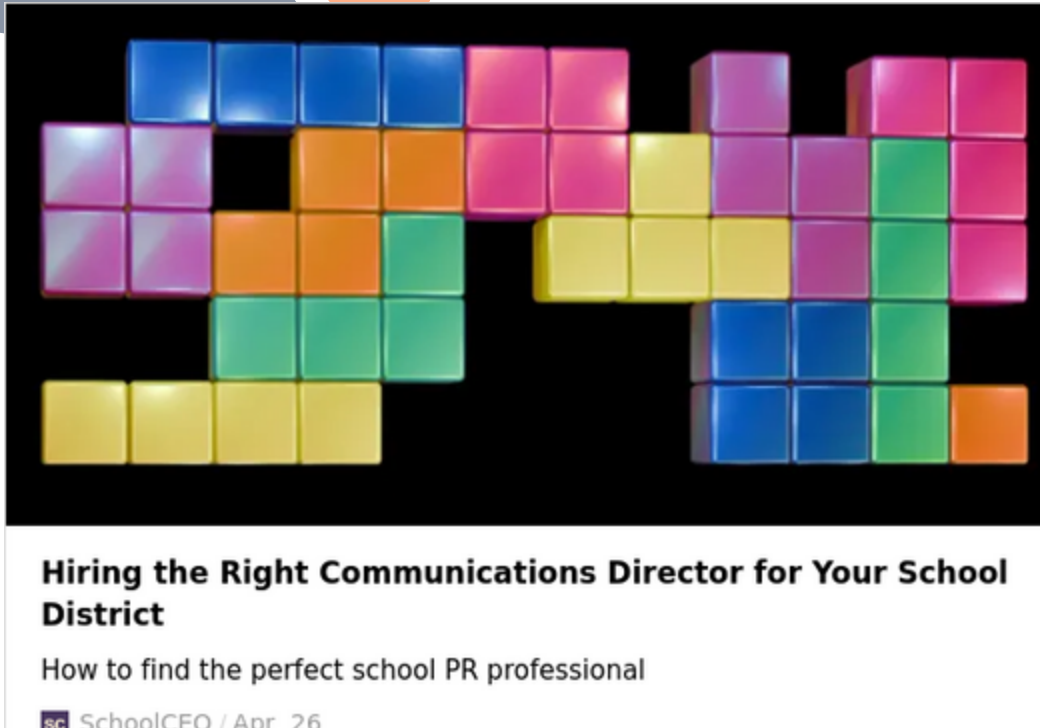




# **MAY** **COMMUNICATIONS** **REPORT**

**Prepared For :**  
Rochester Board of Education

# School CEO



An article in the spring 2024 edition of SchoolCEO highlights Rochester CUSD #3A. The article is focused on helping school districts hire a communications director. Corey Whaley interviewed Mr. Cox and featured him for a large portion of the article and the process of hiring Mr. Hansen.

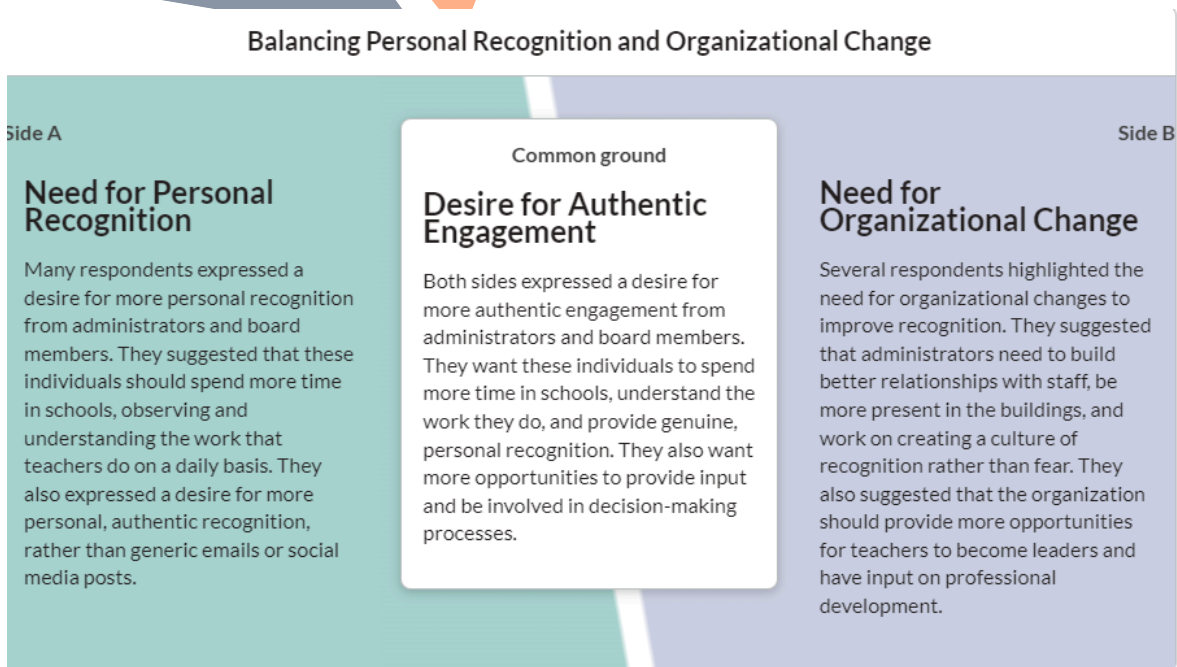
# ROCHESTER RANKED #2 BEST HIGH SCHOOL IN SPRINGFIELD AREA

The U.S. News & World Report ‘Best High School’ rankings named Rochester High School the #2 Best High School in the Springfield metro area. The report also named the school the 152nd best in the state of Illinois.

This notable achievement reflects the school and district’s commitment to academic excellence and student success.



# Stay Interviews



The district launched its 2nd and final pilot of the stay interview process. This 2nd iteration highlighted a different feature called “Deep Dive.” This feature allows interviewees to give more feedback about why they may or may not feel valued in the district.

This will enable the district to see areas of strength and make them stronger. It will also enable us to see those areas that need to be focused on and improved.

Because of the “Deep Dive” feature, this 2nd pilot provides a balance of insights that the district can gain.

We plan to launch the stay interviews districtwide at the beginning of the 2024-2025 school year.

# District Brand/Image

This month we published two videos highlighting students and staff. These were exceptionally well received on social media and helped to build brand identity and presence.

Prom Video [Here](#)

Teacher Appreciation Video [Here](#)



We also had a considerable shout out from the Illinois Lt. Governor Julianna Stratton. Stratton posted a picture of her with some of our EC-1 students and staff from her visit alongside the Governor.



WICS: High School Rankings article written in direct response to press release.

SJ-R: High School Rankings

## District Highlight

Teachers and administrators rallied around South East High School after one of their students was killed. Several staff members visited the school on May 3rd to serve their staff members breakfast and show support during this difficult time.

