



# Strategic Communications Plan 2023-2027



# About Us

The CCPS Communications Department supports the Division’s mission of creating “an inclusive culture where teaching and learning inspire and prepare students to become contributing citizens” by facilitating communication with both internal and external stakeholders. The Communications Department also supports the Division’s Achieve 2027 Strategic Plan objective to “facilitate meaningful and open communication that supports information sharing, stakeholder input, and school pride.” Our Department supports five schools, approximately 700 staff, and 4,500 students.

We value our schools’ community voice and partnership to enhance teaching and learning, provide support for students and families, and promote shared resources and services.

## Our Team:

**Kimberly Young**

**Communications and Community Engagement Specialist**

**[kyoung@ccps.us](mailto:kyoung@ccps.us)**

**804-633-5088 Ext. 1041**



# Division Vision, Mission, & Values

## We Value:

**Safety** and are committed to the health and well-being of our students, staff, and school community.

**Unity** as the cohesive force that brings people together for educational excellence.

**Collaboration** whereby all members of a school community work together toward a common purpose.

**Community** as the cornerstone for building trusting and positive connections between stakeholders and schools.

**Engagement** that fosters behavioral, emotional, and cognitive involvement in academics and extracurricular activities.

**Empathy** as the ability to understand, share the feelings, and embrace the experiences of another.

**Diversity** in backgrounds, values, and perspectives of each and every individual.

## Our Vision

Empowering a community of life-long learners to be 3E Ready: Enrolled, Enlisted, and/or Employed.

## Our Mission

We create an inclusive culture where teaching and learning inspire and prepare students to become contributing citizens.

# Communications Goals

Goal 2 of our Achieve 2027 Strategic Plan is RELATIONSHIPS. We value our school community's voice and partnership to enhance teaching and learning, provide support for students and families, and promote shared resources and stories. Communication is a key to creating and maintaining strong relationships and is therefore one of three objectives under Goal 2:

**Facilitate meaningful and open communication that supports information sharing, stakeholder input, and school pride.**

## STRATEGIES

- Utilize various communications platforms and tools to heighten access and awareness.
- Implement and enhance methods for engaging two-way communication with students, parents, and community.
- Cultivate and strengthen relationships with local and regional media outlets to enhance school division coverage.



# Research

Research conducted in support of developing our Achieve 2027 Strategic Plan included a comprehensive analysis of our current communication methods.

Data was collected by a third-party consultant through stakeholder focus groups, meetings with CCPS staff, and surveys administered to CCPS staff, students, and community members.

Feedback received regarding communications and topics that impact communication efforts included:

STRENGTHS	CHALLENGES	OPPORTUNITIES
Strong relationships with community & business partners	Low rates of parent engagement	Creation of a Communications Specialist position in July 2021
Focus on gathering feedback from stakeholders	County internet access and issues	Creating more two-way dialogue with parents
CCPS has a culture of “community”	Negative narrative about public education	Highlighting successes in media outlets
		Increase and enhance community partnerships
		Create a unified communication strategy that is transparent to stakeholders
		Cross share positive stories & events through social media

# Communication Platforms

CATEGORY	CHANNEL	AUDIENCE	FREQUENCY
Electronic	Division website www.ccps.us	Parents, students, staff, community	Daily to weekly updates
Electronic	School Websites	Parents, students, staff, community	As determined by school
Electronic	CCPS Express Newsletter	Parents, staff, Partners in Education, community	Monthly
Electronic	School Newsletters	Parents	Weekly
Electronic	School Messenger Email/ Phone Notifications	Staff, Parents	As Needed
Electronic	The Insider Newsletter	Staff	Weekly
Electronic	Direct Email	Staff, School Board Members	As needed
Electronic	Supt Friday Update	School Board	Weekly
Social Media	Division Facebook page	Parents, staff, alumni, community, media	Daily
Social Media	Division Alumni Facebook page	Alumni	As needed
Social Media	School Facebook pages	Parents, staff, alumni, community, media	Weekly to Monthly

# Communication Platforms

CATEGORY	CHANNEL	AUDIENCE	FREQUENCY
Social Media	Division YouTube Channel	Parents, students, staff, community	Monthly
Print	Division posters	Parents, students, community	As Needed
Print	Division brochures/ recruitment materials	Parents, community, prospective employee	As Needed
Print	Division postcards	Parents, community	As Needed
Engagement	School Board Meetings	Parents, staff, School Board, media, community	Monthly
Engagement	Community Forums on Division issues (i.e. budget, facilities, etc.)	Parents, staff, community, School Board	As needed
Engagement	Back to School Open Houses	Parents, students, staff	Annually
Engagement	Grandparents Group	Grandparents of Students	Quarterly
Recognition	Teacher of the Year, etc	Certified and classified staff	Annually
Recognition	ABCD Awards	Classified Staff	Quarterly
Recognition	Staff Recognition Dinner	Staff, School Board	Annually
Recognition	Partners in Education Appreciation	Business and community partners, staff, school board	Annually

# Communication Scorecard

Statistics as of June 2023



CCPS Page  
Est. February 2010

Total Page Followers: 7,800  
Total Reach This Year: 284,908

CCPS Alumni Group  
Est. January 2022

Total Members: 881



YouTube Channel  
Est. September 2021

Total Subscribers: 669



CCPS EXPRESS  
MONTHLY NEWSLETTER

CCPS Express Monthly Newsletter  
Est. September 2021

Total Subscribers: 4,838  
Average Number of Views This Year: 3,862



# Crisis Communication

## Before a Crisis:

- Develop/update communication strategies for various crisis scenarios annually.
- Ensure procedures and resources are in place to provide timely, accurate, clear and effective internal and external communication between:
  - School Division
  - Staff
  - Families
  - Students
  - Media
  - School Board
  - Community
- Include communications in emergency drills
- Prepare message templates and talking points

## During a Crisis:

- Manage the distribution of critical information to the School Division, staff, students, families, and media when appropriate using the following communication tools:
  - School Messenger (emails and phone calls)
  - Division Facebook Page

## After a Crisis:

- Provide follow up messaging to all stakeholders
- Conduct an internal debrief with key staff
- Make any process and procedure updates if needed

# Acronyms

<b>DIVISION</b>	CCPS SBO	Caroline County Public Schools School Board Office
<b>SCHOOLS</b>	CHS CMS LCES MES BGES LA	Caroline High School Caroline Middle School Lewis and Clark Elementary School Madison Elementary School Bowling Green Elementary School Lotus Academy
<b>OTHER</b>	ADM AP CEF CTE DECA EL ESSER FERPA FFA GED IEP IT SEAC SPED VDOE WBL	Average Daily Membership Advanced Placement Community Education Foundation Career and Technical Education Distributive Education Clubs of America English Learner Elementary & Secondary School Emergency Relief Fund Family Educational Rights and Privacy Act Future Farmers of America General Education Development Test Individualized Educational Program Information Technology Special Education Advisory Council Special Education Virginia Department of Education Work Based Learning

# School Logos

Caroline High School Cavaliers



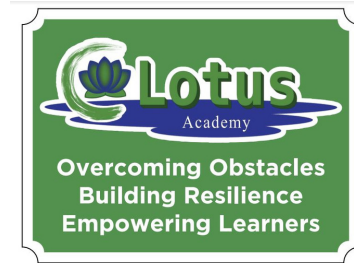
Division



Caroline Middle School Eagles



Lotus Academy



Bowling Green Elementary Huskies



Lewis & Clark Elementary Grizzlies



Madison Elementary Mustangs



# Partners In Education

Caroline County Public Schools values businesses and organizations that support our schools through promotions, sponsorships, donations, Work Based Learning opportunities for students, and a variety of other services.

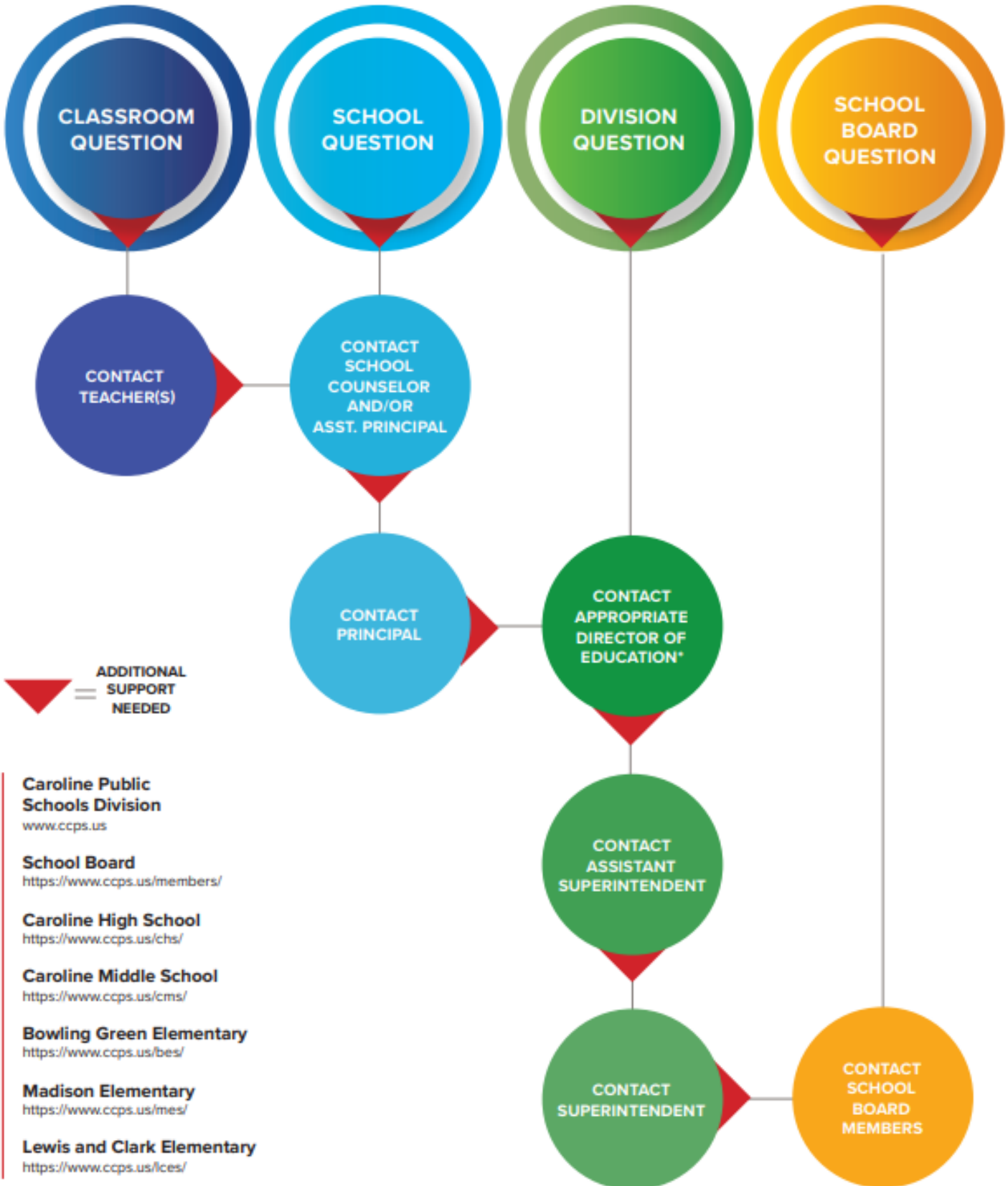
The CCPS Partners in Education program serves to formalize and enhance these partnerships while showing appreciation and support to our partners. Partners are asked to complete a Partners in Education application located in the Community section of our CCPS Division website.

## Examples of How to Partner:

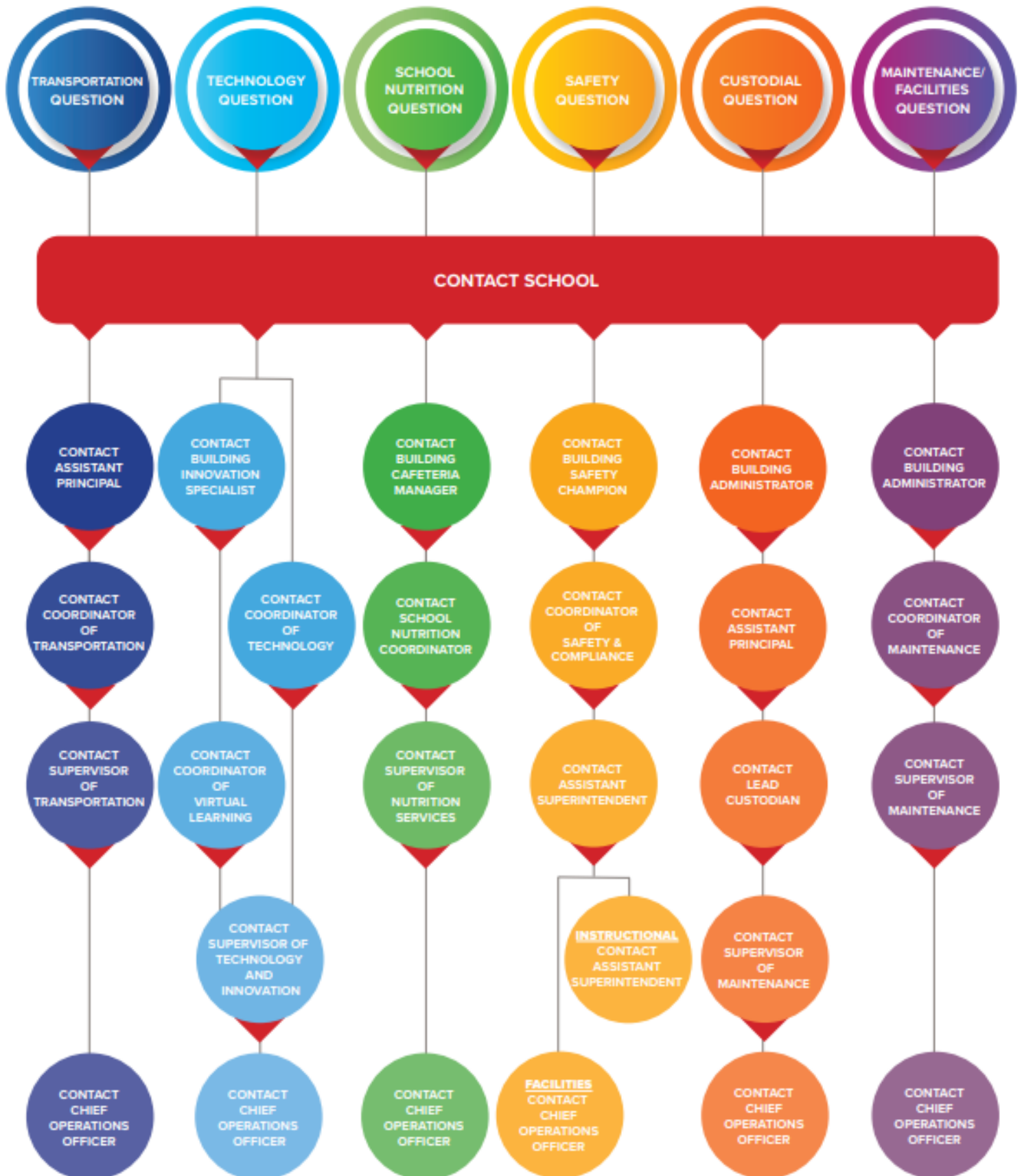
- Volunteer in a classroom
- Provide curriculum and/or career related guest speakers
- Invite students to join you in community projects
- Participate in Career Days and Job Fairs
- Participate in Advisory Councils
- Provide student scholarships
- Provide guest speakers for staff professional development
- Make a donation to school programs (supplies, food, monetary support)
- Offer Work- Based Learning opportunities (job shadowing, internships, etc.)
- Showcase student artwork/projects
- Host students for a career exploration tour of your business/organization
- Support student clubs and extracurricular offerings
- Display and share notices of school events and needs
- Participate in events such as Teacher Appreciation Week, Special Olympics, Annual Block Party, etc.



## GUIDE TO ADDRESSING ACADEMIC AND SCHOOL QUESTIONS



## GUIDE TO ADDRESSING OPERATIONAL QUESTIONS



# Contact Us

## School Board Office

16261 Richmond Turnpike  
Bowling Green, Virginia 22427  
(804) 633-5088



## Bowling Green Elementary

17502 New Baltimore Road  
Milford, Virginia 22514  
(804) 596-2391



## Lewis & Clark Elementary

18101 Clark and York Boulevard  
Ruther Glen, Virginia 22546  
(804) 448-0175



## Madison Elementary

18101 Clark and York Boulevard  
Ruther Glen, Virginia 22546  
(804) 448-2171



## Caroline Middle School

13325 Devils Three Jump Road  
Milford, Virginia 22514  
(804) 633-6561



## Caroline High School

19155 Rogers Clark Boulevard  
Milford, Virginia 22514  
(804) 633-9886



## Lotus Academy

7278 Ladysmith Road  
Ruther Glen, Virginia 22546  
(804) 448-4249