




Rolla 
Public Schools

2023-24

**COMMUNICATIONS
PLAN**

GET IN TOUCH

 573.458.0100

 communications@rolla31.org

 www.rolla31.org

 @rollapublicschools

 @rollaschools

 @R31Official

 @Rolla Public Schools

 @Rolla Public Schools



The Rolla 31 School District

➤ **Mission**

The responsibility of the Rolla School District is to provide, in partnership with the community, the best educational opportunities possible for our students through a commitment to excellence in personnel, facilities, curriculum, and instruction.

➤ **Beliefs**

- Student performance on state and local measures will continue to improve
- Student attendance will meet expected performance standards
- Students will improve citizenship skills and individual character traits
- Student graduation rates will increase for the school district to 90% or better
- Teachers will enhance instruction through the use of technology
- Parent involvement and communication throughout the district will improve
- Career and Technical Education will maintain its regional influence through excellence in programming and job placement

➤ **Communications Mission Statement**

The Rolla School District's Communications Program will utilize a variety of media channels at a high frequency to convey district news, recognitions, and events. Communications will focus on the culture of the district and work to connect with faculty, staff, parents, students, and other community members. Communications will be timely, relevant, and accessible; and will be collaborative with local media outlets to build strong community-wide relationships.

Please note: This plan addresses the four main areas of focus outlined in the district CSIP plan; Academic Success, Climate and Culture, Leadership, and Support Services.

Planning & Metrics

Through this process, the following will be implemented:

- Adoption of methods that directly help the district achieve its strategic goals
- Strong relationship with district stakeholders
- Focused direction for messages in support of district goals
- A consistent, accurate representation of the district and related activities
- Utilization of new and current technologies to communicate with all stakeholders
- District-wide curation, monitoring, and compliance of web-based print, and social media content

The following metrics will be used to gauge the effectiveness of this plan:

- Staff and Parent Surveys
- Media coverage and tracking
- Website traffic reports
- Social Media Analytics
- Community feedback (formal and informal)
- Google Analytics
- Board of Education & Administrative Feedback
- Communications Committee Direction

Audiences

- Students
- All Staff
- Parents/Guardians
- Board of Education
- Community Members
- Alumni
- Foundation (CORE)
- Business Leaders
- Media
- Parent-Teacher Organizations
- Civic Leaders/Organizations
- Legislators
- Faith Based Organizations (Food Distribution Partnerships)
- Social Workers, Law Enforcement, & First Responders
- New & Prospective Residents
- Neighboring Districts/ Consortium Schools

Communications Channels



➤ Digital

- School Messenger (text, call, email)
- District/Campus Websites & Mobile App
- Social Media
- District/Campus Newsletters (SMORE)
- Digital Flyers (Peachjar)
- In-house Email
- Two-Way Communications Tool (pending)
- Digital Scoreboards at RHS (pending)
- Rolla Channel 16: Televised Board Meetings and Custom Bulletin Board 'Ads'
- Rolla Chamber Guest Blog (Quarterly)
- Radio Broadcasts

➤ Interpersonal

- Rolla Area Chamber of Commerce: Monthly Luncheons, Annual State of the District Presentation, Education Committee Participation and other Events
- CORE Board Meetings and Events
- Civic Organizations and Local Businesses
- City of Rolla Partnerships

➤ Print

- Phelps County Focus Articles and Submissions
- District Magazine (Annual)
- School Newsletters
- Recruiting Materials
- Brochures
- Building Signage and Marquees

Academic Success

Goal: All faculty and staff will participate in learning opportunities aligned to district goals and identified areas for improvement. (TL3)

Strategy: Provide monthly updates to communicate learning opportunities to all staff.

- Design and maintain a robust, password protected, learning resource page for staff on rolla31.org
- Send monthly staff email/SMORE with links to learning opportunities in the district and community (currently sending quarterly).

Goal: Rolla students will be success ready at all times (TL4)

Strategy: Promote and inform stakeholders of student success through all channels.

- Design a "Portrait of a Student"
- Facilitate partnerships between Rolla31 and regional post-secondary institutions

Goal: Increase the number of families/community members volunteering and/or participating in individual and district-wide programs to 120 (pre-COVID numbers) by 2026.

Strategy: Build and maintain relationships with current and incoming volunteers and other community members

- Implement new volunteer digital request (teachers) and assignment (volunteer) system to expedite placement and meet teacher needs

Goal: Increase educational awareness throughout the community on early childhood education benefits, as well as a supportive home environment for learning

Strategy: Promote Early Childhood events, activities, and programs through all media channels, community groups, and partners.

- Create flyers for screening/registration and distribute in print, on social media, and on the district website
- Partner with local pediatric healthcare and childcare providers, libraries, businesses etc. to share program information
- Create dynamic video and photo content of early childhood programming
- Promote Parents As Teachers events via local media outlets
- Promote PUPS/Peers at community forums such as RACC, Rotary, etc.

Climate & Culture

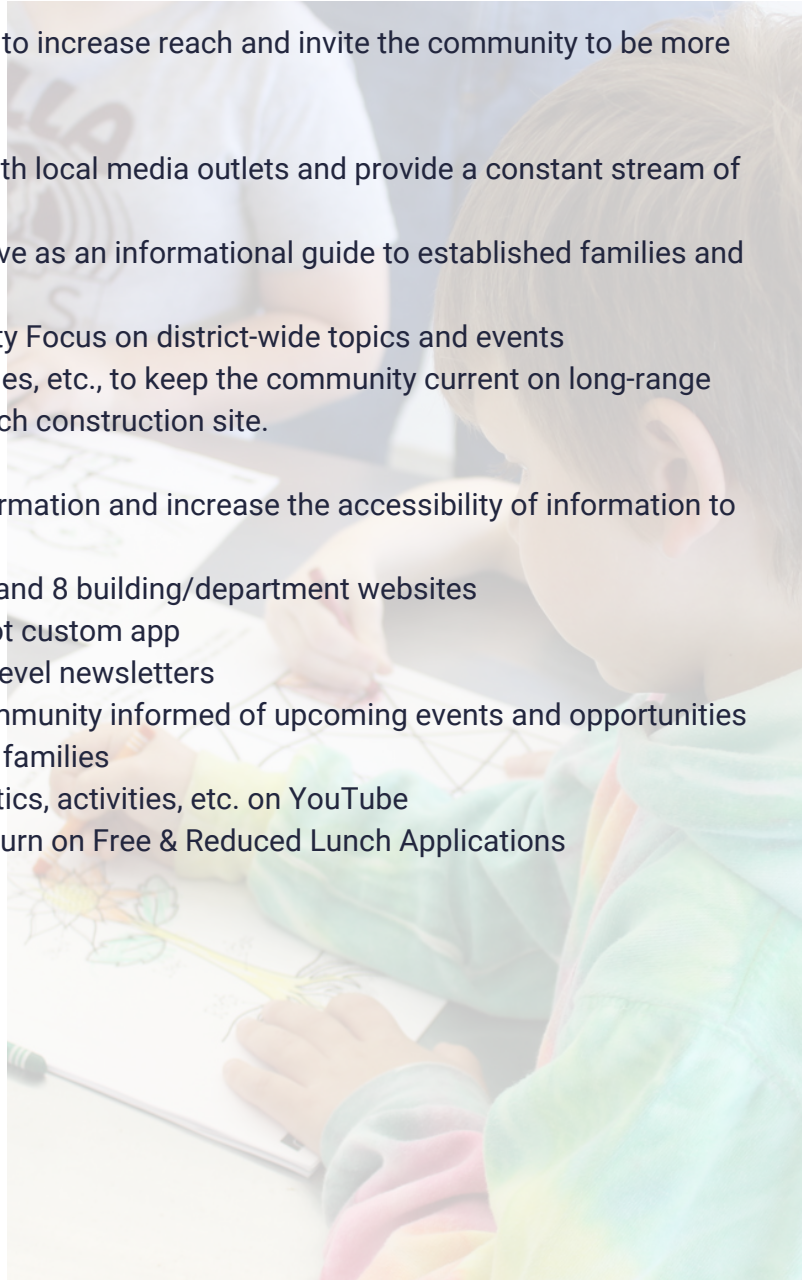
Goal: Build on existing communication efforts with families and the community to enhance more broad-based awareness of the district's strengths among community members who do not regularly come into contact with the district (CC3)

Strategy: Expand on existing media outlets to increase reach and invite the community to be more present in district/school functions

- Continue to strengthen relationships with local media outlets and provide a constant stream of content, photos, and event information
- Publish annual district magazine to serve as an informational guide to established families and newcomers.
- Write bi-weekly column in Phelps County Focus on district-wide topics and events
- Create informational flyers, posts, articles, etc., to keep the community current on long-range facilities planning. Install signage at each construction site.

Strategy: Utilize various media to push information and increase the accessibility of information to the public

- Curate and monitor content on district and 8 building/department websites
- Monitor, push through, and troubleshoot custom app
- Design uniform templates for building-level newsletters
- Maintain Peachjar to keep families/community informed of upcoming events and opportunities and work with local partners to engage families
- Coordinate live-stream events for athletics, activities, etc. on YouTube
- Build on 2022 campaign to increase return on Free & Reduced Lunch Applications



Climate & Culture

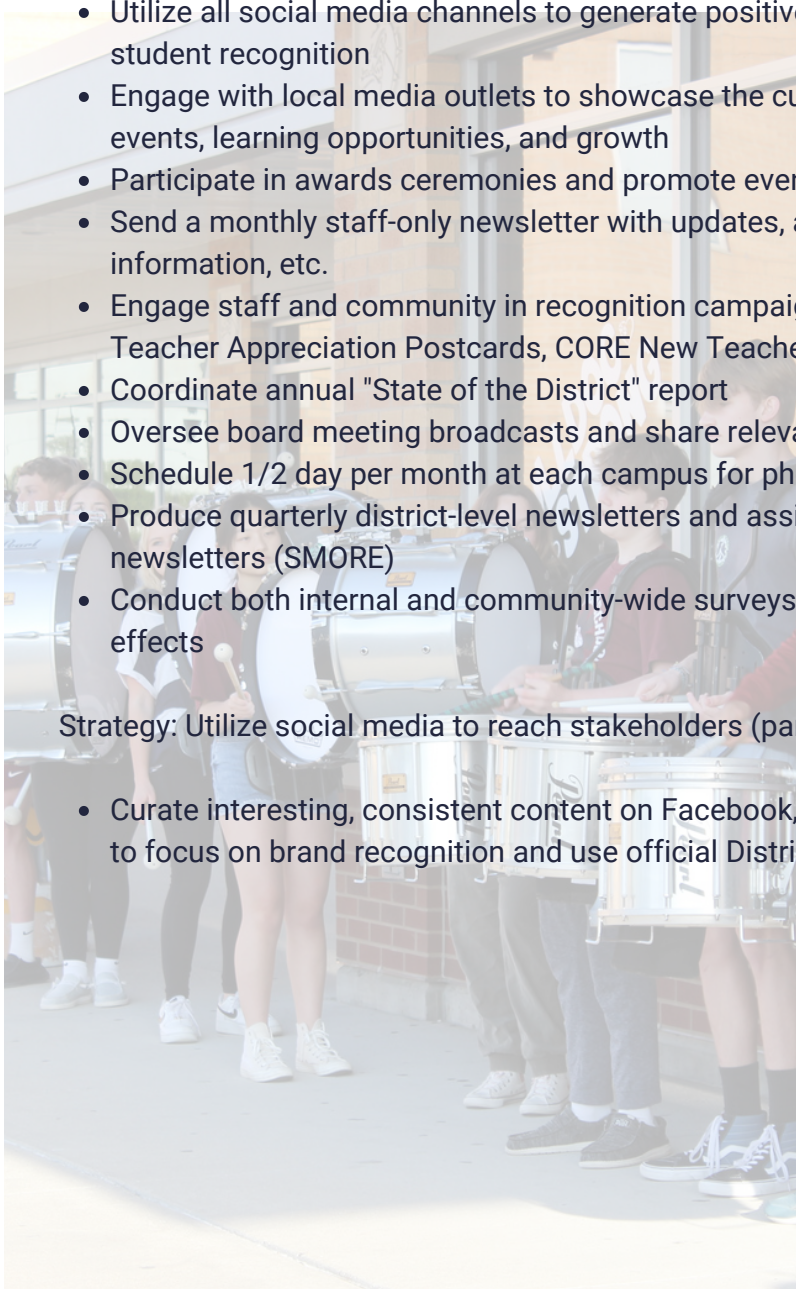
Goal: Promote a positive working environment for all certified and non-certified staff (CC3)

Strategy: Collect and distribute widespread recognition and highlights of staff achievements

- Utilize all social media channels to generate positive feedback and applause for staff and student recognition
- Engage with local media outlets to showcase the culture of R31 and build community around events, learning opportunities, and growth
- Participate in awards ceremonies and promote events via media channels and websites
- Send a monthly staff-only newsletter with updates, announcements, events, department information, etc.
- Engage staff and community in recognition campaigns: Top Dogs, Superintendent Shoutout, Teacher Appreciation Postcards, CORE New Teacher of the Year, etc.
- Coordinate annual "State of the District" report
- Oversee board meeting broadcasts and share relevant information across channels
- Schedule 1/2 day per month at each campus for photography and event attendance
- Produce quarterly district-level newsletters and assist in content curation for building-level newsletters (SMORE)
- Conduct both internal and community-wide surveys regarding communications methods and effects

Strategy: Utilize social media to reach stakeholders (parents, staff, and community)

- Curate interesting, consistent content on Facebook, Instagram, Twitter, and YouTube. Continue to focus on brand recognition and use official District hashtag #RollaBulldogs



Support Systems

Goal: Provide accessible tools and training in support of staff and district safety (SS1)

Strategy: Deliver clear, concise training to staff regarding safety, security, crisis communications, and other resources

- Present at annual Administrative Assistants' breakfast with updates and information
- Present at back-to-school sessions with certified staff
- Work in conjunction with instructional technology to provide training options on new platforms
- Collaborate with the Technology Director and team to roll out Safety Shield crisis communication tool and new two-way communication/chat
- Partner with local law enforcement to provide robust crisis management training for admin

Strategy: Provide avenues for financial support through work with the CORE Board of Directors and the community at large.

- Connect staff with grant request forms and other methods of requesting funds
- Secure sponsors/donors through CORE programs and events and community partnerships
- Work with departments/buildings to produce grant application videos

Leadership

Goal: Provide avenues for information sharing and public input and engagement that ensure widespread public awareness and understanding of District decisions, programs, and progress on key performance indicators (LS1)

Strategy: Effectively utilize civic roles and involvement to build important connections on behalf of the District.

- Attend Rolla Chamber of Commerce events and volunteer on committees
- Regularly contact community service organization leadership to provide updates on the District
- House community resources for families on the District's website

Strategy: Implement action steps to engage the community through Policy KC as required by MO Senate Bill 861

- Design and promote events to enhance two way communication with the Board of Education

APPENDICES

APPENDIX A: VOLUNTEER REPORT

APPENDIX B: ANALYTICS

APPENDIX C: SPONSORSHIP PACKAGE DRAFT

APPENDIX D: COMMUNICATIONS REVIEW PANEL

APPENDIX A

Rolla Public Schools



Building Relationships and Volunteer Opportunities

2022-23 Year End Report

Number of Registered Volunteers	50
Number of Registered Chaperones	142
Voluneter Hours	986.5

APPENDIX B: ANALYTICS

Start a post

Photo Video Poll Write article

Engage as your Page

We've added relevant LinkedIn posts in your existing feed below. You can react, comment, and share them as your Page, just like you would on your personal profile.

Page posts Following Hashtags Employee posts Ads

Filter admin posts by: All

Find qualified candidates

More than 1.7M small businesses trust LinkedIn to help them hire

Post a free job

Get up to 210 more clicks by boosting this post. **Boost**

Grow your followers

239/250 credits available

Build your audience and reach by inviting connections to follow your Page

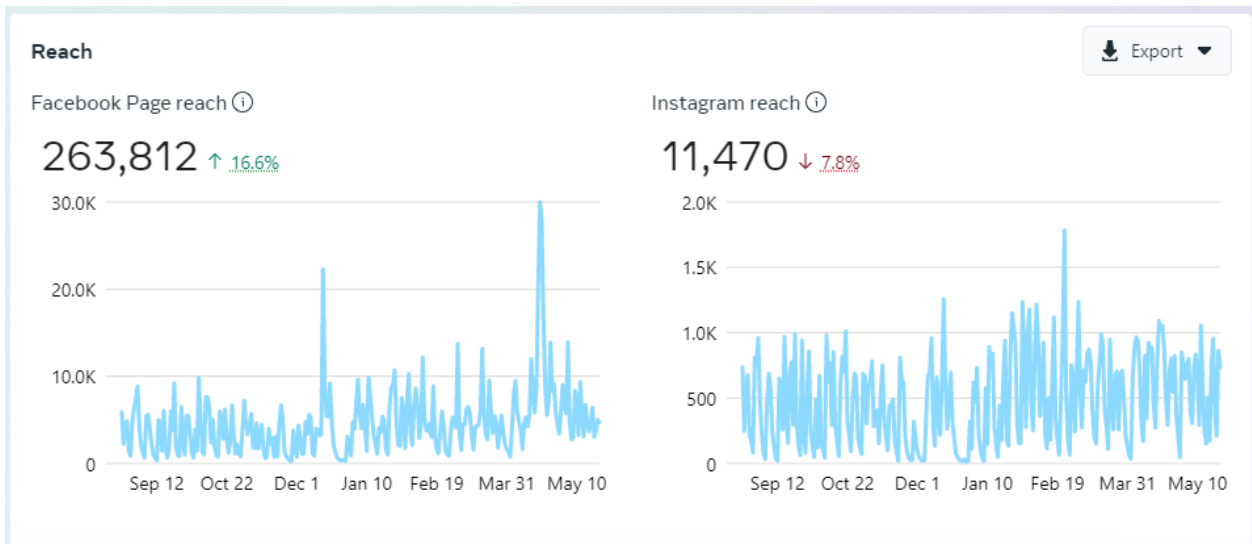
Invite connections

Analytics

Last 30 day activity

4	Search appearances	▲ 100%
2	Unique visitors	▼ 81.8%
1	New followers	▼ 87.5%

Invite connections to follow



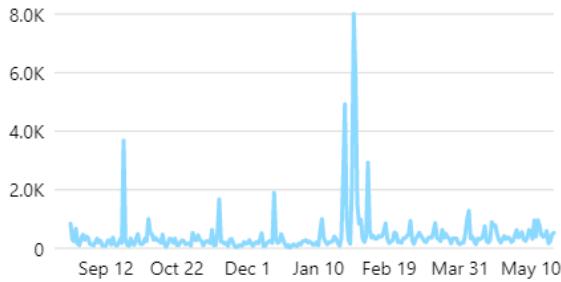
APPENDIX B: ANALYTICS

Page and profile visits

Export

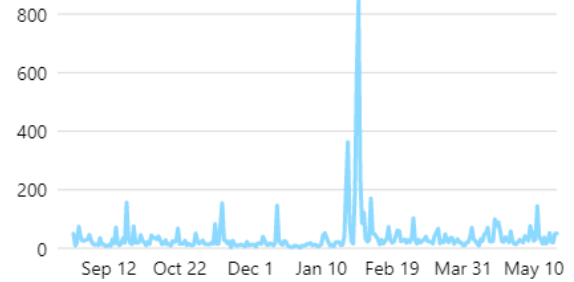
Facebook Page visits ⓘ

119,764 ↑ 102.7%



Instagram profile visits ⓘ

10,327 ↓ 12.9%



Audience

Export

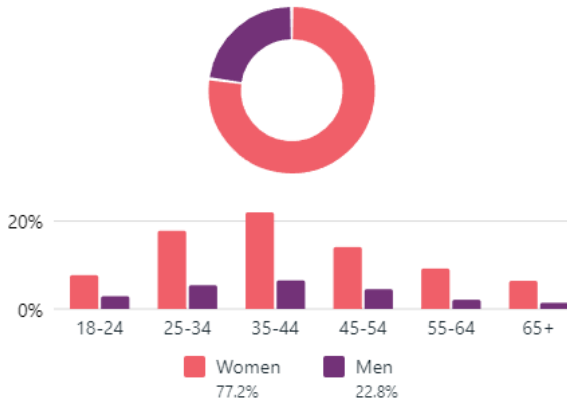
Current audience

Potential audience

Facebook Page followers ⓘ

7,979

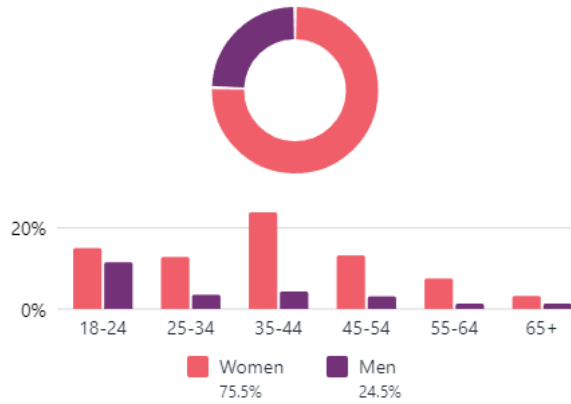
Age & gender ⓘ



Instagram followers ⓘ

2,637

Age & gender ⓘ



APPENDIX B: ANALYTICS

22-23

	F	R
Count of LunchStatus	1721	376

21-22





	F	R
Count of LunchStatus	1201	84

Page overview






[Create a post](#)

Last 28 days

Discovery

 Post reach	53,216
 Post engagement	43,537
 New Page likes	23
 New Page Followers	76

Interactions









 Reactions	7,803
 Comments	1,134
 Shares	279
 Photo views	19,380
 Link clicks	339

APPENDIX B: ANALYTICS

GOOGLE ALERTS INITIATED:

Rolla Public Schools
Rolla 31 School District
Rolla Schools
www.rolla31.org
Rolla High School
Rolla Junior High
Rolla Middle School
Wyman Elementary Rolla
Truman Elementary Rolla
Mark Twain Elementary Rolla

Rolla31.org top searches for 2022-23

REPORT PARAMETERS	
Start Date:	<input type="text" value="23 August, 2022"/> 
End Date:	<input type="text" value="23 May, 2023"/> 
 <input type="text" value="1"/> of 2 ?    <input type="text" value=""/> Find Next  	
Popular Search Phrases	
Query	Number of Times
summer school	225
CSIP	108
salary schedule	75
infinite campus	72
Employment	69
career ladder	66
library	63
substitute	63
handbook	63
STAFF	60
Calendar	60



2023-24 ADVERTISING & SPONSORSHIPS

Rolla Public Schools
Communications Office
573-458-0100
communications@rolla31.org

Rolla 
Public Schools

ADS & SPONSORSHIPS SUPPORT SCHOOLS

We pride ourselves on being a foundational piece of the Rolla Community; a hub where many gather, celebrate, and build relationships around the success of local students and program. We appreciate your partnership and plan to continue doing our part to build strong community connections in district spaces. Thank you for your advertising and sponsorship contributions.



FIND YOUR AUDIENCE

You have a choice on where and how to spend your advertising and sponsorship dollars, and we want to offer you maximum exposure for your investment. We offer many opportunities for signage, video commercials, broadcast sponsorship, and in-person events.

The Rolla School District serves nearly 4,200 students across 8 buildings and employs around 650 staff members. Employees, students, and their staff members live, work, and grow in our community. They understand the importance of shopping locally and supporting local businesses.

Each year our facilities host over **XXX** number of games, productions, and events, bringing several thousand individuals to our community. These visitors and their families eat, shop, and use our services. Connect with them through advertising at Rolla Public Schools!



675+
STAFF



4200+
STUDENTS



45,000
COMMUNITY



10,000
VISITORS



REACH R31 STAFF

We have several opportunities to connect with and support Faculty and Staff at Rolla Public Schools. Please contact us with additional ideas.



CONVOCATION

Join us to kick off the new school year!

- Breakfast Sponsor with table: \$500
- Vendor Table \$100
- Door Prizes (Value)



YEAR-END SUPPORT STAFF BANQUET

- Award Sponsor: \$500
- Meal Sponsor/Signage at Event: \$1000



YEAR-END TEACHER BREAKFAST

- Award Sponsor: \$500
- Meal Sponsor/Signage at Event: \$1000



TEACHER APPRECIATION

- Social Media and Website recognition for contributions made through the Communications Dept.



PROFESSIONAL DEVELOPMENT

- Social Media and Website recognition for contributions made through the Communications Dept.

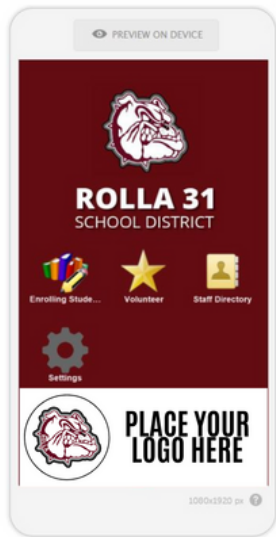


STAFF NEWSLETTER

Place a clickable advertisement for your business on our monthly staff newsletter: \$200 each or \$1500/year

REACH R31 FAMILIES

DIGITAL NEWSLETTER, MOBILE APP, AND WEBSITE ADS



ADS ON THE ROLLA PUBLIC SCHOOLS APP

Run your ad on the Rolla Public Schools Mobile App. With over 10,000 downloads, the District App is the central hub for news and resources. Run a static ad for \$2500 for a semester or \$4000 for the year. (1 available)

ADS ON ROLLA31.ORG

Run your ad on the Rolla Public Schools website and reach over 10,000 unique viewers each year. Run a static ad for \$2500 for a semester or \$4000 for the year. (3 available)



PLACE YOUR
LOGO HERE

Rolla Public Schools

500A Forum Drive, Rolla, MO 65401
Phone 573.458.0100 | Fax 573.458.0105



GRADUATION BROADCAST

Over 3,000 viewers watch the RHS Broadcast on YouTube each year. Run a banner ad at the beginning and end of the program for \$500 (3 available)

MONTHLY FAMILY NEWSLETTERS

Reach over 8,000 unique inboxes in a monthly newsletter to district families. Run a clickable ad for \$250 per month or \$2000 for the year. (3 available)

Rolla
Public Schools



Contact us
www.rolla31.org



BULLDOG ATHLETICS & ACTIVITIES

Reach our local and regional communities with digital advertising and static signage in the indoor and outdoor spaces across the district.

SCOREBOARD SIGNS & DIGITAL ADS

Please contact the communications office for pricing and availability.

HALFTIME SPONSORS

Sponsor a program or activity during a varsity game half-time. \$2,000

FENCE BANNERS-BASEBALL & SOFTBALL

Place a 3x5 ft banner on the fence at the baseball (RHS) or softball (RMS) complexes.

ATHLETICS WEBSITE ADVERTISING

Each ad space is 690 x 90 for \$350/year

MEAL SPONSORS

Sponsor a meal for your favorite team for the cost of food.

SHIRT SPONSORS

Place your logo on a team shirt. Contact the communications office for prices and availability.



PLATINUM SPONSOR

\$4,000

- Logo on tournament program as official sponsor for both boys & girls tournaments
- Minimum of one announcement per game
- Ability to have half-time event at 6 boys games and girls games
- 30-second video ad run 4x during games (must be same ad as other sponsored games)
- Banner placed in main gym or other visible location
- Vendor table setup optional

HOSPITALITY ROOMS (2)

\$2,000 Each (or cost of food)

- Sponsorship covers cost of catering for hospitality room
- Recognition on program and logo on tournament t-shirts

HALF-TIME SPONSOR

\$300 PER GAME

- Sponsorship covers cost of catering for hospitality room
- Recognition on program and logo on tournament t-shirts

PLAYER MEAL SPONSOR

\$COST OF FOOD

PERFORMING ARTS

AUDITORIUM SIGNAGE

- 10 Year signage agreements available. Prices and sizes very based on placement.

BAND SPONSORSHIPS

- Sponsor equipment, uniforms, and other one-time purchases
- Other
- Other
- Other
- Feed the band (Cost of Food)

DRAMA PLAYBILL ADVERTISING

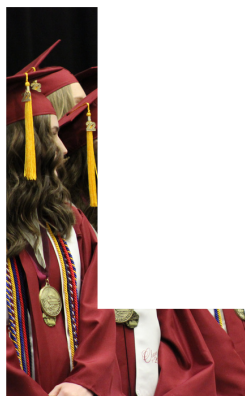
- Production Sponsor (6 available-2 per production): \$500 Includes front of playbill logo, internal 1/4 page ad, and stage mention
- Playbill Ad: \$200 (1/2 page ad) \$125 (1/4 page ad)

CHOIR SHIRTS

- Add your logo to choir shirts: Large/Top placement: \$200; List placement \$100

ARTIST SPONSORSHIPS

- Annual Calendar: (COST) Publish a full-year calendar of student art with your logo
- Student artist of the Month: (\$50) Add your logo to the social media post each month promoting a featured student artist.





ADDITIONAL OPPORTUNITIES

SENIOR YARD SIGNS

Place your logo on the senior recognition yard signs

KINDERGARTEN YARD SIGNS

Place your logo on the kindergarten welcome yard signs

NATIONAL HONOR SOCIETY/NATIONAL JUNIOR HONOR SOCIETY

Place your logo on the printed program (\$500)

DRAFT

HELP US GROW

Have an idea you don't see on our menu? We are open to suggestions! Call the Communications office at 573-458-0100 or email communications@rolla31.org

APPENDIX D: COMMUNICATIONS REVIEW PANEL INPUT

Please list 1-3 strengths of this plan.	Please list 1-3 weak areas of this plan.	What are the opportunities for improvement in this plan	What threats/obstacles do you foresee interfering with the execution of this plan?	Please provide any feedback you may have regarding district-level communication efforts. Suggestions for improvement are welcome!
<p>1. the plan to increase volunteer involvement and the process to streamline volunteers to teachers faster; 2. the Top Dog, teacher appreciation postcards, etc. are always enjoyable to read and give staff members recognition</p>	<p>I don't see any weaknesses. I think each piece and goal is a great idea to implement if not already implemented.</p>	<p>I think this is a very extensive and thorough plan. On paper, I really don't see any room for improvement at this time. I look forward to watching you continue to communicate effectively along with implementing the additional pieces you have outlined in this plan.</p>	<p>In regards to the volunteer piece, since COVID I haven't noticed as much volunteer or parent involvement throughout the school day. I believe the process you are implementing could be beneficial if the process and expectations are clearly relayed to parents and building administrators.</p>	<p>I believe that overall the district-level communication is thorough, informative, and positive.</p>
<p>I like how everything is very detailed but also broad to cover many things. I like how it is aligned to CSIP and broken into our four main categories.</p>	<p>p. 5...What do you mean by push through the custom app? p. 6...I think you should replace the Top Dogs with Superstar Bulldogs as the community recognizes more by this name through the year versus the 13 Top Dogs at the end of the year. I know it is just an example, but think more will know Superstar Bulldogs p. 7...fade the RTI pick more as it is hard to read in the middle somewhat.</p>	<p>P. 4...the strategy on the last goal on the page is the same strategy as the goal above it. Are they supposed to be? I think we still need to foster the branding of Rolla Bulldogs more within the community. I was in Lebanon the other day and their crosswalks down town are painted black/gold with Lebanon Yellowjackets or Jacket Nation on them. Get businesses on board with Bulldog Friday...</p>	<p>You are the only communications person in the district and this is A LOT!! You may need to advocate for an assistant if you start overworking yourself! Granted you are SO GREAT at what you do!!! Just don't want you to run thin!!</p>	<p>Under Beliefs...isn't our graduation rate above 90%? If it is, could we reword that to say something to the effect of maintaining a graduation rate over 90%?</p>
<p>Concise and specific</p>			<p>Actually implementing any change/growth, from either staff or parents. Hard to convince people to do more or different things.</p>	<p>General communication is excellent, and parents and the public always seem to be very timely informed of any sort of emergency, cancelation, event, etc. The only improvement I would suggest is proof-reading/editing individual school newsletters in that they are often the same information from week to week, with outdated information needing to be removed. It makes people ignore it, and therefore miss out on a good opportunity for further communication and involvement from families.</p>

APPENDIX D: COMMUNICATIONS REVIEW PANEL INPUT

Please list 1-3 strengths of this plan.	Please list 1-3 weak areas of this plan.	What are the opportunities for improvement in this plan	What threats/obstacles do you foresee interfering with the execution of this plan?	Please provide any feedback you may have regarding district-level communication efforts. Suggestions for improvement are welcome!
<p>The Digital Communications Channel is strong. The current and future generations of parents are and will continue to use digital means of communication and information seeking. Using digital communication tools, in my opinion, gives us the largest reach and increases the likelihood that the information will be seen or found.</p>	<p>I understand the need to get information to patrons/future parents of RPS students that aren't currently connected to RPS, but I think this plan may fall short of accomplishing this challenging task. The last goal under Academic Success and the first goal under Climate & Culture would benefit from strategies outside of current outlets. Many strategies seem to involve doing more social media posts, more newspaper articles, more YouTube videos, etc. but how are we going to get more or new people to see those? More social media posts, more videos, etc. are unlikely to reach people who aren't already following RPS on social media, the RPS YouTube channel or the RPS website.</p>	<p>Is there a way to encourage or incentivize people to share a social media post so that their friends will see it?</p> <p>Thinking of the Early Childhood and Parents as Teachers programs, could flyers/brochures be placed strategically around town so that new parents that aren't connected to the district would see them? I've seen Head Start flyers on the tables in the Rolla Public Library's Children's Library, at the Health Department, on the door at Los Arcos, etc. Could we do something similar? What about the bulletin boards that are in every pediatrician's exam room? Parent's could see the info about PAT, PUPS or other programs while waiting for the doctor. Could we partner with OB doctors and/or Phelps Health Labor and Delivery and have them share PAT information or include it in the packets of information they send home with every newborn's parents?</p>	<p>It is difficult to get information to patrons/community members that aren't connected to the district in some way.</p>	<p>A two-way communication tool was mentioned a couple of times in the plan. Will this be yet another service to sign up for/create an account with, etc.? As a parent I feel like there are already several of these types of services I have for my kids and the thought of adding yet another to keep track of isn't appealing. I don't, however, know anything about this service so those concerns may not be valid.</p> <p>On a similar note, I've heard several parents mention that the School Messenger notifications can be overkill as they get a text, a phone call, and email, and an app notification all sharing the exact same information every time the district pushes out information. While we want to make sure that information gets to those that need to see it, maybe parents could choose their preferred method of being contacted for updates like school closures, safety situations, etc.?</p> <p>In regard to public perception of spending, etc., maybe some physical signs could be created showcasing projects and what bond/levy/etc. made that possible. For example, I saw a sign on one of the softball fields are Ber Juan that said something along the lines of "Improvements funded by Prop P. Thank you." It was encouraging to see how the Prop P tax increase was being used. I think doing something similar with physical signs and social media posts (as you've been doing with the photos of construction updates) help foster public trust in knowing that the money they are sacrificing via tax increases is being spent in the ways they were advertised in the campaign.</p>
<p>Variety of communication channels providing information to a large segment of the school district. Leadership involvement in the community to build interest and gain support.</p>		<p>Define how success of the plan will be measured.</p>	<p>A portion of the audience will remain apathetic. Lack of interest in student success may result in communication being ignored. This should be only a small percentage but will still be an obstacle. Interruption of technology systems. Time and expense to implement.</p>	
<p>Panel Participants</p>	<p>Role</p>			
<p>Dr. Corey Ray</p>	<p>District Administrator</p>			
<p>Dr. Stephanie Grisham</p>	<p>District Administrator/Parent</p>			
<p>Kayla Capps</p>	<p>Teacher/Parent</p>			
<p>Heather Dablemont</p>	<p>Teacher/Parent</p>			
<p>Rachel White</p>	<p>Parent/Community Member</p>			
<p>Brenda Miller</p>	<p>Community Member</p>			