



RCS Communications Plan - 2014

What is School Public Relations?

The role of school public relations is to maintain mutually beneficial relationships between the school district and the many publics it serves. Public Relations is a tool of communication that can be used to inform the community of news and events happening within the school district. A Public Relations program can ensure that a school district carries out its mission and meets its goals with the support of the faculty, staff, and community.

What are the benefits of the Rockingham County Schools Public Information Office?

The Public Information Office is designed to be a helpful communicator to the public to report positive attributes of the school system: student and faculty achievement, academic and sports achievement, new and upcoming programs within the system, etc. And to inform the community of upcoming activities and events within the system that are of importance to parents of students and the Rockingham County community.

Rockingham County Schools Vision & Mission Statement:

Vision: Rockingham County Schools will empower all students to compete globally.

Mission: Rockingham County Schools will provide a safe, dynamic and globally competitive education environment in which all students can reach their highest potential.

Public Information Office Objective:

To develop a public relations/communication program of action that all faculty and staff will embrace so the district will speak with a united voice. This plan, if correctly implemented by all parties, will earn internal and external public understanding, acceptance and trust that the students in Rockingham County are receiving a sound, preparatory education. The plan will also help us to seek and develop effective partnerships with families and community in order to promote performance excellence.

Desired Outcome:

To develop internal and external awareness of communication that will assist Rockingham County Schools in demonstrating to its key publics that their students receive a sound, college-preparatory education.

To affirm the school system's commitment to a two-way communication plan that will inform all key publics of the issues facing Rockingham County Schools.

To development an understanding of and a commitment to the educational process that puts into practice the mission, goals, beliefs and shared promises of the school system and facilitate the development of effective partnerships.

Communication Beliefs

- We believe that Rockingham County Schools' faculty delivers effective educational programs that meet all student's needs
- We believe that the Rockingham County Schools' faculty and staff are working to provide our children with a safe school environment where they will learn the basic skills needed in a changing world.
- We believe the Rockingham County Schools' faculty and staff must be unified in their communication regarding the school system and must speak with one voice.
- We believe that it takes the entire Rockingham County community working together to support the development of our children and to prepare them for the future.
- We believe the vision of the Rockingham County Schools is to empower all students to compete globally.

Target Publics

Rockingham County Schools believes that an effective communication/public relations plan should identify overall communication objectives and beliefs that deliver clear, consistent messages to targeted key publics. An effective communication plan will cause parents to become more excited about the academic success of their children. Teachers and students will be able to cope with the challenges of all students becoming successful and thereby bringing about a higher quality of living to the community.

Target Publics: Designated by Rockingham County Schools and their role in an effective public relations plan.

School Staff: Administrators in Leadership Positions, All staff both certified and classified.

- Faculty and staff should believe that they are the district's most important ambassadors and must speak in a unified voice.
- Faculty and staff should be energized and embrace challenges of educating students for a lifetime
- Rockingham County Schools' mission, goals, and beliefs should be fully understood and internalized by all those who work for the system.
- Faculty and staff should be able to speak clearly regarding the district and school's mission.
- Faculty and staff should feel a sense of satisfaction and pride in celebrating their student's accomplishments and successes

Parents/Extended Families: Current and Future Parents, Guardians, Grandparents

- Families will realize that students are receiving an education not only in basic skills, but also in problem solving and application of key concepts as well as being challenged to stretch themselves beyond their present achievements to learn to apply what they know and think on a higher level
- Through the celebration of student success, families will see that students are engaged in a challenging, caring, and nurturing school environment in which they are safe physically, mentally, and emotionally.
- Better two-way communication between families and the district/schools will enhance student learning and success.
- Families will have the understanding that Rockingham County Schools are meeting the needs of a changing, global marketplace.
- Because of the on-going, two-way communication between families and the district/schools, the quality of education in Rockingham County Schools will be improved.

General Public:

- Taxpayers who are parents of students
- Taxpayers with no children who live in the Rockingham County District
- Civic/Social Groups
- Rockingham County Schools Alumni

It is our goal for the community to believe:

- Rockingham County Schools is an efficiently run, quality school system, that continues to strive toward greater excellence.
- Rockingham County Schools is one of the best educational programs in the state and region.
- The students of Rockingham County Schools are excited about learning, and therefore, the community must want to be involved with the education of our children.
- The workplace is changing, and Rockingham County Schools are working to prepare their students for the future of a global society.

Students:

It is our goal for students to understand:

- Education is a priority for becoming a productive citizen.
- Education reform initiatives will better prepare them for a changing marketplace.
- Everyone can learn at a higher level given the right curriculum, resources, support and time.
- That they must assume responsibility and accountability for their own learning by creating a positive self-image, setting goals, and evaluating their progress.

Media:

- **Print:** The Eden Daily News/Reidsville Review/Madison Messenger, The News & Record, Eden's Own Journal
- **Online:** www.rockinghamupdate.com
- **Broadcast Radio:** WLOE
- **TV Broadcast:** WFMY, WGHP, WXII, News 14
- **Internet Resources:**
Rockingham County Schools District Web Site: www.rock.k12.nc.us
RCS Facebook page: www.facebook.com/Rockinghamcountyschools
RCS Twitter page: http://twitter.com/RCS_NC

It is our goal that all communication efforts show that:

- Rockingham County Schools is an efficiently run, quality school district that strives toward greater excellence in all aspects.
- News and activities will be reported from the district and its schools in an open manner with the media.
- Recognition of students, staff, and educational programs should be an important objective of both Rockingham County Schools and the media in bringing about a higher quality of life for the area.

Business/Industry:

- Chamber of Commerce
- Businesses highly involved in economic development in our community
- Health resource centers serving the children of the community
- Civic Groups: Rotary, Kiwanis, etc.

It is our goal that the Business Community understand that:

- Rockingham County Schools is a quality school district willing to work with all aspects of the community to determine needs for lifelong learning opportunities.
- Rockingham County Schools continues to offer some of the best educational programs in the state.
- Rockingham County Schools faculty and staff are working within our schools and with the home and community to meet the needs of the marketplace.
- Rockingham County Schools welcomes and seeks the opinion of business-persons in the community to collaborate in order to provide a sound curriculum, programs, services, support, and an environment in which students can prepare to be the business leaders of our community, state, and nation. The school system also seeks the development of effective partnerships with business leaders in order to strengthen educational opportunities for their students both in and out of school.

Government and Social Agencies and Civic Organizations:

- Local Organizations

- Social Service Agencies/Judicial
- Regional/State/National Government

It is our goal that both local, state, and national Government and Social Agencies and Organizations are aware that:

- Rockingham County Schools provides children with the necessary skills to function effectively today and in the future.
- Rockingham County Schools has a visionary administration, faculty, and staff that seeks community support in a spirit of collaboration and networking, in determining the best solutions for allowing all students to be successful mentally, physically, and emotionally in their educational experiences.
- The community has a responsibility to provide additional support to all students to help them be successful in schools.
- Rockingham County Schools is providing a quality education that first meets the needs of the students, but also meets the needs of the parents, the community, the workforce, both public agencies and private business and industry and society in general.
- Rockingham County Schools will work with all government, community groups and agencies that provide child and youth services to guarantee that every student and family has the support needed when family resources are limited or inadequate.

Plan of Action

Rockingham County Schools has adopted, and will make use of the following in various publications:

- District Logo
- District Mascot: ROCK STAR – the “star” of Rockingham County Schools
- District Vision Statement: Empowering all students to compete globally.
- District Motto: The CHOICE that ROCKS! RCS ROCKS!
- District Web Site: www.rock.k12.nc.us

Rockingham County Schools asks that all faculty, staff, and administrators recognize and practice the following District Beliefs:

District Beliefs

- Treat everyone appropriately
- Accountability and Discipline
- Passion for Success
- Professional Behavior
- Integrity
- High Performance
- Creative Thinking and Innovation Students, families, educators, and the community share the responsibility for student success and for providing safe schools to facilitate academic achievement.

- Teachers and school officials should involve parents at the earliest stages of students' behavior problems.

Public Relations Practices and Programs

In order to enhance the image of Rockingham County Schools, increase Community awareness regarding the schools and school activities and programs, and increase Home/Community/School involvement Rockingham County Schools will adopt the following Public Relations projects to the best of our ability:

1. Continue updating and making use of the district's web site at www.rock.k12.nc.us to the fullest degree, keeping pages current with student, staff, program, and community activities.
2. Continue to strive for transparency maintaining a grade "A" from NC Transparency (nctransparency.com). NC Transparency was created by the John Locke Foundation in an effort to encourage transparency among North Carolina's governmental entities.
3. Promote district accomplishments and/or activities through district Facebook and Twitter social media accounts. Facebook: www.facebook.com/rockinghamcountyschools or http://twitter.com/RCS_NC
4. Promote the district's web site through publications printed by and for the school system. RCS Student Handbook, RCS Annual Report, RCS Brochure, Kindergarten Registration Information, School brochures, etc.
5. Develop and make use of a Display Booth set-up with logo, banner, photos, information, etc. for use in the community at conferences, community meetings, etc... to promote our school system.
6. Use newspaper, radio, and/or online ads to promote and support logo, mission, beliefs, students and programs in Rockingham County Schools
7. Help organize speakers from the school system to be available to speak at community, business, school, or civic organization programs.
8. Provide packets/folders of publications containing school information upon request to parents, business, realtors, etc.
9. Recognize employees - "Thank You" blog on RCS website during Appreciation Week in May, Six Star Service Blog, RCS Connections Congrats are in Order
10. Encourage all schools and staff members to Rockingham County Schools employees for local, regional, state, and national awards. Recognize these accomplishments in the "Points of Pride", in the headlines on the district website, on Facebook/Twitter, in the RCS Connections Congrats are in Order and in the RCS Connect E-Newsletter for Parents/Community members.
11. Prepare a master calendar of school/district events and activities - Displayed on the upcoming events calendar on the District's web site.
12. Invite media to work with school communication contacts on how to best get the stories published.
13. Work with WLOE radio station to have monthly radio spots for District – this will also be filmed and broadcast on the district website and on www.rockinghamupdate.com.
14. Send District and individual school activity news releases on frequent and regular basis to all media contacts.

15. Continue to saturate all news media in the Rockingham County market with news releases, feature stories, public service announcements, etc. using the mission and/or vision statement and other information about our schools throughout the school year.
16. Continue to publish the quarterly- RCS Connections: Congrats are in Order - staff recognitions newsletter. This should be made available to faculty, staff, and community members and should be accessible on the district website.
17. Publish the RCS Connect: E-News - community and parent e-newsletter every 6-8 weeks. Also post the e-newsletter on the district website.
18. Create a yearly Points of Pride on the district website that highlights employee, school and student accomplishments
19. Continue to publish the weekly Friday Highlights informing Employees of district information. Emailed to employees each week and posted on the district website.
20. Continue to fulfill public information requests regarding Rockingham County Schools in a timely manner.

Communication Channels

Not included in public document due to safety reasons.

Summary

The primary emphasis placed on Rockingham County Schools Public Information Office Communication Plan is to create and maintain an outstanding, positive image that reflects the community's greatest expectations. Another objective of the plan is to create effective communication tools that maintain open channels of communication between the home, community, and schools; and keep all constituents informed of the affairs of the school system.

Rockingham County Schools is committed to continuing its Public Information Office Communication Program – continually seeking additional ways to share information with its stakeholders and developing effective partnerships with these individuals, while at the same time, working internally to establish additional programs which will motivate and reward our students and staff.

Promoting our school system instills pride within the students, faculty, staff, parents, community, and all alumni wherever they may be. We must continue to make the commitment of telling the story of the students and faculty in Rockingham County Schools.