



SEPTEMBER **COMMUNICATIONS** **REPORT**

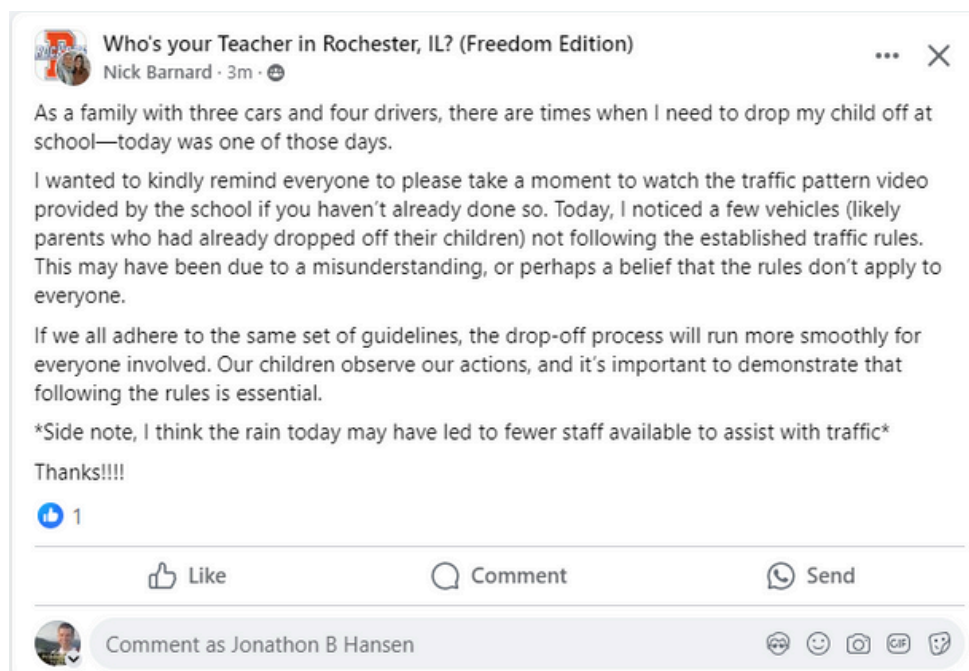
Prepared For :
Rochester Board of Education

TRANSPORTATION COMMUNICATION

Prior to the beginning of the school year we released several communications about traffic and transportation surrounding The School Improvement Project. These included a map, explanation, and video. These comms were sent out on a schedule before the start of the school year. I'm happy to announce that the communications were very well received and understood.

If you haven't done so already, you can view the videos here: [High School](#) and [Junior High](#). As a result of the videos traffic issues on the first day were minimal with several administrators saying it may be the best 1st day they've ever seen.

I also wanted to show the effectiveness of these communications by reactions and comments coming from the community.



This is just one example of many encouraging messages of the community urging each other to follow the video guidelines

CRISIS COMMUNICATION

On Thursday, September 12th the Rochester HS and Junior High School went on a soft lockdown after a student found a suspicious object that resembled a bullet. After working with police it was determined that it was not a bullet but a tool and there was not a threat to our schools or community.

Communication in these situations is a critical part of any situation no matter if there is an actual threat or not. In this situation, we worked closely with the police before putting out communication to the community so we didn't foster fear or rumors. Part of the issue we encountered with communication was families not understanding the difference between a soft and a hard lockdown.

An internet search explains the difference with the following:

"The main difference between a soft lockdown and a hard lockdown is the level of threat to students and staff:

- Soft lockdown: Used when there is no imminent threat to the school, such as a nearby law enforcement emergency, a disturbance outside, or a student search. During a soft lockdown, students and teachers may be allowed to move around the school, but not leave. Classes may continue, and teachers may lock their doors and continue teaching.
- Hard lockdown: Used when there is an imminent threat to the school, such as an active shooter or a weapon found on school grounds. During a hard lockdown, students and staff are required to remain in locked classrooms and not move. Additional precautions may be taken, such as avoiding windows and doors, and waiting for rescue."

A key point to these explanations is the fact that they are explanations. Currently, we are undergoing strategic planning and a core pillar of the plan is communications. The development of a communication plan and crisis communication plan is underway and will be a vital tool to help the district and families in these types of situations. It will give more understanding to families on how the district will communicate and when.

Likewise it will give administration a guide for how and what they need to communicate to families in the event of an actual crisis on any of our campuses.

MEDIA COVERAGE

Back to School

<https://newschannel20.com/features/mommy-matters/its-new-for-everyone-navigating-the-first-days-of-kindergarten#>

School Bus Driver Shortage

<https://newschannel20.com/news/local/rochester-school-district-offers-more-incentives-to-combat-bus-driver-shortages#>

School Bus Driver Shortage

https://www.wandtv.com/news/central-illinois-school-districts-facing-bus-driver-shortage/article_6679a88c-5f36-11ef-9a78-3bdbea2bdaad.html

Back to School Supply Cost

https://newschannel20.com/news/local/families-and-teachers-feel-the-impact-of-rising-school-supplies-costs?fbclid=IwY2xjawEy6SFleHRuA2FlbQlXMAABHXxf-ioh1oELR8dWDijldeiWrtWPprclwxc3Z-fwbsdOe2-tL_T2E5OoA_aem_FzXvU2n-i661PFdydpwmJg

Hot Weather Forces Teams to Adapt

https://newschannel20.com/sports/content/hot-weather-forces-teams-to-adapt?fbclid=IwY2xjawE8bqhleHRuA2FlbQlXMQABHZ4FyVP6v0Eb9XbCTjO1I-iZcud-2KxdjQ0KWvrjfbI2teE_nJJ4K7PoBw_aem_H4YgdWYD6V1h-EMf5RKroA

School Safety Drills

https://newschannel20.com/news/local/the-rochester-police-department-partners-with-local-district-for-school-safety?fbclid=IwY2xjawFFav5leHRuA2FlbQlXMQABHSNO9HE43aSTGdYb-ARw2k8rUdGLhA_1L3n0M9jAL68tdnhl_XEZJ5aE2g_aem_1-8G_RdK6nXtk4pL45KmRw#