



Gender Resource Fair Communications Plan

Project Leads

Content Expert(s):

Comms Lead(s):

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Assets and Reference Materials

Use this section to include any video links, websites, handouts, etc. related to the project.

Strategic Plan Alignment

How does this project align with the [Strategic Plan](#) (either goal and/or measures)?

Audience:

All Staff: MPS Insider

- [Blurb/Volunteer Request](#) - Published 3/27/23

Staff Groups (send by end of day tomorrow):

- Teachers - Listserv & Teacher Bulletin
- Counselors - Listserv
- Social Workers -
- Mental Health Support Staff
- Family Liaisons - Listserv, Monthly Meetings
- Principals - News & Notes, Portfolio Assignments
- Equity & Climate Team -
- Engagement Team

ALSO:

- Post updated flyer on Out4Good's landing page?
- Post to social media 24 hours before and reminder day of?

Current Families: Family Update

Community Partners?:

Recommended Strategies

- (1) Inform the board and cabinet.
 - (a) Provide ongoing updates as needed.
- (2) Websites
 - (i) Update [Out4Good webpage](#) with event details and media statement.
- (3) Social Media
 - (i) We have not yet made a final decision regarding whether or not we will promote this event on social media.
 - (ii) We will encourage our partners to promote the event on social media.
- (4) Staff Communications
 - (i) Emails
 - 1) List-servs
 - a) Shared in Teacher Bulletin to all MPS teachers.
 - (ii) MPS Insider - blurb published in MPS Insider on 3/27/23
- (b) Media
 - (i) We have decided not to promote this event in the media, but will be available to respond to media inquiries with a statement.
- (c) Community Partners
 - (i) Children's Minnesota (employer of guest speaker)
- (d) TV Screens
 - (i) We have decided not to promote this event on district screens, but will create a marketing piece for Out4Good for students and learn how to access services.

After Action Meeting: Gender Resource Fair

Add Date:

Present:

Agenda Item	Notes
What went well?	
What did not go well?	
How would we improve/what would we do differently?	
Did we reach the people we wanted to reach? Did they take the action we wanted them to take?	
Did we meet our goals? And were the goals aligned with the strategic plan?	

Was everyone involved that needed to be involved?	
Moving forward, what are some ideas we have to better support LGBTQ students and families?	
Are there any planned programs coming up?	
Anything else?	
Next Steps:	

Meeting Notes

3/30/23

Present: Julie SB, Donnie, Jason B., and Derek

Agenda Item	Notes
Confirmation on location change from Loring to Davis?	Confirmed.
Update flyer to include: <ul style="list-style-type: none"> Registration required Do not include the location on the flyer Require an adult to be present for all students under 16 	<ul style="list-style-type: none"> Jason: Needs to confirm w/ Drag Story Hour if they will still be present Registration required, but you can register on site. <ul style="list-style-type: none"> People may still show up to Loring. We need to divert them. Include location on new flyer Jason: Send updated flyer to Minnesota School Outreach Coalition
Day of event <ul style="list-style-type: none"> Require everyone to sign in, adults will need to show ID for entry (mitigates security risks) Comms present/available to help with media 	<ul style="list-style-type: none"> People can register onsite Where things will be happening: <ul style="list-style-type: none"> 1st Floor - Cafe Assembly room
1. Communications Update	<p>So far:</p> <ol style="list-style-type: none"> Email to Teacher Bulletin (MPS Teachers) MPS Insider (included a request for volunteers) <ol style="list-style-type: none"> Any responses? There are 14 volunteers so far. Community organizations have

	<p>reached out to Jason.</p> <ul style="list-style-type: none"> a. Will support external organizations. <p>4. Media Statement (3.27.23)</p> <p>5. Family Communications?</p> <ul style="list-style-type: none"> a. Ian and Jason have a targeted mailing list. b. Ian and Jason: Twin Cities Queer Family Facebook Groups <p>6. New Out4Good Coordinator is being hired.</p> <p>Next:</p> <ul style="list-style-type: none"> 1. Continue internal outreach 2. Messaging for Principal Gibbs
Next Steps:	

Meeting Notes

Meeting Date: 3/15/23

Present: Ian McGriff, Roi Kawai, Joanna Kohler, Donnie Belcher and Nandi Solorzano-O'Brien

Agenda:

Agenda Item	Notes
Introductions	<p>Ian - Out 4 Good Specialist</p> <p>Roi - Equity & School Climate Coordinator, mostly Elementary Schools</p> <p>Nandi - Communications Specialist</p> <p>Joanna - Video Production/MarComms</p>
Project Goals	<p>Via Project Intake Form:</p> <ul style="list-style-type: none"> 1. Sharing resources about gender identity and expression to elementary schools students and their families. These resources include social supports, affinity spaces, bathroom resources, and books/media for and with LGBTQ students & families. 2. We are planning the first Gender Resource Fair for the Minneapolis Public Schools. The event will take

	<p>place on Thursday, April 13 at Loring Elementary School from 4:30 - 6:30 p.m. Elementary students and their families from across MPS will be invited to get educational & social resources on gender identity & expression as well as supports for LGBTQ students. MPS Out4Good is partnering with MNSOC (Minnesota School Outreach Coalition) and St. Paul Public Schools on this event, but MPS Out4Good is organizing/leading the event.</p> <ol style="list-style-type: none"> 3. Via Ian: People don't know the history/what resources are available to them. <ol style="list-style-type: none"> a. Whether a child... helping them navigate... 4. People don't know what Queer people have to offer beyond entertainment. <ol style="list-style-type: none"> a. Speaker is navigating MPS in real-time. 5. Want to help parents navigate MPS with information <ol style="list-style-type: none"> a. Provide a blueprint
Audience?	<p>Staff, Current families, Current students -</p> <ul style="list-style-type: none"> - Q: targeting parents who are not Queer? - Ian has been getting pulled in to Elementary Schools more. In the past the work has focused on middle & High School.
Brainstorm Ideas	<p>Roi submitted the form.</p> <p>The focus for the event is for students and families.</p> <ul style="list-style-type: none"> • Can we create resources for staff to share information about the event with students and families?

Ian has a flyer

- Willing to do conferences
- What they can look for/what it means
- Possibilities after
- Including statistics

Public Resource - Fair in the background

- Everyone is navigating gender
- QR Code on Screens/Monitors for students

We don't have a strong/unified response yet regarding potential backlash.

- No matter how we try to share organically, the political background.

Centering the needs of Queer Kids & Families:

- Identify affinity vs. educating the general public
- Focusing on building identify affinity groups should be the focus
- Do not assume that Principals, Schools, Teachers want this to be available for students.
- Leadership Awareness:
 - Derek & Rochelle are aware
 - Be sure to share with cabinet and the board
- Public Resource
 - A landing page
 - Is there a page/website
 - There is a Google Website website

Should the event just be public?

- No one has to identify in any particular way to show up
- It's for anyone who wants to learn more
- Anyone can just come no matter their gender identity and this mitigates/releases the pressure that students may feel

Next Steps:

- (1) Targeted communication about the fair
- (2) Updating the public website
- (3) Update/creating an internal page for

	<p>MPS Staff on Sharepoint</p> <p>(4) Ian/Roi + Comms - collaborate on writing the targeted communications</p> <p>(a) Get something out next week</p> <p>(5) Determine how public we want to promote the event.</p> <p>(a) Meet next week to follow-up.</p> <p>Questions:</p> <p>(1) Do families need to register? No</p> <p>(2) What has worked in the past for marketing events? This is the first event</p>
Addressing Backlash	<ul style="list-style-type: none"> - Lived Experience security will be available for the event - Politically this is a huge conversation nationwide. We have to be intentional about how we are communicating about this. <ul style="list-style-type: none"> - Do we use social media? <ul style="list-style-type: none"> - Posting on social media opens a forum up for everyone. - This is the first time this event is occurring for MPS. <ul style="list-style-type: none"> - There are events for High School students - Nothing has been offered at the elementary level - Importance of inviting staff <ul style="list-style-type: none"> - Open to staff, but the event is for students/families - There could be an event created later for staff. - Centering trans students first <ul style="list-style-type: none"> - A lot of kids may not be out - Center their experience - Confidentiality/sensitivity to the space
Next Steps:	

Timeline and Tasks

Date	Task	Person(s) Responsible	Status
3/27/23	Volunteer Request & Blurb in MPS Insider	Communications (Sarah)	Done
Event: Gender Resource Fair - 4/13 At Loring Elementary School 4:30 - 6:30 p.m.			

Content

- (1) Draft the content that will actually be published with clear headers.
- (2) Insert a bookmark (click file insert —> bookmark).
- (3) Once the bookmark is created, copy the link and hyperlink it in the “Timeline and Tasks” table.
- (4) The Comms Lead is responsible for “tracking” the progress of the project by graying out content once it has been sent as well as updating the “status” once items have been complete.
- (5) The Comms Lead should add assignments (once the project has been reviewed and/approved by Julie) to Microsoft Planner and add a link to this Comms Plan.

Parking Lot

Add lessons learned and any other information here where appropriate. Be sure to file the Communications Plan in the Comms Department shared drive.

Project Impact

Link to any report(s) created, add notes from the After Action reflection (when appropriate) and/or list any feedback about the project.

Teacher Bulletin Copy - **Published on Monday, March 20th for all MPS Teachers**

Heading: Gender Resource Fair for MPS Families

There will be a Gender Resource Fair for MPS Families on April 13 from 4:30 - 6:30 pm at **Loring Elementary School**, 2600 N. 44th Ave. The guest speaker will be the Medical Director of Children’s Minnesota Gender Health Program Dr. Angela Kade Geopferd. This gathering for families and their gender creative students will also feature community resources, entertainment, food, games and more. With questions, contact **schoolclimate@mpls.k12.mn.us**.

Minneapolis Public Schools aims to be a place where our students, families, staff and community feel and experience a sense of belonging, safety, wellness and respect. This means all students must feel safe to express their identities as well as their academic and social needs.

MPS Insider - **Published 3/27/23**

Volunteers needed for Gender Resource Fair

There will be a Gender Resource Fair for MPS families on April 13 from 4:30 - 6:30 p.m. at Loring Elementary School (2600 N. 44th Ave). The guest speaker will be the medical director of Children's Minnesota Gender Health Program, Dr. Angela Kade Geopferd. This gathering for families and their gender-creative students will also feature community resources, entertainment, food, games and more. Volunteers are needed to help set up, break down and engage with students and families during the story hour. [Sign up to volunteer](#). With questions, contact schoolclimate@mpls.k12.mn.us.

Media Statement - 3/27/23

The statement below references the Minneapolis Public Schools [Climate Framework](#)

Minneapolis Public Schools aims to be a place where our students, families, staff and community feel and experience a sense of belonging, safety, wellness and respect. This means all students must feel safe to express their identities as well as their academic and social needs.

Our Gender Resource Fair is a safe space for our students and families to find resources and local organizations to support their students' growth and learning. Participation is completely voluntary and after school hours.

MPS has a history of supporting ALL students and families, including our LGBT+ staff, families, and students. We understand the intersectionality of the lives of our students, families, and staff and will continue our commitment to supporting students and disrupting obstacles on their journey to adulthood.

Internal Update: For board, cabinet, and other MPS staff Gender Resource Fair Status Update

We hosted a follow-up communications planning meeting yesterday related to our upcoming Gender Resource Fair and are planning to take the following steps:

- Updated the flyer (see attached) to include the location change from Loring to Davis Center.
- Requiring registration to help mitigate security risks (on-site registration is allowed).
- Prepared a message for Principal Gibbs to send to Loring staff and families highlighting the change in location.
- Equity Team working with MPS EMSS on a support plan for Loring for the week of April 13th.
- Working with Ernest Sutton, MPS EMSS, to create security plan for Davis Center
- Continuing to use targeted marketing to MPS staff and Out4Good's community partners.
- Adults required to show identification at check-in on the day of event and students under 16 years old will need an adult to be present at check-in.
- Collaborating with Children's Minnesota (guest speaker's employer) on messaging and media management.

- Communications will be on-site the day of the event to manage media.

Updated Copy to promote the Gender Resource Fair - 3/31/23

Message for MPS Staff:

Sent to the following listservs on 3/31 at 12:27 p.m.: Cabinet, Dept. Leaders, Principals, APs, Teachers, Davis Center, Counselors and Family Liaisons

Staff Groups:

Will share with these groups the Monday after spring break on 4/10

- Mental Health Support Staff
- Equity & Climate Team -
- OCEER

Subject Line: Gender Resource Fair for MPS families at Davis Center on 4/13

There will be a Gender Resource Fair (see attached flyer) for MPS Families on April 13 from 4:30 - 6:30 pm at Davis Center, 1250 W Broadway, Minneapolis, MN 55411 (Note: location change from Loring to Davis Center). The guest speaker will be the Medical Director of Children's Minnesota Gender Health Program Dr. Angela Kade Geopferd. This gathering for families and their gender-creative students will also feature community resources, entertainment, food, games and more. [Registration required](https://bit.ly/MPSGenderFair) (bit.ly/MPSGenderFair). On-site registration will be accepted. Please share this event with MPS students and families. With questions, contact schoolclimate@mpls.k12.mn.us.

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Message for Community Partners/External: Shared with Roi, Ian and Derek to share with Community Partners on 3/31

Minneapolis Public Schools is hosting a Gender Resource Fair (see attached flyer) on April 13 from 4:30 - 6:30 pm at Davis Center, 1250 W Broadway, Minneapolis, MN 55411. The guest speaker will be the Medical Director of Children's Minnesota Gender Health Program Dr. Angela Kade Geopferd. This gathering for families and their gender-creative students will also feature community resources, entertainment, food, games and more. [Registration required](https://bit.ly/MPSGenderFair) (bit.ly/MPSGenderFair). On-site registration will be accepted.

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