

### STRATEGY 4

#### Keep community informed throughout the process

- Webpage for updates
- Eden Prairie Local News articles at key moments in process
- School Board incidental presentations
- Inspiring News (communitywide print newsletter) articles

## Flight Plan 2035 Process



### Timeline

The team’s Creative Coordinator designed a graphic representation of the full Flight Plan 2035 process, intended to explain each stage of the year-long engagement effort to an external audience. The original, expanded version of this graphic (see appendix) also defines several important terms and the “Involve” and “Collaborate” levels of the IAP2 Spectrum of Public Participation.

With difficulties identifying and booking speakers for events and unexpected personal challenges faced by the PartnerEd consultants, some of the original timelines were adjusted and moved into a second phase of engagement. This included kicking off the Design Team in the fall rather than summer, moving Eagle Voice to the winter, expanding the speaker series from fall to winter/spring, and adjustments to feedback timelines.

After these updates, dates were met for all plan components.

**A robust internal timeline of phase one and phase two is included in Support Materials.**

### Key Activities

The team executed Flight Plan 2035 as a sustained, multi-touchpoint campaign. Rather than relying solely on stand-alone events, a “feedback ecosystem” sought to meet key audiences where they were and invite increasingly deeper participation over time.

Events like the Speaker Series and World Café conversations allowed broad-based participation across all audiences as information was shared in community-wide mailed publications as well as district and school newsletters. This was also true of online feedback opportunities such as Eagle Voice crowdsourcing and form-based surveys. Targeted opportunities, such as student- and staff-only World Café meetings and partner roundtable discussions, ensured direct input from primary audiences.

Additionally, the Design Team included members of both primary and secondary audiences to give stakeholders a seat at the decision-making table and ensure representative input. A scientific, third-party survey did the same, guaranteeing a representative sample of any member of the audience 18 years or older. Ongoing updates in local news, print and digital newsletters, social media and presentations to the School Board kept audiences informed throughout the campaign.

### Ongoing monitoring

Since broad community engagement was key to the success of this project, the Marketing & Communications team continuously monitored community feedback, social media conversations, event attendance and general participation. For example, the team counted 363 people who attended events in October; noticing lower-than-hoped-for staff and community member attendance, the team collaborated with principals and district leaders to encourage participation through more direct outreach. November attendance increased to 456, and December-March attendance to 525.

The team also repeatedly encouraged submissions [via the district’s Eagle Voice crowdsourcing tool](#). Realizing a required sign-in posed a clear barrier to participation, the team later pivoted to a website form to gather a final round of feedback in June 2025.

### Key Messages

- In Eden Prairie Schools, our mission of inspiring each student every day comes to life through the experiences, opportunities and learning we offer students. We call it a student’s Inspired Journey.
- As we reflect on 100 years of inspiring each and look to the future, we’re creating a roadmap called Flight Plan 2035 – and we need your help!
- Building Flight Plan 2035 is a yearlong process of dreaming into the future together. We are gathering feedback from our community about the experiences, opportunities and learning we desire for each student over the next 10 years.
- A team of experts will use the information shared by our community to develop a draft of the plan. In the spring, we’ll seek community feedback on that plan. Based on that feedback, Flight Plan 2035 will be updated and launched by next school year.
- To create a plan that truly represents the community’s wishes, we need as many voices represented as possible. You can engage virtually, in-person or by filling out a survey.

More than 2,500 members of the Eden Prairie Schools community helped create Flight Plan 2035. This comprehensive and accessible engagement process ensured Flight Plan 2035 was not just a district initiative, but a community-driven mandate. The campaign successfully established alignment and strengthened public trust, and its result is widespread confidence in both the direction of the district and the transparent process used to determine it.

The statistician who conducted the final, scientific survey on the campaign’s effectiveness noted Eden Prairie Schools’ excellence rating was 15 points higher than any other district they had surveyed in Minnesota. “These results are truly pleasurable to present,” he said to the School Board. “I don’t get to present this positive of results in the current climate we are in and people’s perception of public education today.”

Flight Plan 2035 now serves as Eden Prairie Schools’ guiding compass for the next decade – reinforcing community pride and maintaining the critical foundation of trust and connection necessary for future investment.

**OBJECTIVES:**

**Garner broad support and engagement by providing at least 25 opportunities for stakeholder input throughout the process**

✔ The campaign included more than 35 opportunities for stakeholder input.

**Develop a list of student experiences and key components of an academic vision**

✔ Flight Plan 2035 includes four vision components and six blueprint concepts with design elements.

**75% support of key components of student experience and academic vision as measured by a scientific survey in 2025**

✔ In a July 2025 third-party survey by the Morris Leatherman Company, all six blueprint areas of Flight Plan 2035 received at least 77% support from parents, with some areas receiving up to 96%. Among the full community, all received at least 79% support, with some receiving up to 94%.

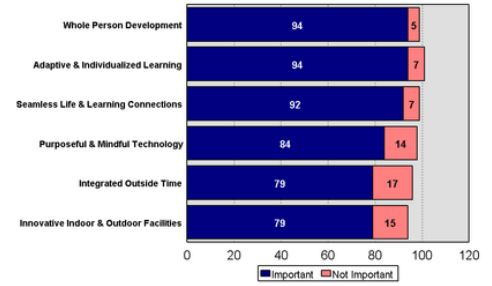
✔ The surveyor noted, “All of [the components] have an importance to the community. These pillars very much reflect the values of the community that they want to see 10 years from now.”

Other survey questions demonstrated the impact of such a multifaceted, year-long engagement program. For example, in comparison to 2024, the question “The Eden Prairie Schools administration and School Board do a good job of involving community leaders, parents, and interested citizens in decisions about the schools” saw a 4% increase in community members answering “strongly agree” or “agree.” For parents, the increase was 3%.

Another highlight was the response to “I am satisfied with the school district’s decision-making process,” which saw a 2% increase among parents over 2024.

**Flight Plan 2035 (Overall)**

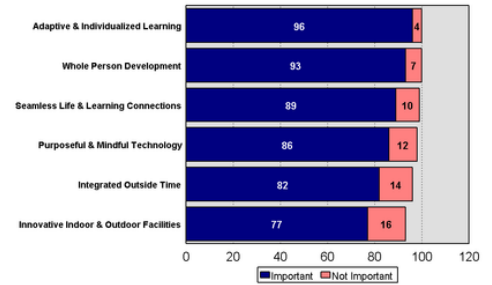
2025 Eden Prairie Public Schools



The Morris Leatherman Company

**Flight Plan 2035 (Parents)**

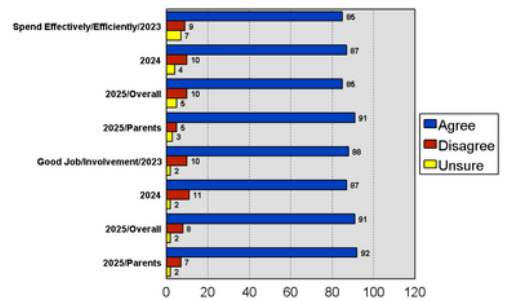
2025 Eden Prairie Public Schools



The Morris Leatherman Company

**Specific Perceptions I**

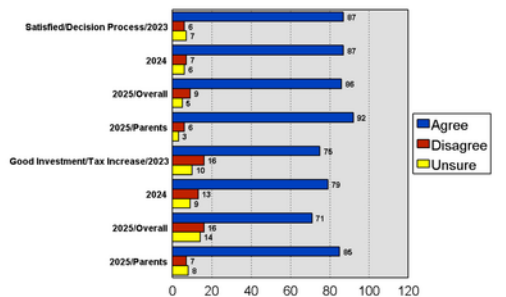
2025 Eden Prairie Public Schools



The Morris Leatherman Company

**Specific Perceptions IV**

2025 Eden Prairie Public Schools



The Morris Leatherman Company

---

“What I see in these statistics is the culture of caring, not only for the students, but also for those people that are engaging and the genuine concern for taking that input and listening. And these results are amazing.”

**AARON CASPER, CHAIR OF THE EDEN PRAIRIE SCHOOL BOARD**

---



### Future improvements:

While the campaign was overwhelmingly effective and showed many strengths, the team noted a few areas to improve for the future:

- When possible, utilize team expertise rather than external consultants, particularly for the public engagement components of a plan.
- The Executive Director led the planning for this campaign to alleviate pressure on the rest of the team; however, the team wanted and would have benefited from ongoing updates about the plan even when there weren't specific tasks assigned to them. (This feedback led to creating an ongoing project kick-off/check-in section during department meetings.)
- Unless there is additional training on, and regular use of, an unfamiliar tool (such as Eagle Voice), other more common tools should be used for general feedback.
- Some district presentation spaces had booking and technical challenges during the campaign, [which led to additional conversations and review of those processes, facilities and staffing.](#)

**Facilities Planning**  
**FLIGHT PLAN 2035**  


### Next steps:

Based on the success of the campaign in garnering widespread support for Flight Plan 2035, in the 2025–26 school year the district began work on a Facilities Design process. Using the effective methods of engagement identified in this campaign, Eden Prairie Schools will gather community input on the spaces, environments and buildings needed to make Flight Plan 2035 a reality.

“To stick with the flight metaphor, we’re taking off into the future of our schools. We’ve got more passengers than we’ve had in a long time, we’ve got some of the best pilots in the state, and the community says we’ve charted the right course. Thank you for being with us on this journey. With Flight Plan 2035 filed, the runway is clear — and we’re ready for takeoff.”

—SUPERINTENDENT DR. JOSH SWANSON, STATE OF THE CITY, JANUARY 22, 2026

VISUAL IDENTITY



CAMPAIGN BUDGET

WHAT	AMOUNT
Substitutes to cover staff participation in Design Team	\$6,808
Service fees/consulting: <ul style="list-style-type: none"> <li>o PartnerEd</li> <li>o Interpretation</li> <li>o Other services</li> </ul>	\$68,401
Food	\$11,709
Supplies	\$396

CAMPAIGN TIMELINE GRAPHIC: ORIGINAL

 **Inspired Journey: Mapping the Academic Vision 2035-36**

**Involve**

Hear ideas, goals, and feedback from the community to be considered in proposals.

*Our commitment: We will work to reflect your aspirations and concerns in the 10-year academic vision proposals and provide feedback on how community input influenced decisions.*

**Collaborate**

Partner with community representatives in each part of the design process, including the development of proposals.

*Our commitment: We will look to an expert group of community representatives for advice and innovation in developing proposals for our 10-year academic vision and incorporate their recommendations into decisions to the maximum extent possible.*

**10-YEAR ACADEMIC VISION:** The hopes and needs for the experiences students have in Eden Prairie Schools over the next 10 years to be successful in careers and life. This vision will inform the development of future programs, services and potential facilities.

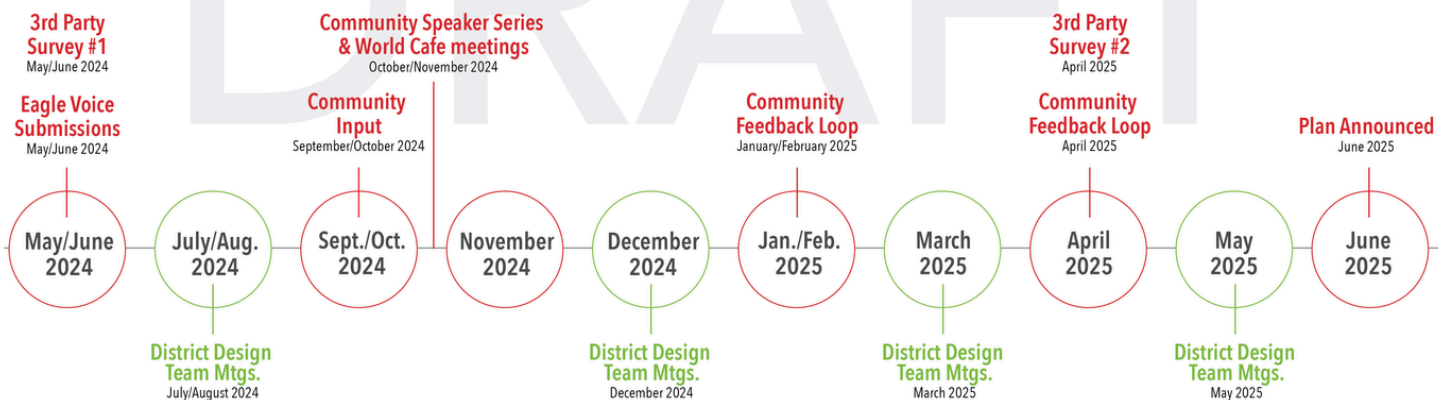
**DISTRICT DESIGN TEAM:** An expert group of community representatives who will use community input to develop proposals for the 10-year academic vision.

**EAGLE VOICE:** A crowd-sourced tool for students, staff, families and community members to submit and “upvote” ideas for our 10-year academic vision.

**COMMUNITY SPEAKER SERIES:** A series of discussions on current and future topics that will impact the educational experience of our students and community.

**WORLD CAFE:** An in-person or virtual collaborative discussion around key questions to develop the academic vision.

**COMMUNITY FEEDBACK LOOP:** The process of sharing current thinking about the academic vision and proposals for feedback from the community.



## ORIGINAL TIMELINE

Date	Activity	Who's responsible	Notes
Apr 2024	High-level presentation on process to Board	Supt/Comms	Share with EPLN for primer article
	Identify support partner	Supt/Comms	PartnerEd again
May/June 2024	Update to principals	Supt/Comms	<ul style="list-style-type: none"> <li>Request potential members for design team <ul style="list-style-type: none"> <li>Expertise, willingness, and credibility</li> </ul> </li> </ul>
	Identify and invite members of district design team	Supt/Comms	
	Peter Leatherman survey	Supt/Comms	
July/August 2024	Planning and prep	Supt/Comms	
	First meeting of district design team	Supt/Comms	<ul style="list-style-type: none"> <li>Overview of process</li> <li>Initial ideas/focus group</li> <li>Review data, identify key topics</li> </ul>
	Update to administrators	Supt	Part of admin retreat
Sep 2024	Opportunity for feedback at open houses	Principals	
	Inspiring News article with community meeting dates	Comms	
Oct 2024	First meeting of district design team (Oct. 3)	Supt/Comms	<ul style="list-style-type: none"> <li>Overview of process</li> <li>Initial ideas/focus group</li> <li>Review data, identify key topics</li> </ul>
	Opportunity for feedback at conferences	Principals	
	<a href="#">Eagle Voice submissions</a> (SOAR analysis)	Comms	HS/MS/ES students All families
Nov 2024	Community Speaker Series & World Café meetings	Partner	<ul style="list-style-type: none"> <li>Every school for staff</li> <li>Select groups for students</li> <li>Multiple community options</li> </ul>
Dec 2024	Community Speaker Series & World Café meetings	Partner	Every school for staff Select groups for students Multiple community options
Jan 2025	Design team meeting (Jan. 15-16)	Supt	Review data Develop initial proposals and recommendations
	Inspiring News article with update	Comms	Solicit feedback
	Updates to schools	Supt	Part of Supt check in

## ORIGINAL TIMELINE CONTINUED

Date	Activity	Who's responsible	Notes
Feb 2025	Community meetings	Comms	Review proposals, solicit feedback
Mar 2025	Design team meeting	Supt	Update proposals based on community feedback
	Core planning update by design team	Design Team/Supt	Ensure alignment/support
Apr 2025	Peter Leatherman survey	Comms/Supt	Support for proposals
	Identify and invite members of facilities design team	Supt	
May 2025	Design team meeting	Comms/Supt	Review survey data, adjust proposals if needed Include facilities design/begin transition
Jun 2025	School Board presentation	Supt	Update on process

## PHASE 2/UPDATED TIMELINE

Date	Activity	Who's responsible	Notes
March 2025	One-pagers on each experience (Reviewed week of March 3)	Comms	Will also need a slide deck ( <a href="#">Josh Rotary deck</a> ) Updated webpage and feedback tool
	Inspiring News article with update (To printer week of March 3)	Comms	Update to community on process Solicit feedback on ideas
	Updated Eagle Voice feedback (March 17)	Comms	What would be necessary for programming at elementary, middle and high school level to create this experience? How would we take advantage of innovations, technology and other resources available 10 years from now to deliver programming
	Board incidental presentation (March 24)	Supt	Here's process so far, here are themes, here's what's happening next
	Community Conversation (March 27)	PartnerEd/ Comms	Updated video ready by this meeting Structure to be part learning, part feedback on draft strategies and input around 10-year delivery models
	Updates to schools (Completed by March 31)	Supt/Assistant Supts	Include invite to separate feedback meeting Includes update on employee engagement survey and finance

## PHASE 2/UPDATED TIMELINE CONTINUED

Date	Activity	Who's responsible	Notes
Apr 2025	Virtual community feedback (Week of April 7 and 14)	Comms	Two of these
	Staff feedback opportunity (April 7)	Assistant superintendents	NO SCHOOL: Grading Day (6-12); Professional Development (K-5)
	Community Conversation (April 10)	PartnerEd/Comms	Structure to be part learning, part feedback on draft strategies
	Design Team meeting (April 17)	PartnerEd/Comms	Review community feedback What facilities changes might be necessary to deliver program designs?
	Peter Leatherman survey (In field by week of April 21)	Comms/Supt	Support for 2nd draft of proposals
	Board incidental (April 28)	Supt	Feedback gathered since last incidental, update on changes from April 17
May 2025	Virtual community feedback (Weeks of April 28 & May 5)	Comms/Supt	
	Core Planning meeting (May 8)	Supt/Design Team	Update from members of the Design Team Feedback from Core Planning before finalizing
	Design Team meeting (May 13)	Supt	Review survey data, adjust proposals if needed Include facilities design/begin transition
	Inspired Journey Summit (May 22)	Supt/Comms	Opportunity for feedback on final draft
Jun 2025	School Board incidental presentation	Supt	Update on final plan
June/July	Identify and invite members of facilities design team	Supt	

## SPEAKER SERIES GRAPHIC EXAMPLES

SPEAKER SERIES & COMMUNITY CONVERSATION

### The Future of Learning, **PART 1: TECHNOLOGY**

December 17 • 6–7 PM



Join us for an online conversation with **GREG VERDINO** – an author, advisor and leading speaker on digital transformation and technology trends – on the future of student learning and the impact of new technologies.

**FLIGHT  
PLAN**   
**2035** 

SPEAKER SERIES & COMMUNITY CONVERSATION

### The Future of Learning, Part 2: **EDUCATION, CAREER & LIFE**

January 13 • 6–7:30 PM  
Central Middle School (or Zoom)



**DR. BILL DAGGETT** – an author, advisor and leading speaker on progressing education systems to meet the needs of each student – will lead us in a conversation about the experiences, knowledge, skills and values our students will need in the future.

**FLIGHT  
PLAN**   
**2035** 

*Join us for the last speaker in the series!*

SPEAKER SERIES & COMMUNITY CONVERSATION

### The Future of Learning, Part 3: **GENERATION AI:**

*How to Prepare Today's Students for an Augmented Tomorrow & the Ways Education Must Adapt*

April 30 • 6–7:30 PM  
Eden Prairie High School Performing Arts Center  
(or Zoom)



**ABRAN MALDONADO** is an internationally recognized AI thought leader, keynote speaker, and co-founder of Create Labs, a groundbreaking startup founded by entrepreneurs of color that is transforming the fields of generative AI and digital human design.

**FLIGHT  
PLAN**   
**2035** 

# PANEL DISCUSSION GRAPHICS



## FLIGHT PLAN 2035

SPEAKER SERIES & COMMUNITY CONVERSATION

### The Future of the Student Experience, PART 2: WELLBEING

A panel discussion about the future of relationships, mental health and safety for students.

Moderator: Dr. Robb Virgin, Assistant Superintendent for Secondary Education




PANELISTS




TIM BEEKMANN

Principal,  
Eden Lake Elementary




DR. SHAWN HOFFMAN-BRAM

Community Education Executive Director,  
Eden Prairie Schools



MATT SACKETT

Police Chief,  
Eden Prairie Police Department



SCOTT GERBER

Fire Chief,  
Eden Prairie Fire Department



JESSICA MATHWIG-OLSON

School-Based Services Director,  
Washburn Center for Children



LAUREN ALGVER

Emergency Management Coordinator,  
Eden Prairie Schools

## JOIN US!

Thursday, March 27

5-6:30 p.m. *via Zoom*


## FLIGHT PLAN 2035

# The Future of Work


A panel discussion about the future of education, skills and micro-credentialing

Moderator: Dr. Shawn Hoffman-Bram, Executive Director of Community Education

### SPEAKER SERIES & COMMUNITY CONVERSATION




SPEAKERS




KAREN BRETTINGEN

Industry Partnership Coordinator,  
Eden Prairie Schools




DR. JOYCE ESTER

President,  
Normandale Community College




DR. JILL HLAVACEK

Director of Innovation and Learning,  
Naperville District 203



DR. JEFF HOWISON

Senior Research Analyst,  
Minnesota State Demographic Center




DR. ANDREW ZIEFFLER

Distinguished University Teaching  
Professor, University of Minnesota


Learn more about Flight Plan 2035 and view past events at [edenpr.org/flightplan](https://edenpr.org/flightplan)

# DEDICATED WEBPAGE

[EDENPR.ORG/FLIGHTPLAN](http://EDENPR.ORG/FLIGHTPLAN)



**EDEN PRAIRIE SCHOOLS**  
Inspiring each student every day™




COMMUNITY MEMBER

FLIGHT PLAN 2035

## Flight Plan 2035

On the heels of celebrating 100 Years of Inspiring Each, we have been building a bold roadmap called Flight Plan 2035. Since last summer, we have been gathering feedback from our community about the experiences, opportunities and learning we desire for each student over the next 10 years. Staff and students from all schools offered ideas; families, business partners, and community members participated in conversations; and many contributed ideas online—in total, more than 1,800 people have participated!

After analyzing this data, a design team of teachers, school leaders, parents, and community members identified a bold, community-driven vision: Develop programs and experiences where strong students engage in inspired learning, develop transferable skills, and apply their knowledge in real-world situations.



There is still time to share your feedback to create environments that inspire each student every day. Whether it's a modern science lab, a specialized career-technical space, or an outdoor learning area, our facilities must evolve with our students. We want to hear your "big ideas" and your "small fixes."

## CAMPAIGN FLYER

### Eden Prairie Schools Flight Plan 2035







On the heels of celebrating 100 years of inspiring each, what better time than now to look toward the future? Our roadmap to the future, Flight Plan 2035, will lay the foundation for what the experiences, opportunities and learning for our students will look like 10 years from now – and we need your help!

Building Flight Plan 2035 will be a yearlong process of dreaming into the future together. Starting this fall and winter, we will gather input from you and many other members of our community at more than 40 events, including structured world-cafe conversations around key questions, a speaker series on topics relevant to the future of education, and an online feedback tool called Eagle Voice.

A team of experts representative of our community will use the information shared through these opportunities to develop a draft of the plan. In the spring, we'll seek community feedback on that plan. Based on that feedback, Flight Plan 2035 will be updated and launched by next school year.



Stay up-to-date on Flight Plan 2035 and future events at [edenpr.org/flightplan](http://edenpr.org/flightplan).

**Share your ideas!**

Another great way to share ideas for Flight Plan 2035 is through our Eagle Voice platform, a crowd-source tool for students, staff, families and community members. As part of this tool, you are able to submit your own ideas and "upvote" the ideas of others. You can share as many ideas as you would like, and ideas shared through Eagle Voice will be incorporated as we create Flight Plan 2035.



Share ideas online through Eagle Voice!

### Scan the QR codes to watch past events.

Stay up-to-date on Flight Plan 2035 and future events at [edenpr.org/flightplan](http://edenpr.org/flightplan).

SPEAKER SERIES & COMMUNITY CONVERSATION



**The Future of Student Experience, PART 1: LEARNING**  
November 7

SPEAKER SERIES & COMMUNITY CONVERSATION



**The Future of Student Experience, PART 2: WELLBEING**  
November 14

A panel discussion about the future of relationships, mental health and safety for students.  
Moderator: Dr. Robb Virgin, Assistant Superintendent for Secondary Education



**TIM BIERMAN**  
Head of Eden Prairie Elementary



**DR. SHERY HOFFMAN-DEAN**  
Assistant Superintendent



**MATT SACKETT**  
Head of Eden Prairie High School



**SCOTT GEBERT**  
Head of Eden Prairie High School



**JESSICA REDDING-GILSON**  
Head of Eden Prairie High School



**LAUREN ALSTER**  
Head of Eden Prairie High School



SPEAKER SERIES & COMMUNITY CONVERSATION



**The Future of Learning, PART 1: TECHNOLOGY**  
December 17

SPEAKER SERIES & COMMUNITY CONVERSATION



**The Future of Learning, PART 2: EDUCATION, CAREER, & LIFE**  
January 13



**Greg Verdino**

Presentation by **Greg Verdino**, a leading speaker on AI and emerging technologies.  
*This speaker series is made possible by Foundation for Eden Prairie Schools (FEPS) and is part of their \$100k grant in support of emerging technologies.*



**Dr. Bill Daggett**

Presentation by **Dr. Bill Daggett**, a renowned education thought leader, advisor, and advocate for preparing students for tomorrow's opportunities.  
*This speaker series is made possible by Foundation for Eden Prairie Schools (FEPS) and is part of their \$100k grant in support of emerging technologies.*

# CAMPAIGN VIDEOS



FLIGHT PLAN OVERVIEW



VIDEO FOR EAGLE VOICE



FLIGHT PLAN WORLD CAFÉ



PARTNER ROUNDTABLE



THE FUTURE OF LEARNING, PART 1: TECHNOLOGY



THE FUTURE OF LEARNING, PART 2: EDUCATION, CAREER & LIFE



THE FUTURE OF LEARNING, PART 3: GENERATION AI



THE FUTURE OF STUDENT EXPERIENCES, PART 1: LEARNING



THE FUTURE OF STUDENT EXPERIENCE, PART 2: WELLBEING



THE FUTURE OF WORK: EDUCATION, SKILLS AND CREDENTIALS

INSPIRING NEWS ARTICLE

# FLIGHT PLAN 2035: Creating the future of student experiences



On the heels of celebrating 100 Years of Inspiring Each, we have been building a roadmap to the future called Flight Plan 2035. Since last summer, we have been gathering feedback from our community about the experiences, opportunities and learning we want for each of our students 10 years from now. Staff and students from every one of our schools offered ideas; families, business partners and community members participated in conversations on important topics in education; and many people contributed ideas online – in total, more than 1,650 people have participated so far! After analyzing this data, a design team of experts identified the vision of Flight Plan 2035.

The vision identified in partnership with our community is that **programming for each student will be designed and implemented to create an environment where strong students engage in inspired learning, develop transferable skills, and apply their knowledge in real-world situations.**

EXPERIENCES WILL CENTER IN FOUR KEY AREAS:

<b>STRONG STUDENTS</b>	Experiences that support adaptable, resilient and engaged learners and promote intellectual, emotional and physical wellbeing.
<b>INSPIRED LEARNING</b>	Experiences, driven by students, that foster curiosity, collaboration and meaningful opportunities to discover, explore and pursue.
<b>TRANSFERABLE SKILLS</b>	Experiences that equip students with future-ready skills – including problem-solving, communication, creativity, critical thinking, collaboration and technological fluency – to support success in any career or life path.
<b>REAL-WORLD APPLICATION</b>	Experiences that empower students to apply their skills and knowledge in real-world contexts through projects, portfolios and performance-based demonstrations.

 Learn more about each of these experiences and share your ideas on our Flight Plan 2035 webpage!

The next step in developing Flight Plan 2035 will be to hear from staff, students, families and our community about how these experiences can come to life through the programs and services offered by Eden Prairie Schools.

Watch for more information on how you can get involved, and stay up to date at [www.edenpr.org/flightplan](http://www.edenpr.org/flightplan).



5: experiences

Have you been building a working model for the future? Our students have been busy working on their projects, and we're excited to share some of their work with you. From the design of a new building to the creation of a new program, our students are showing us what they're capable of. We're proud of their creativity, problem-solving skills, and ability to work together to make a difference. We hope you'll be inspired by their work and join us in supporting their dreams.



Crafting with care: EPHS students build furniture for local transitional housing organization

The girls' team is able to make something that they can be proud of. They are also able to help someone else. This is a great example of the kind of work we want our students to do. We hope you'll be inspired by their work and join us in supporting their dreams.

A MESSAGE FROM your Eden Prairie School Board

It Takes All of Us

As a district, we have a responsibility to prepare the next generation to be productive, responsible, and kind citizens. To achieve this vision, we need the support of our community. We hope you'll be inspired by our work and join us in supporting our dreams.



As a district, we have a responsibility to prepare the next generation to be productive, responsible, and kind citizens. To achieve this vision, we need the support of our community. We hope you'll be inspired by our work and join us in supporting our dreams.

**Congratulations 2025 Minnesota Teacher of the Year Semifinalist!**

Eden Prairie Schools is proud to announce that our teachers have been selected as semifinalists for the 2025 Minnesota Teacher of the Year award. This is a tremendous honor and a testament to the hard work and dedication of our educators. We are proud to have such talented and committed professionals in our district.

**98%** of students met or exceeded expectations in reading.

**94%** of students met or exceeded expectations in math.

**95%** of students met or exceeded expectations in science.

**96%** of students met or exceeded expectations in social studies.

**94%** of students met or exceeded expectations in art.

**98%** of students met or exceeded expectations in physical education.

EDEN PRAIRIE LOCAL NEWS ARTICLES

APRIL 2025: COMMUNITY INPUT SOUGHT FOR EDEN PRAIRIE SCHOOLS' FLIGHT PLAN 2035

JANUARY 2025: EDEN PRAIRIE SCHOOLS HOSTING FLIGHT PLAN EVENT ON JAN. 13

NOVEMBER 2024: PLANNING FOR SCHOOL DISTRICT'S FUTURE TAKES FLIGHT



It's time to share your feedback on our Design Team's proposed plan!

**Virtual Feedback Session #1**

Feedback on the four areas of focus, and creating ideas for programs and experiences

Next session:

Wednesday,  
**APRIL 16**  
5:30-6:30 p.m.

**Virtual Feedback Session #2**

Feedback on the Design Team's proposed programs and experiences

Two dates to choose from:

Wednesday,  
**APRIL 30\***

6-7:30 p.m.

OR

Tuesday,  
**MAY 6**

12:30-1:30 p.m.

\* This session is part of the scheduled Speaker Series presentation, and can be attended virtually or in person at EPHS.



Visit [edenpr.org/flightplan](http://edenpr.org/flightplan) to RSVP and receive your Zoom link.

INSPIRE MAGAZINE FEATURE

# INSPIRE



Stories from Eden Prairie Schools

**Flying into the Future**  
Page 3

**From High School  
to Hogwarts**  
Page 9

Tim Beekmann reflects  
on 33 years  
Page 21

Real-World Ready  
Page 27

## INSPIRE MAGAZINE FEATURE, CONTINUED

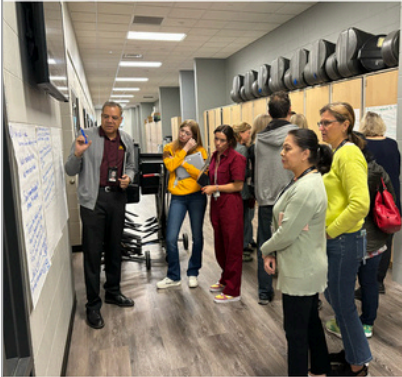


# Flying into the Future:

*Flight Plan 2035 charts a bold course for future Eagles*



## INSPIRE MAGAZINE FEATURE, CONTINUED



*Left and right: Staff provide input on Flight Plan 2035; Middle: Community members attend a panel discussion on the future of safety and wellbeing*

### After a year of celebrating its past, Eden Prairie Schools is setting its sights firmly on the future.

Building on the momentum of our 100th anniversary, we've charted a bold new course — one designed with the input of more than 2,500 students, staff, families and community members.

"Looking to the future, we need to prepare each student for success in school, career and life," said Superintendent **Dr. Josh Swanson**. "Throughout the 2024-25 school year, we asked people to picture a graduate in 2035. What will they need to know? What experiences should they have had? And how do we work together to make that a reality?"

The result is Flight Plan 2035, a community-driven vision for learning over the next decade. Finalized this summer, it serves as our shared plan for equipping every student with the skills, experiences and support they need to thrive in their journey ahead — in a world we can't yet fully imagine.

"Flight Plan 2035 reflects what our community values most in education," said Dr. Swanson. "It's a plan built together, designed to lift all students."

#### PREPARING FOR TAKEOFF

Built on the strong runway of the district's 2023-28 strategic plan, Flight Plan 2035 lifts off from its three key priorities: creating authentic and personalized learning experiences, fostering wellbeing for all students and staff, and nurturing inclusive environments where everyone feels they belong. But while the strategic plan defines what we're doing now, Flight Plan 2035 determines where we're going in the future and how to get there — and what kind of experience passengers (our students) should have along the way.

Rather than relying on data dashboards and district-led decisions, Flight Plan 2035 started with listening. Through surveys, forums and meetings with students, staff, families, business leaders and community members, thousands of people shared their hopes and priorities for students in 2035 and beyond. The data was clear: Our community wants students to remain inspired, be well and stay prepared for an ever-changing world.

*"Flight Plan 2035 reflects what our community values most in education. It's a plan built together, designed to lift all students." - Dr. Josh Swanson*

"Our community is unified in wanting each Eagle to have access to the same meaningful, future-ready experiences," said Dr. Swanson. "Flight Plan 2035 isn't just about ideas — it's a framework for aligning our programs, services and facilities with the values our community really cares about."

Those insights determined the work ahead. A Design Team of students, teachers, staff, administrators, families and community members translated the feedback into a clear, actionable vision:

**Design programs and experiences where strong students engage in inspired learning, develop transferable skills and apply their knowledge in real-world situations.**

This shared vision is anchored in four key areas — the guiding coordinates of our next decade of learning.

## INSPIRE MAGAZINE FEATURE, CONTINUED

### COURSE SET, CREW ENGAGED

Flight Plan 2035 defines our community's vision of what we want for students in 2035. These four focus areas will all be present in the programs and experiences we provide:

- 1 STUDENT WELLBEING**  
 Experiences that support adaptable, resilient and engaged learners and promote intellectual, emotional and physical wellbeing. When students feel secure and valued, they're free to take risks and reach new heights.
- 2 INSPIRED LEARNING**  
 Experiences, driven by students, that foster curiosity, collaboration and meaningful opportunities to discover, explore and pursue. The goal: foster a love of learning that lasts a lifetime.
- 3 TRANSFERABLE FUTURE-READY SKILLS**  
 Experiences that equip students with future-ready skills – including problem-solving, communication, creativity, critical thinking, collaboration and technological fluency. These skills will support students' success in any career or life path.
- 4 REAL-WORLD APPLICATION**  
 Experiences that empower students to apply their skills and knowledge in real-world contexts through projects, portfolios and performance-based demonstrations. Learning comes alive when it connects to the world beyond the classroom, and it helps students see their place in the world.

With this vision in mind as the final destination, the Design Team developed a representative, future-focused blueprint with multiple paths for how to build future programs and experiences for students on our journey to 2035.



#### WHOLE-PERSON DEVELOPMENT

Programs that center students as whole people – supporting their wellbeing, character development, and ability to navigate real-life challenges with confidence. This means reimagining the role of school to be not just a place for academic content, but in partnership with families, a place for building self-awareness, decision-making, resilience and purpose. Students grow into curious, reflective and empowered individuals who can thrive in learning, life and work.



#### ADAPTIVE & INDIVIDUALIZED LEARNING

Programs that respond to each student's individual interests, strengths and pace – ensuring flexible, personalized pathways to learning. This means transforming the one-size-fits-all model into a responsive ecosystem where students co-design their Inspired Journey, move at their own speed and engage in learning that reflects who they are and where they want to go. Learning happens across environments, grade levels and formats, adapting in real time to meet the needs of each learner.



#### SEAMLESS LIFE & LEARNING CONNECTIONS

Programs that intentionally connect learning with students' lives, communities and future aspirations – so their education feels meaningful, relevant and real. This means dissolving the boundaries between school, home, higher education and the workplace. Expanded Career and Technical Education (CTE), industry-aligned Pathways, workforce credentials and partnerships will give students of all ages real options, skills and outcomes. Through hands-on projects, certifications and community collaboration, learning becomes a bridge to both purpose and opportunity.

## INSPIRE MAGAZINE FEATURE, CONTINUED

To make all of this a reality, over the next 10 years Eden Prairie Schools will identify the specific programs to develop; implement those programs with clear action steps and timelines; and innovate to increase efficiency and impact. And the timing couldn't be better. With a century of growth behind us and a horizon full of possibility, Eden Prairie Schools is once again proving it can adapt, evolve and lead.

"We're proud of the journey so far, but we know the real innovation lies ahead," said Dr. Swanson. "The kindergartners starting school this fall will be the Class of 2038. Their flight has already begun — and it's our job to make sure they have the right crew, tools and environment to thrive when they land."

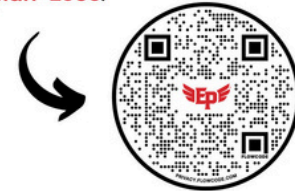
### FLYING INTO THE FUTURE TOGETHER

Like any great flight, the strength of the journey depends on teamwork. From students dreaming of the future to educators piloting new ideas and families offering support from the ground, everyone has a role to play.



Students in the EPHS Aeronautics Capstone prepare to take a Discovery Flight at Flying Cloud Airport in spring 2025

To stay up to date on the Flight Plan 2035 journey, visit [edenpr.org/flight-plan-2035](https://edenpr.org/flight-plan-2035).



### PURPOSEFUL & MINDFUL TECHNOLOGY USE

Programs that integrate technology with intention — enhancing learning, personalization and innovation while promoting balance, responsibility and digital wellbeing. Students and educators develop the skills, awareness and discernment needed to navigate a rapidly evolving digital world. Technology is used not for its own sake, but as a tool to individualize learning, foster creativity and prepare students to lead and adapt in the future.



### INTEGRATED OUTSIDE TIME

Programs that incorporate outdoor time into learning, wellness and community-building — making outdoor time a key part of each student's Inspired Journey. This means expanding how, when and why students go outside: not only for recreation, but also for academic exploration, personal reflection, leadership and environmental stewardship. By embedding outdoor time into the school experience, students gain access to hands-on learning, improved wellbeing and a stronger connection to the natural world.



### INNOVATIVE INDOOR & OUTDOOR FACILITIES

Environments that adapt to the needs of students — supporting flexible, personalized and future-ready learning. The district will design spaces that blur the lines between classroom and real world, between schools and communities, and between indoors and out. Each space will serve a purpose, encourage exploration and reflect the evolving ways students learn. Together, these facilities form a connected, equitable system of engaging and inspiring places to grow.