



Rolla



Public Schools

2024-25 COMMUNICATIONS PLAN



GET IN TOUCH

-  573.458.0100
-  communications@rolla31.org
-  www.rolla31.org
-  @rollapublicschools
-  @rollaschools
-  @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 remain 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
- Non-Profit Organizations (e.g. Food Distribution Partnerships)
- Social Workers, Law Enforcement, & First Responders
- New & Prospective Residents
- Neighboring Districts/ Consortium Schools

Communications Channels



➤ Digital

- ParentSquare - NEW (text, call, email)
- District/Campus Websites & Parent App
- Social Media
- District/Campus Newsletters
- Digital Flyers (Peachjar)
- In-house Email
- Two-Way Communications Tool (App)
- Digital Scoreboards at RHS
- YouTube: Televised Board Meetings and
- Rolla Chamber Guest Blog (Quarterly)
- Radio Broadcasts - Morning Mayor

➤ 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
- District Committee Work

➤ Print

- Phelps County Focus Articles and Submissions
- District Magazine (Annual)
- 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 (ongoing)
- Send monthly staff email/newsletter 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" (2025)
- Work with District Leadership to implement an Attendance Education Campaign. (2024-25)

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

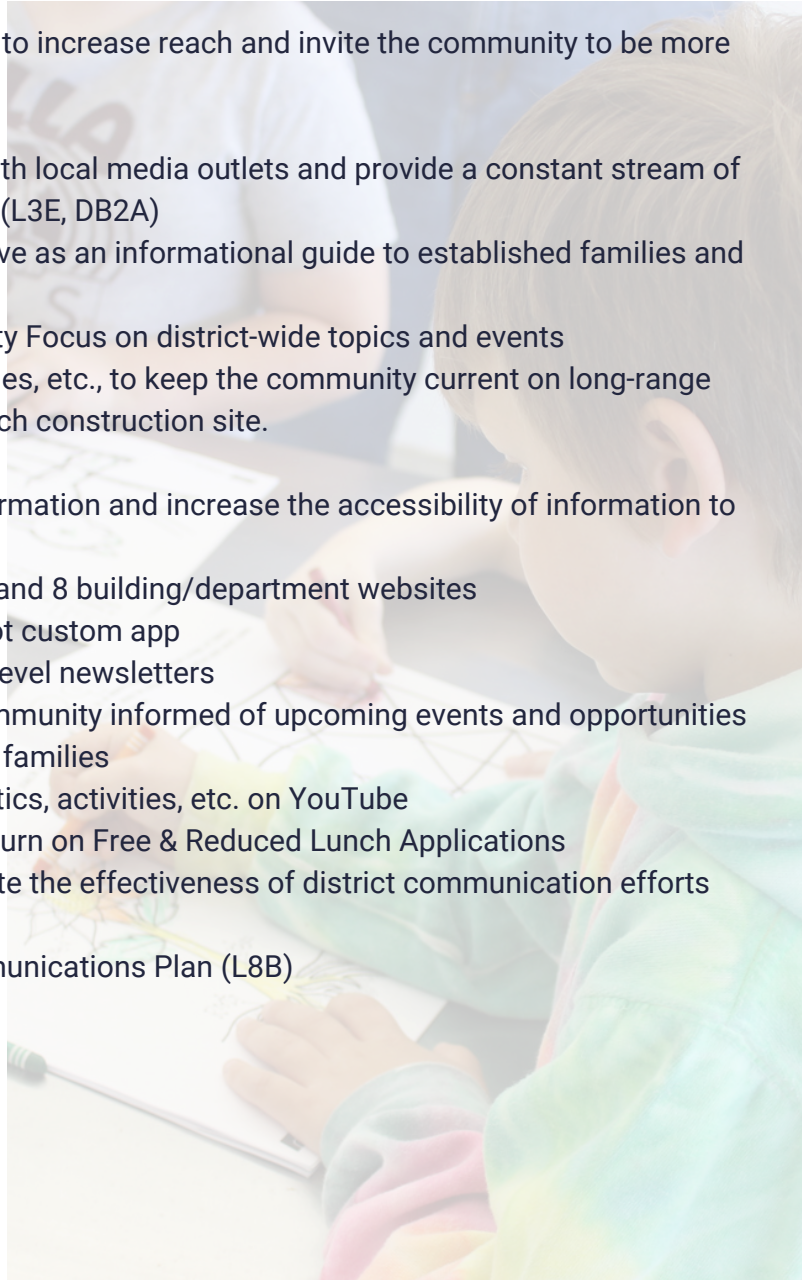
Goal: Build on existing communication efforts with families and the community to enhance more broad-based awareness of the district's strengths among community members who do not regularly come into contact with the district (CC3)

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 (L3E, DB2A)
- 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
- Conduct and analyze surveys to evaluate the effectiveness of district communication efforts (L8A)
- Evaluate and update the District Communications Plan (L8B)



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 (DB3C)
- 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. (DB3C, L9B)
- Coordinate annual "State of the District" report (L3E, DB2A)
- 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
- Conduct both internal and community-wide surveys regarding communications methods and effects (L8B)

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 continue support for Safety Shield crisis communication tool and new two-way communication/chat
- Partner with local law enforcement to provide robust crisis management training opportunities for administrators and staff (L3E, DB2A)

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

- Create a comprehensive guide for all district sponsorships to consistently communicate sponsorship opportunities to district patrons (CC3A)
- 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.

- Provide regular updates on bond construction projects on District channels
- Attend Rolla Chamber of Commerce events and volunteer on committees (L3E, DB2A)
- 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 community connections with the Board of Education

APPENDICES

APPENDIX A: VOLUNTEER REPORT

APPENDIX B: ANALYTICS

APPENDIX C: SPONSORSHIP PACKAGE DRAFT

APPENDIX D: CORE SPONSORSHIP PACKAGE

APPENDIX A

Rolla Public Schools



Building Relationships and Volunteer Opportunities

2023-24 Year End Report

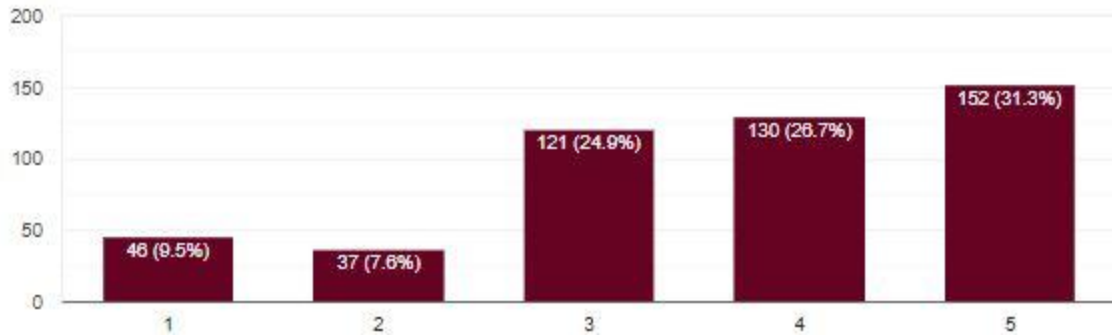
Year	2023-24	2022-23
Number of Registered Volunteers	55	50
Volunteer Hours	1088	986.5
Number of Registered Chaperones	199	142

APPENDIX B: ANALYTICS

28. Effective channels are in place for parents and the community to communicate with the school and provide input when needed.



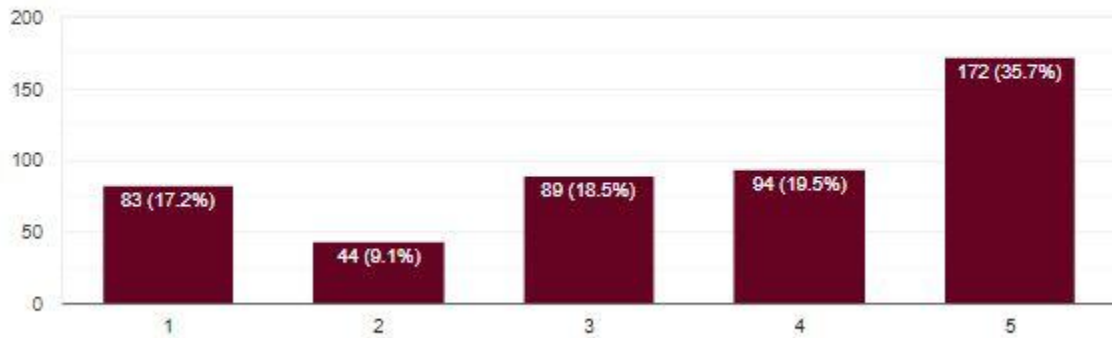
486 responses



17. I am aware there are programs available for the birth through pre-kindergarten population.



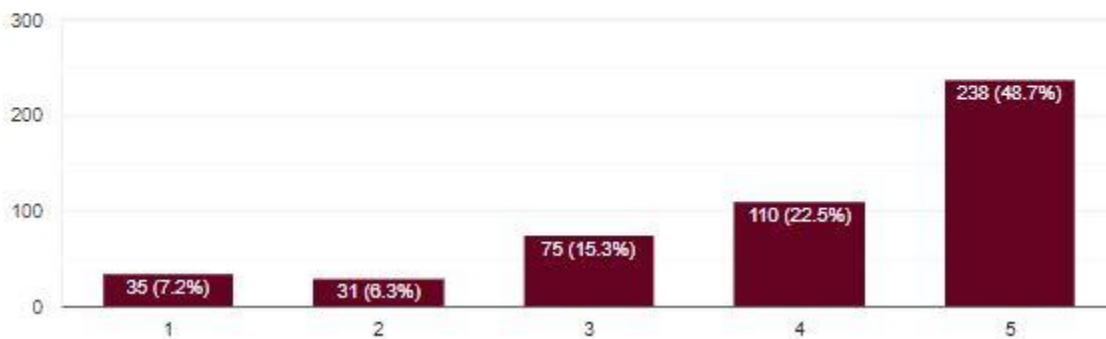
482 responses



12. I know who to contact or where to find contact information if I have questions or concerns about safety at my child's school.



489 responses

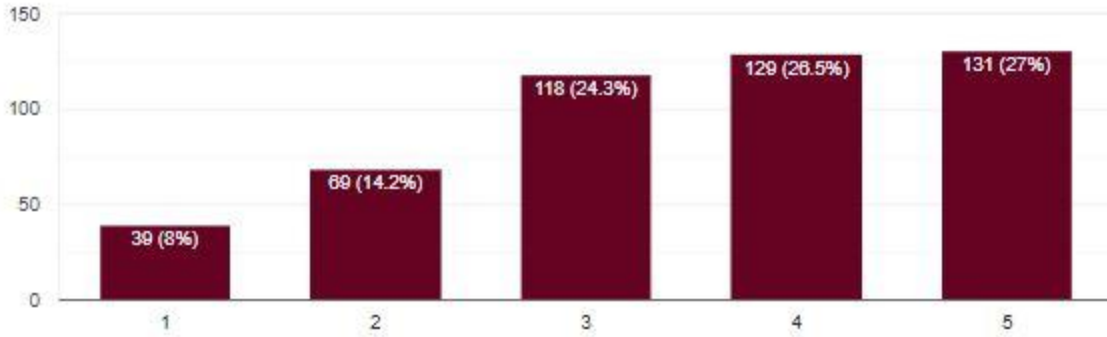


APPENDIX B: ANALYTICS

10. I receive communication about the school system's progress toward meeting its goals.



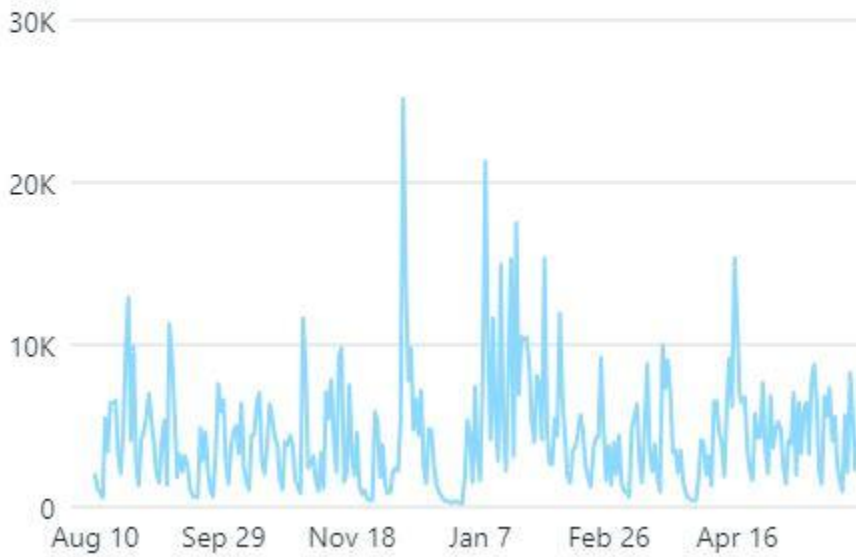
486 responses



Reach

Facebook reach ⓘ

281.2K ↓ 2.2%

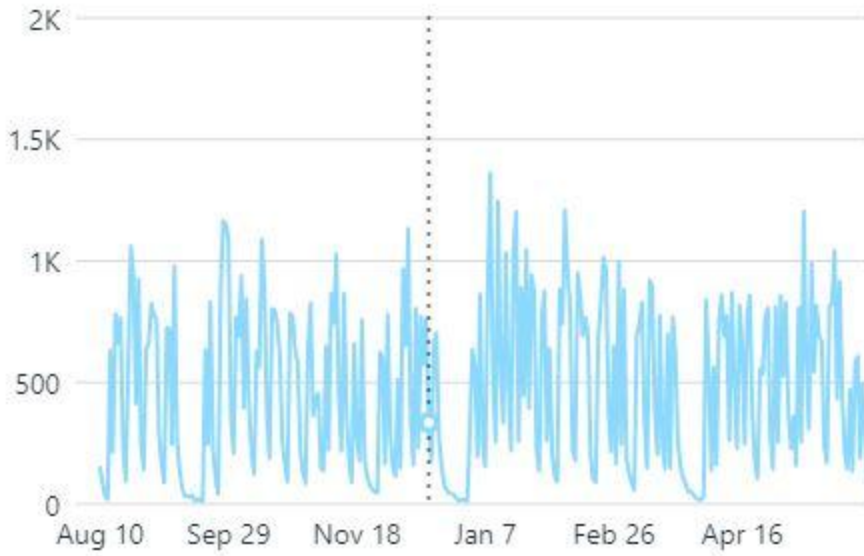


APPENDIX B: ANALYTICS

Export

Instagram reach ⓘ

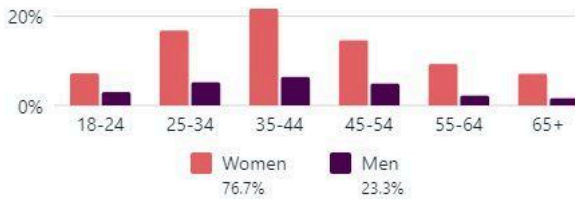
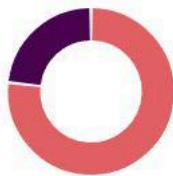
8.4K ↓ 29%



Facebook followers ⓘ

8,875

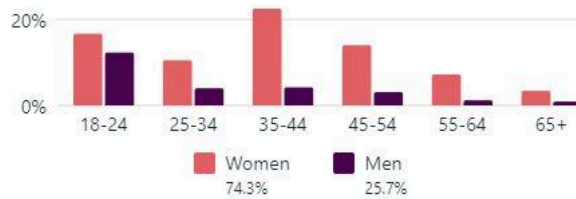
Age & gender ⓘ



Instagram followers ⓘ

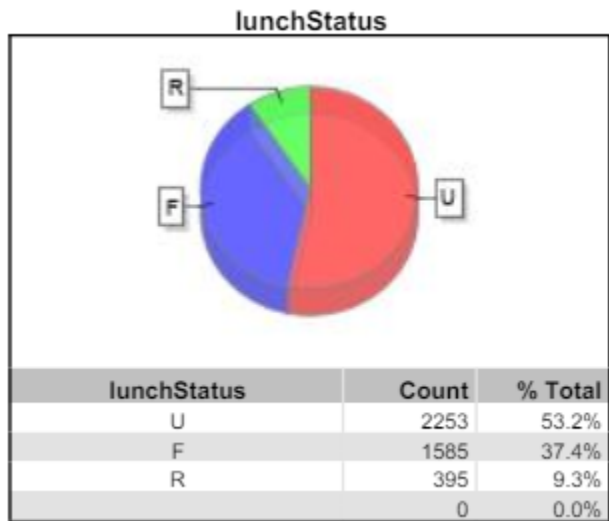
2,826

Age & gender ⓘ



APPENDIX B: ANALYTICS

Free & Reduced Lunch Application Data



22-23

	F	R
Count of LunchStatus	1721	376

21-22

	F	R
Count of LunchStatus	1201	84

APPENDIX B: ANALYTICS

GOOGLE ALERTS:

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 2023-24

Start Date:	<input type="text" value="01 August, 2023"/>	
End Date:	<input type="text" value="05 June, 2024"/>	

Navigation:   of 2 ?    Find | Next 

Popular Search Phrases

Query	Number of Times
summer school	177
CSIP	150
salary schedule	120
lunch	97
RMS staff calendar	75
Calendar	69
library	60
jobs	57
student handbook	54
Employment	51



2024-25 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!



730+
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.

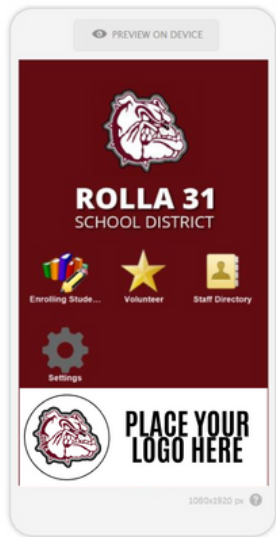


STAFF NEWSLETTER

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

Purchase a branded windscreen for the fence at the baseball (RHS) or softball (RMS) complexes.(cost)

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 activities office for prices and availability.



PLATINUM SPONSOR

\$10,000

- 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

- Legacy Wall Engraved Plaques
 - Platinum (11x17 in): \$5,000
 - Gold (8x12 in): \$2,000
 - Bronze (5x7): \$750

BAND SPONSORSHIPS

- Sponsor equipment, uniforms, and other one-time purchases
- 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 (\$250)



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

2024-25

Sponsorship Opportunities

Be a **CORE** Champion

Support local schools
through the Rolla Public
Schools Foundation



CORE, The Rolla Public Schools Foundation is a 501(c)3, not-for-profit organization.

core@rolla31.org

www.rolla31.org/community/core

P.O Box 1204 | Rolla, MO | 65402

573.458.0100 extension 11108

EIN: 43-1570640



THE CORE MISSION & VISION



WHO WE ARE

"Enriching the lives of Rolla Public Schools children through the generosity of the community."

In order to encourage the highest educational standards in the Rolla Public Schools and to increase community pride in those schools, the RPS Foundation (Champions of Rolla Education-CORE) is established to provide financial support and enrichment programs and activities where no other source of funding is available.

OUR FOCUS

Community commitment, support and pride - a concerted effort by a community that cares - that's CORE, or Champions of Rolla Education. Established in 1991, CORE is a community based, non-profit corporation which provides financial support for enrichment programs and activities in the Rolla School District. CORE exists and is able to bolster local students, teachers and school staff because of generous community leaders like you. Since its inception, CORE has provided financial support across the district in many ways. CORE also receives and administers gifts and bequests which benefit the students and teachers of the Rolla School District. Thank you for being a CORE Champion!

LEVELS OF GIVING

DECIDE WHERE TO FOCUS YOUR CONTRIBUTIONS

LEGACY (\$25,000 and up)

VISIONARY (\$10,000-\$24,999)

CHAMPION (\$5,000-\$9,999)

AMBASSADOR (\$2,500-\$4999)

INNOVATOR (\$1,000-2,499)

BULLDOG PRIDE (\$250-\$999)

Your level of giving is recognized based on the events and efforts you choose to support on the following pages.



**TEACHER APPRECIATION | STUDENTS WITH PRIDE
BULLDOG PRIDE NIGHT | CORE HONORS LUNCHEON
ENRICHMENT ACTIVITIES | FIELD TRIPS
STUDENT NEEDS | FUNDRAISING | AWARDS
SCHOLARSHIP MANAGEMENT | COMMUNITY GIFTS**

OUR PROGRAMS

APPLYING YOUR CONTRIBUTIONS ACROSS THE DISTRICT

STUDENT NEEDS FUND

This fund was established to help students that have a personal need that impacts school activities or their ability to participate in the classroom. Examples of needs met are dentist and optometry visits, funds for activity fees, clothing and backpacks for students, and unpaid lunch balances.

TEACHING AND LEARNING GRANTS

The Teaching and Learning Grant program features a way for teachers to write grants to the Foundation requesting funds for projects that expand educational opportunities for students beyond the regular classroom experience. Through this program, CORE is able to provide funding for field trips, robotics equipment, and other items that may not otherwise be available.

SCHOLARSHIP MANAGEMENT

CORE manages many scholarships that are awarded to graduating high school students based on various criteria. Scholarships can be specific in nature and the criteria can be set by the donor. Contact us to learn more about establishing a scholarship or memorial fund to benefit a graduating senior.

STAFF AWARDS

Through peer nominations, CORE recognizes outstanding work through our awards program. Both certified (teaching) and support staff members are included.



EVENTS

SPONSORSHIP AND PARTICIPATION ALLOW US TO GROW YOUR CONTRIBUTIONS



ANNUAL HONORS BANQUET

In November, the CORE Board of Directors organizes a banquet in recognition of all sophomores, juniors, and seniors who have achieved a GPA of 3.5 or higher
Average attendance for this event is 350 (parents and students)

PRESENTING SPONSOR - \$2000 (1 AVAILABLE)

- Large logo display at head table and on presentation screens
- Large logo on printed table place settings
- 3 minute welcome speech (optional) or opening remarks mentions
- Front page program recognition
- 2 tickets to attend banquet

TOP OF THE CLASS - \$500 (10 AVAILABLE)

- Program recognition
- Opening remarks mentions
- 2 tickets to attend banquet

QUARTERLY LUNCHEONS (3 AVAILABLE)



Luncheons are held 3 times each year at Rolla High School in recognition of all sophomores, juniors, and seniors who have achieved a GPA of 3.5 or higher. The sponsor provides the meal with the option to grill, cater, or purchase from the RPS cafeteria.

THE MAROON & GRAY SOIREE (SEPT 28, 2024)

PRESENTING SPONSOR - \$5,000 (1 AVAILABLE)

- Includes 8 tickets - VIP table reservation
- Opening toast and multiple stage mentions
- Large event entrance signage
- Signage at each table
- Featured social media posts

ENTERTAINMENT SPONSOR - \$2,000 (1 AVAILABLE)

- Includes 4 tickets
- Signage at the event
- Opening toast and stage mentions
- Featured social media post

DINNER SPONSOR - \$1,500 (1 AVAILABLE)

- Large signage at the event
- Opening toast mentions
- Featured social media post

SPECIALTY DRINK & DESSERT SPONSORS - \$500 (3 AVAILABLE)

- Large signage at the event
- Opening toast mentions
- Featured social media post

VIP TABLE SPONSOR - \$1,000

- Includes 8 tickets
- Reserved seating
- 2 Drink tickets per guest
- Signage at the event
- Featured social media post

SUPPORTING SPONSOR - \$250

- Signage at the event
- Stage mentions
- Featured social media post



ANNUAL GOLF TOURNAMENT (AUG 2025)

PRESENTING SPONSOR - \$3,000 (1 AVAILABLE)

- Includes team of 4
- Hole sponsorship
- Name/logo on featured promotional item (hat, t-shirt, etc.)
- Logo/Name on all promotional materials
- Item in swag bag
- Welcome players/opening remarks

DRINK CART/STATION SPONSOR - \$500 (4 AVAILABLE)

- Hole sponsorship
- Name/logo on all printed and digital promotions
- Item in swag bag
- Sponsor can ride on cart

LUNCH SPONSOR - \$2,000 (1 AVAILABLE)

- Option to cook/cater/serve lunch
- Hole sponsorship
- Item in swag bag
- Name on promotional materials

HOLE SPONSOR - \$250 (18 AVAILABLE)

- Signage at hole
- Table at hole (optional)
- Item in swagbag
- Name/logo on promotional materials



YOUR CUSTOMIZED SPONSORSHIP

BUILD A FOUNDATION GIFT THAT REFLECTS THE VALUES OF YOUR ORGANIZATION

I would like to sponsor the following events and programs:

- TEACHING AND LEARNING GRANTS** for \$ _____
- STUDENT NEEDS FUND** for \$ _____
- STAFF AWARDS FUND** for \$ _____

- ANNUAL HONORS BANQUET** AT _____ LEVEL
- QUARTERLY LUNCHEONS** AT _____ LEVEL
- ANNUAL GOLF TOURNAMENT** AT _____ LEVEL
- THE MAROON & GREY SOIREE** AT _____ LEVEL
- UNDESIGNATED GIFT OF \$** _____

Organization: _____ **Contact Person:** _____

Address: _____

Phone Number: _____

Email: _____

Please call 573-458-0100 xt. 1108 or email core@rolla31.org for more information.



Thank you for supporting CORE; The Rolla Public Schools Foundation!