



# **MARCH** **COMMUNICATIONS** **REPORT**

**Prepared For :**  
Rochester Board of Education

# Branding



ORANG: PMS 1655  
CMYK 0/80/100/0  
RGB255/95/5  
HEX#FF5F0F



Blue: 2767  
CMYK 100/90/10/50  
RGB19/41/75  
HEX #13294B

**Font: Winner  
Condensed Bold**

**ROCKETS**

Winner Condensed Bold

Original Logo Type

# Social Media Impact

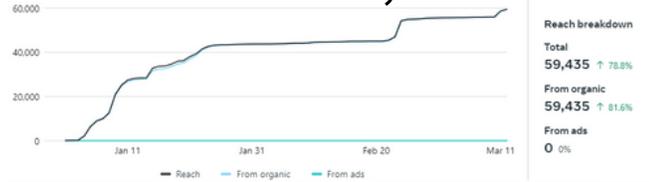


## District Facebook Page

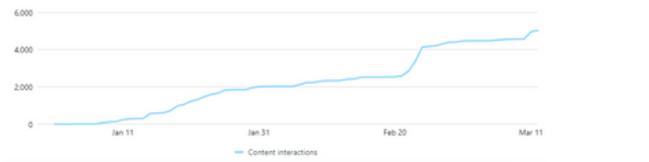
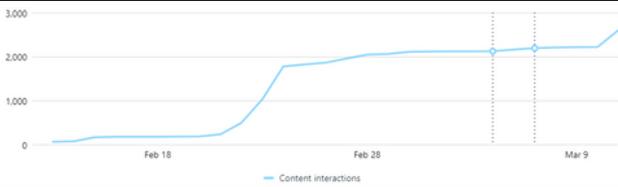
February 13- March 11

Since Jan. 1, 2024

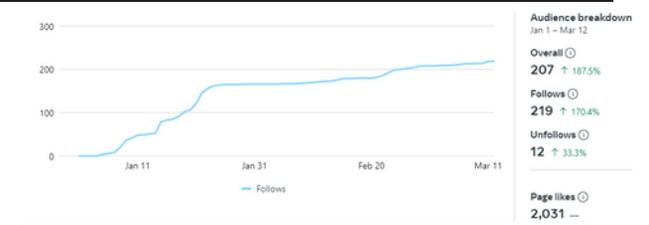
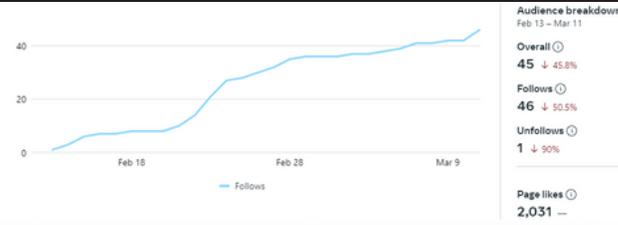
Reach



Followers



Content Interactions

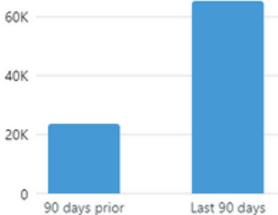


### Reach

#### Post reach

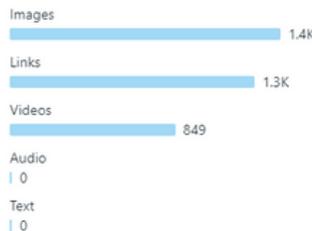
65.4K ↑ 175.9%

Total from last 90 days vs 90 days prior



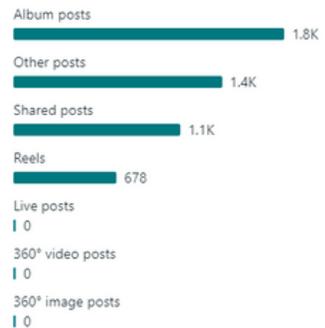
#### Median post reach per media type

For posts created in the last 90 days



#### Median post reach per content format

For posts created in the last 90 days

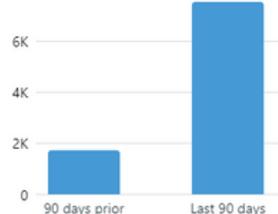


### Engagement

#### Post reactions, comments and shares

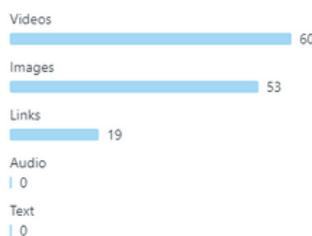
7.5K ↑ 335.7%

Total from last 90 days vs 90 days prior



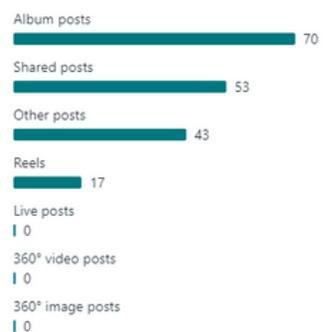
#### Median post reactions, comments and shares per media type

For posts created in the last 90 days



#### Median post reactions, comments and shares per content format

For posts created in the last 90 days



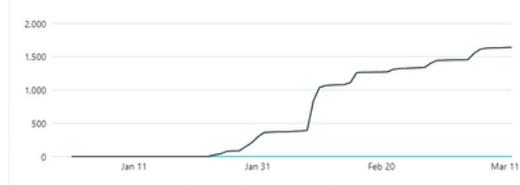


# District Instagram Page

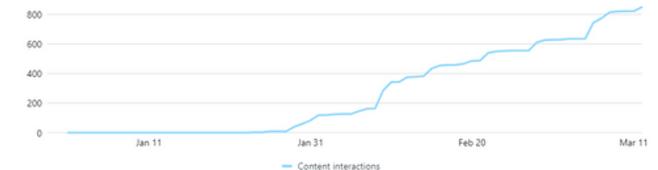
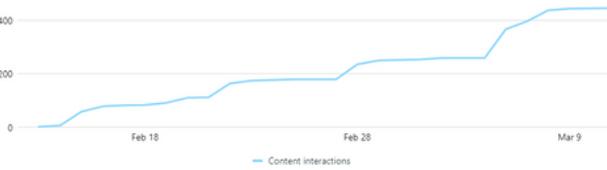
## February 13- March 11

## Since Jan. 1, 2024

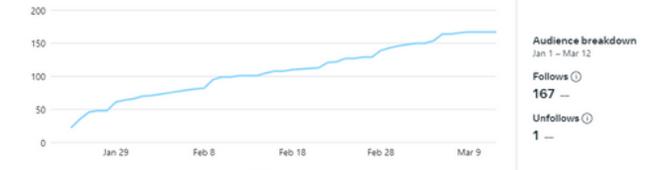
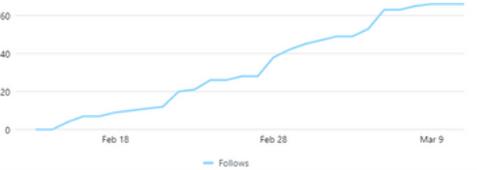
### Reach



### Content Interactions



### Followers



### Content overview

Explore noteworthy trends from the content you recently created and shared.

Facebook posts Facebook stories Instagram posts Instagram stories

#### Reach

Post reach ⓘ

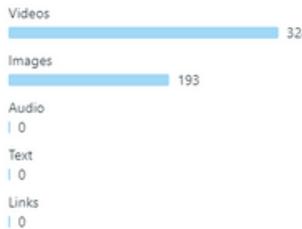
## 1.6K

Total from last 90 days vs 90 days prior



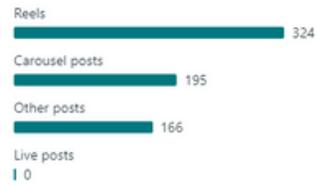
#### Median post reach per media type ⓘ

For posts created in the last 90 days



#### Median post reach per content format ⓘ

For posts created in the last 90 days



#### Engagement

Post likes, comments and shares ⓘ

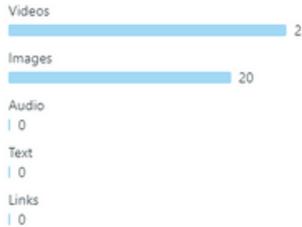
## 822

Total from last 90 days vs 90 days prior



#### Median post likes, comments and shares per media type ⓘ

For posts created in the last 90 days



#### Median post likes, comments and shares per content format ⓘ

For posts created in the last 90 days



# Stay Interviews

We launched our pilot and test group for our stay interviews and are already receiving valuable information. We first ran the interview through our admins to get critiques and to catch any errors. Once that was complete we created a random sampling of staff members to roll it out to.

Initial results show that 35 participants participated in the process. Based on the feedback from those participants we are already launching an initiative to make admins more visible. Dan and Jon are working on a program to visit classrooms hear from teachers and see conditions in classrooms.

Initial Summary from the limited pool:

The responses suggest a variety of ways to improve staff morale and make teachers feel more valued. These include allowing sick days to be converted into personal days, increasing staff recognition through social media spotlights, and providing more administrative support in classrooms. Respondents also suggested the return of Building Leadership Team (BLT) committees, regular check-ins, and increased visibility from district office staff. Monetary recognition, such as pay raises and paid leadership positions, were also mentioned. Other suggestions included more transparency in decision-making, regular communication, and the opportunity for teachers to have a say in professional development opportunities. The importance of positive recognition, appreciation, and a sense of belonging was a recurring theme throughout the responses.

# A Second with the Super

With recent announcements including the bonus and raise for employees, we've launched interview videos with Superintendent Cox. Employees had expressed visibility concerns and desires to hear directly from the superintendent.

This personal touch of delivering updates and messages was received with exceptional feedback. After the first video we had several employees express gratitude for the video message.

We're also continuing to improve and develop these messages and interviews. We are creating a time frame for frequency and content for them. This will again, address concerns about visibility and increase transparency at the district level and increase internal communications.

**You can view it here**

**<https://www.youtube.com/watch?v=iDYPW-p4v-0>**

# In the Media

WCIA: Central Illinois superintendent of school, child tax credit advocates react to proposed early childhood budget investments

<https://www.wcia.com/illinois-capitol-news/central-illinois-superintendent-of-school-child-tax-credit-advocates-react-to-proposed-early-childhood-budget-investments/>

## Other Interviews

(These stories have not run yet)

New York Times: Chronic Absenteeism,  
Sarah Mervosh/Reporter

SJ-R: Teacher Prep-time legislation

WICS: School closing. We offered a brief comment but were not used in the story.

# District Highlights



**Registration**

Website for registration  
<https://forms.gle/p1rBCMnQx3kDmz6k7>

**Blastoff Kids Academy**  
 A Structured and Enriching Program for Academic Support and Fun

**Requirements to be Considered**

1. Must live in Rochester CUSD 3A boundaries.
2. Must be enrolled at Rochester CUSD 3A.
3. Must be between age 3 and 12.

Families with multiple children enrolled receive a 10% discount for each additional child.

\*Late pick-up after 5:00 will result in a \$15 charge for every five minutes up to 15 minutes late.

\*Parents are required to give one week's notice before dropping the service or to change the days that the student attends.

\*Part-time care must be on consistent days each week.

Rochester  
Blastoff Kids Academy



Questions about Blastoff Kids Academy should be directed to:

Director Jennifer Shaw  
 217-498-6210 ext 61523  
[jshaw@rochester3a.net](mailto:jshaw@rochester3a.net)

Sloane Huddleston  
 Assistant to the Director  
 217-498-6210 ext 61522  
[shuddleston@rochester3a.net](mailto:shuddleston@rochester3a.net)





**Blastoff Kids Academy**  
 Rochester  
 CUSD # 3A

It's a great day to be a Rocket!

[www.rochester3a.net](http://www.rochester3a.net) 217-498-6210



**Sample After-School Schedule**

<p><b>3:30 - 3:45 pm:</b> Arrival &amp; Snack Time Students sign in as they arrive, snack provided</p> <p><b>3:45 - 4:15 pm:</b> Homework &amp; Study Session/Free Play Time Designated quiet study area, homework assistance. Students without homework engage in free play.</p>	<p><b>4:15 - 5:00 pm:</b> Enrichment Activities Rotate through various activities such as arts and crafts, science experiments, free play, and educational games.</p> <p>Parents sign students out when picking them up.</p>
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**Spring/Summer/Winter Break Schedule**

<p>7:30 am or later: Parent sign in/ Student Arrival &amp; Free play 8 - 9 am: Free Play &amp; Snack 9 - 11 am: Activity rotation which can include teacher enrichment, crafts, sports, outside activities, games, science, tech, etc.</p>	<p>11:30 - 12:15 pm: Lunch 12:15 PM - 2:15 pm: Activity rotation, nap for Pre-K students 2:15 - 3:30 pm: Snack, outside play and free play 3:30 - 5 pm: Activity Rotation Parent sign out/student pickup</p>
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**Program Pricing**  
\*Rates include snack!

<p><b>After School</b></p> <ul style="list-style-type: none"> <li>*Part Time: \$24 per week</li> <li>*Full-Time: \$68 per week</li> </ul>	<p><b>Part-Time: 1-2 Days</b></p> <ul style="list-style-type: none"> <li>*Part Time: \$75 per week</li> <li>*Full-Time: \$150 per week</li> </ul>
<p><b>Spring/Summer Break</b></p> <ul style="list-style-type: none"> <li>*Part Time: \$75 per week</li> <li>*Full-Time: \$150 per week</li> </ul>	<p><b>Winter Break</b></p> <ul style="list-style-type: none"> <li>\$180 for six days</li> </ul>
<p><b>Teacher Institute Day Care</b></p> <ul style="list-style-type: none"> <li>\$30 per day</li> </ul>	



**Our Facilities**

**Academic Support**  
*Homework Assistance:* Children receive dedicated time and support to complete homework and assignments.  
*Educational Enrichment:* Engaging activities & programs designed to enhance academic skills.

**Holistic Development**  
*Social Skills:* Interaction with peers in a structured environment promotes teamwork, communication, & interpersonal skills  
*Emotional Growth:* Programs encourage self-expression & emotional well-being.

**Enriching Activities**  
*STEM Programs:* Exposure to science, technology, engineering, & math.  
*Field Trips:* Educational outings enhance learning experiences & broaden perspectives.

**Physical Fitness**  
*Outdoor Activities:* Spending time in nature to contribute to overall well-being.  
*Team Sports:* Engagement in group sports fosters teamwork, coordination, & physical fitness.

**Nutritional Support**  
*Balanced Meals:* Provisions of nutritious snacks to support physical health and energy levels of the children.

Blastoff Learning Academy aims to provide a comprehensive and enriching experience that supports the overall growth and development of each child in a fun and engaging manner.

## About our classrooms

Each class is a blend of at-risk, special education, and/or tuition-based students.

**Special Education:** Students who are eligible for special ed services receive half-day pre-k at no charge. Eligible students receive discount for full-day pre-k. Qualification is based on evaluation.

**Smart Start At-Risk:** Students can be considered at risk due to socioeconomic factors or other environmental circumstances that place them at risk. These students receive half-day pre-k at no charge.

**Tuition-Based:** Any child can receive pre-k services without having risk factors. However, these families are required to pay tuition & fees.

### Requirements for all students

1. Must live in Rochester CUSD #3A boundaries.
2. Must be at least 3 years old.
3. Must be under the age of 5 on or before September 1st.

## Registration



<https://forms.gle/Cstc8gT956bL2z1A8>



Questions about Rochester CUSD 3A Prekindergarten should be directed to:  
**Jennifer Shaw**  
 Director of Special Education and Prekindergarten  
 217-498-6210 ext 61523  
 jshaw@rochester3a.net

**Sloane Huddleston**  
 Assistant to the Director  
 217-498-6210 ext. 61522  
 shuddleston@rochester3a.net



**ROCHESTER CUSD #3A**  
 IT'S A GREAT DAY TO BE A ROCKET!



# Pre-K

[www.rochester3a.net/o/res](http://www.rochester3a.net/o/res)



## Why Rochester?

Participating in Rochester's prekindergarten program can offer a range of benefits for your child, contributing to their cognitive, social, emotional, and physical development.

### Creativity & Imagination

- Teaching creative expression through art, music, and imaginative play.
- Utilizing natural curiosity to help children explore and ask questions.

### Early Exposure to Diversity

- Teaching cultural awareness for diverse groups.
- Helping children appreciate differences and develop empathy.

### Parental involvement

- Fostering parent-teacher partnerships through regular communication.
- Parents receive progress updates about child's development and areas of focus.



### Communication Skills

- Teaching listening skills and encouraging verbal communication.
- Utilize storytelling and vocab building activities.

### Social Skills

- We help children learn how to interact with peers, sharing, taking turns, and other essential social skills.
- Prioritizing conflict resolution while promoting problem solving and cooperation.

### Emotional Development

- Preschool helps children learn to manage emotions and develop self control.
- Activities encourage autonomy and help develop independence.

### Fine & Gross Motor Skills

- Age-appropriate activities & play to develop fine and gross motor skills.
- Activities like art and play to enhance hand-eye coordination.

### Love for Learning

- Providing positive experiences establishing a love of learning.
- Preschool sparks curiosity!

## Tuition

### Structure

**Annual Fee:** \$50 due with registration.

**Half-day tuition:** \$300 per month. Includes transportation to and from school. Includes 1 snack.

**Full-day tuition:** \$600 per month. Includes transportation to and from school. Includes 2 snacks but lunch & breakfast need to be purchased or supplied by family.

A deposit of 1st month's tuition is due by July 31st. Fees are due on the 15th of each month.

Check or cash in an envelope can be dropped at the district office in a drop box outside office doors or at your child's school. Make checks payable to Rochester CUSD 3A.

\*\*Tuition does not include fees for summer Blast Off Learning Academy.  
 \*\*Families with multiple children enrolled receive a 10% discount for each additional child.

## Presenting at IASB Lincoln Division meeting



Jon and Dan presented at the Illinois Association of School Boards Lincoln Division meeting. They trained on the importance of communications, identifying your key audience, and “Just starting.”

The boys basketball team made headlines for bringing home the first regional championship trophy since 2005



The boys basketball team made headlines for bringing home the first regional championship trophy since 2005

# Showing Support



