



DECEMBER **COMMUNICATIONS** **REPORT**

Prepared For :
Rochester Board of Education



This month I launched a new campaign called “Around Rochester” which gives families and the community insight into our schools. This initiative will focus on our student experience as well as how our staff are helping them be prepared for the future.

The first interview involved a 1st grader talking about the fun things happening in her school ahead of thanksgiving.

The 2nd interview involved a 2-3 student talking about her holiday and what she is learning in her class. She also highlighted her teacher and the outstanding work that she is doing.

I also created a video highlighting Mrs. Bartolozzi and how she is incorporating coding into her teaching to help students be prepared for the future.

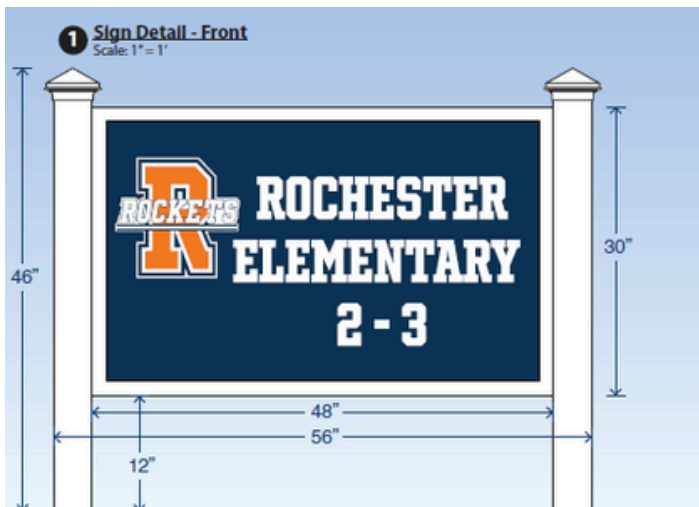
This is just the beginning and will be an ongoing thing to bring attention and highlight what makes our schools stand apart.

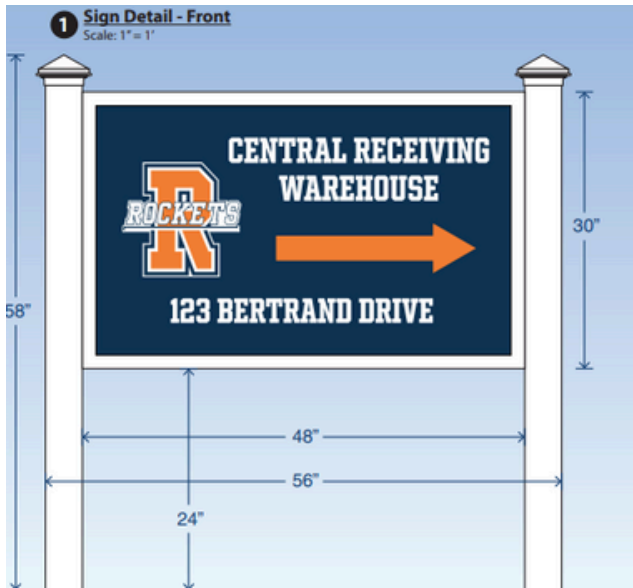
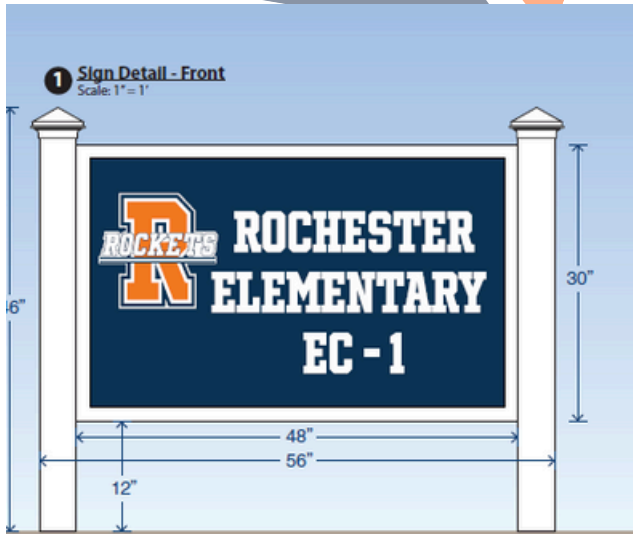
IMPROVING OUR SCHOOL IMAGE

Signage for several of our buildings has been an ongoing concern. Rochester Elementary EC-1 currently has a worn-out vinyl banner, while Rochester Elementary 2-3 and the district warehouse lack any street-level signage.

After consulting with building principals and the Director of Operations, I developed a plan for new signs that will be created in partnership with Ace Signs. These signs will be strategically placed at headlight level along Bertrand Drive, ensuring clear visibility for all our families and visitors.

The designs incorporate our updated brand colors and logo, creating a cohesive and professional look across our campus. This improvement will not only enhance our campus image but also ensure consistency with our district's branding, making it easier for families and guests to navigate our schools.





PREPARING FOR WINTER

This infographic was created and shared with our community to help prepare for the coldest temperatures of the school year. It addresses some of the most common questions our schools receive during the winter months, such as weather-related closures, transportation concerns, and tips for keeping students safe and warm.

This resource serves as a vital tool to keep families informed, ensuring everyone is prepared and aware of the district's procedures during extreme weather. By staying connected and proactive, we can work together to prioritize the safety and well-being of our students and staff throughout the winter season.

Likewise a press release was sent out to local media outlets about our winter weather guidelines. That press release resulted in positive coverage for the district as it started to face its first round of snowy weather.



Rochester Schools Winter Weather Q & A

Meteorologist Darren Leeds
17h · 🌐

Thursday morning temperatures will fall into the lower teens. Some areas may even drop as low as 9-10°. With the gusty winds, we'll see the season's coldest wind chill values so far.

WHEN IS IT TOO COLD FOR SCHOOL?

When temperatures reach **-20** degrees with or without windchill, school officials consider closure. If temperatures remain at or below **-20** during travel hours and throughout the day, school closures are likely to happen.

WHEN ARE CLOSURE ANNOUNCEMENTS MADE?

If conditions are known the night before, announcements will be made by 9 pm. If a winter storm moves in overnight District Admin are up driving bus routes at 3:30 am. If conditions are bad announcements will be made between 5:30 - 6:00 am.

WHERE CAN I HEAR ABOUT SCHOOL CLOSURES?

Parents will receive notifications via E-mail, Text message, automated phone calls & push notifications. Notices will also be posted on social media and shared with various news outlets.

DO ROCHESTER SCHOOLS REQUIRE REMOTE LEARNING?

No. Our goal is to maximize in-person learning. The district avoids remote learning days because of several factors like internet connectivity, human resources, food service, and child care to name a few.

DOES A WEATHER EMERGENCY DAY CHANGE THE LAST DAY OF SCHOOL?

Yes. All Illinois schools have 5 emergency days built into a school calendar. If school is closed for weather then a day is added onto the end of the year.

WHAT HAPPENS IF SCHOOL IS CANCELED FOR MORE THAN 5 DAYS?

The maximum number of days that can be added on to the end of the year is 5. If more days are canceled they are considered "act of God" days and aren't made up.

MEDIA COVERAGE

Construction Project Ground Breaking:

<https://www.wcia.com/news/sangamon-county/rochester-cusd-3a-breaking-ground-on-27m-high-school-addition/>

<https://www.yahoo.com/news/rochester-cusd-3a-breaking-ground-223102469.html>

https://www.wandtv.com/news/rochester-high-school-breaks-ground-on-27-7m-updates/article_90316e10-a6c8-11ef-b408-07db960e1b8e.html

Winter Weather Guide:

<https://newschannel20.com/newsletter-daily/rochester-schools-release-winter-guidelines-to-ensure-safety-amid-snow-and-ice-challenges>

Rochester Superintendent inducted into Educational League of Illinois

<https://foxillinois.com/newsletter-daily/rochester-superintendent-inducted-into-educational-league-of-illinois>

U.S. News & World Report names Rochester Elementary School 2-3 as one of the best of 2025

https://www.wandtv.com/community/u-s-news-world-report-names-rochester-elementary-school-2-3-as-one-of-the/article_6a01fd7e-a2cf-11ef-90ac-5bed6b3c56a9.html

<https://foxillinois.com/newsletter-daily/rochester-elementary-ranks-among-top-us-schools-for-2025-excels-in-reading>