



# Honest Sex Ed

## minnesota

***Ensuring excellent sex education through  
collaboration and advocacy.***

## Strategic Plan

### 2025-2030

#### Strategic Planning Committee Members

Dr. Meg Bartlett-Chase	Founder & Executive Director
Christina DeVries	Associate Executive Director
Jill Farris	Board Chair
Kara Cowell	Board Vice Chair
Stephen Chapin	Board Treasurer
Tipheret Peña	Board Secretary



## A Letter from Our Founder

### All Students Deserve Honest Sex Education

From my own experience receiving sex education in a central Minnesota public school to the dozens of Minnesota classrooms where I taught sexuality, gender, and relationship education, I have seen the transformational value of high quality and honest sex education. Students, when given accurate and inclusive sex education, had space to think critically, ask questions, and understand themselves and their peers with more nuance and empathy. Meanwhile, many students remained in classrooms where sex education was broached with discomfort, avoidance, or fear. Students in those contexts learn that sex is something shameful and inappropriate for educational discussion. I believe all students deserve sex education that leaves them feeling informed, empowered, and free of shame.

I earned a PhD in Education Policy focused on sex education policy, practice, and controversy to better equip myself to lead in these conversations and advocacy. My research focused on teachers' experiences and the importance of community-based collaboration. Upon finishing my degree, I began building a network of thoughtful and passionate folks working across many educational, nonprofit, and organizational sectors. Sex education, while not the primary focus of every individual, forms a foundation for the advancement of many social and community goals. Youth advocates saw the strength in providing education that young people desperately want and need. Public health professionals know the value of educating a generation of young people on their own sexual, gender, and relational health and wellbeing. Educators know that educational goals cannot be successfully met without support for teachers and their school communities. Finally, caregivers and students alike feel the social and emotional impact of great school-based sex education as they grow and learn together as families.

To embody and act upon the values and goals of all the people connected to this ideal, Honest Sex Ed Minnesota was founded. This organization represents and empowers a growing coalition of advocates, policymakers, teachers, youth, parents, and community partners who know that Minnesota's young people deserve honest sex education. This work requires mobilized organizing, policy tracking and advocacy, consultation and support for school districts, and training and development resources for educators. Coming together through Honest Sex Ed Minnesota creates a dedicated space in the Minnesota nonprofit and advocacy landscape for the many partners in excellent sex education to work alongside each other to build the future our youth need, want, and deserve.

Honest Sex Ed Minnesota opens its doors at a time where we can all come together with our voices, our intersecting social and community advocacy goals, and our ultimate hopes for great sex education with a real hope for positive change. By engaging with communities around the state, considering the wants and needs of all young people, and collaborating across professions and regions, we can make sure that Minnesota's young people get the honest sex education they deserve.

**In community,**

**Dr. Meg Bartlett-Chase - Founder & Executive Director**

A handwritten signature in black ink, appearing to read 'Meg Bartlett-Chase', written in a cursive style.



## Strategic Framework

### Mission

Honest Sex Ed Minnesota educates, advocates, and creates a community around sex education. Our work empowers policymakers, teachers, youth, parents, and community partners to advocate for policy, implement, and speak out for honest sex education for Minnesota youth.

### Vision

Honest Sex Ed Minnesota envisions a state where all students receive accurate, inclusive, and accessible sexual health and relationship education that fosters lifelong health and wellbeing.

### Values

#### HONESTY

Quality sex education is honest, characterized by the following traits: clear and direct, medically and scientifically accurate, complete information (no half-truths), empowering, supportive of many sexual and health choices, trauma-informed, and culturally inclusive and responsive.

#### COLLABORATION

Effective social and educational change requires the voices of many in collaboration. This collaboration must create bridges of understanding that center on inclusion, respect, and mutual care.

#### EMPOWERMENT

Quality sex education empowers students, teachers, and parents at individual and structural levels to feel confident, informed, and capable of making decisions around sexual and relational health.

### Core Areas of Work

#### SCHOOL COMMUNITY SUPPORT

- Provide teacher training, professional development, and curricular assistance to educators.
- Offer district and school-level consulting for teacher preparation, community concerns, and implementation efforts for sexual health and relationship education.
- Create and share toolkits, resources, and community connections to foster an effective and collaborative sex education implementation landscape.

#### POLICY ADVOCACY AND TRACKING

- Track sex education (and related) policies at the state level with federal context.
- Survey Minnesota parents, teachers, and students on their experiences and opinions on sex education in schools.
- Conduct nonpartisan advocacy for sex education (and related) policy advancement. This might include direct sex education policy or standards, special education sex education policy or standards, youth reproductive and sexual health policy, and school inclusion and equity policy.

#### EDUCATION AND COMMUNITY ENGAGEMENT

- Promote collective awareness of existing sex education policies, standards, and practices.
- Strategically spread current research as well as parents', teachers', and students' perspectives on sex education in schools.
- Connect Minnesotans across the state to share in their efforts, passions, and experiences as they relate to sex education.



## Priorities & Steps Forward

### **Coalition Growth & Building a Network of Sex Ed Support**

- Build advocacy relationships that will help ensure accurate, inclusive, and accessible sex ed policies and implementation work
- Speak at, attend, and host events that will build awareness and trust for the organization

### **Connect & Educate Across Minnesota**

- Emphasize contact with people, schools, and organizations that serve within and outside the Twin Cities area in Greater Minnesota
- Provide direct school and teacher support and curricular services to school districts across the state

### **Spread Awareness of Existing and Shifting Sex Education Policy**

- Use strategic communication methods and media outreach to build statewide and local knowledge and support for more honest sex education policy
- Host community events focused on education and relationship building for sex ed advocates

### **Secure Financial Support and Stability for the Organization**

- Apply to grants and funding partnerships that align with Honest Sex Ed Minnesota's financial needs and organizational values
- Build a Community-Centric Fundraising strategy for the organization and supporters

### **Center Youth Voices & Needs As Advisors in This Work**

### **Remain Flexible and Excited to Approach Emerging Goals**



## Through 2030, Our Success Measurements Include the Following Key Performance Indicators

### Financial Performance Indicator

**KPI 1.** The organization maintains operations within the approved annual budget, with actual income and expenditures not exceeding budgeted figures by more than 5%. Financial reports are prepared by staff for review by the board every two months (bimonthly), with documented approval or action steps taken as needed.

### Strategic Communication Performance Indicator

**KPI 2.** Overall communications engagement (views, opens, and engagements from social media and newsletter outreach). Achieve a minimum 50% average open rate for newsletters and conduct monthly tracking of engagement across social media platforms (i.e., follower and non-follower views, new followers, and interactions) to inform communication impact. This tracking will culminate in quarterly summaries to inform ongoing communication strategies.

### Programmatic Performance Indicators

**KPI 3.** Direct program impact (i.e., program or event attendance) Track and report the number of individuals and groups served through programs and events, with a target of increasing participation by 10% annually. Attendance and participation data are collected after each program or event and reviewed quarterly to assess impact and guide future programming.

**KPI 4.** Coalition partner satisfaction (i.e., annual check-in/survey) Conduct an annual satisfaction survey of coalition partners, aiming for at least an 80% satisfaction rate in key areas such as communication, collaboration, and shared impact. Results are reviewed by leadership and used to strengthen partnerships and inform strategic planning.

**KPI 5.** Expanded community impact (i.e., number of students or participants reached via consulting or training work) Track the number of students or participants reached through consulting, training, and educational initiatives, with a goal of increasing the number of individuals reached annually. Data is collected after each engagement and reviewed semi-annually to evaluate reach, effectiveness, and alignment with community needs.