Culpeper
County Public Schools

COMMUNICATION PLAN

RESEARCH
ANALYZE
COMMUNICATE
EVALUATE



www.culpeperschools.org

Strategic Communications Plan

THE COMMUNICATION R.A.C.E.

Research, Analyze, Communicate, Evaluate

Contents

Introduction

Communication Team

Research

Analyze

- Audiences & Outcomes
- Communication Goals

Communicate

- Communication Channels

Evaluate

Appendix

- CCSB Strategic Goal 2 with Strategies

Introduction

DIVISION GOAL 2: Communicate frequently and clearly at all levels which includes strategies to assist with family engagement, community relations, and consistent messaging

Key Message

Mission

In Culpeper County Public Schools, every student will be inspired, empowered, and educated for success.

Vision

CCPS will provide a pathway for all students to be successful in college, careers and citizenship.

Beliefs

We believe our mission can best be achieved by:

- partnering with families and the community;
- addressing the intellectual, emotional, social and physical needs of the learner;
- valuing a strong work ethic; and
- embracing diversity.

Approved by CCSB - 11/13/17

Communication Team

- Laura M. Hoover, Director of Communication

- School News Team

Matthew Ortman	AGRES
Annie Burgh	EHES
Keri Nicholson	FES
Jennifer Ortman	PSES
James Dugger	SPES
Karen Dugger	YES
Tim McGuire	CMS
David Persson	FTBMS
Anna Rogers	CCHS
Kaitlyn Conville	EVHS
Larry “Bo” Corbin	CTEC
Maureen Bough	PHX

RESEARCH: Communication Audit

Audit research completed with direct involvement with stakeholders



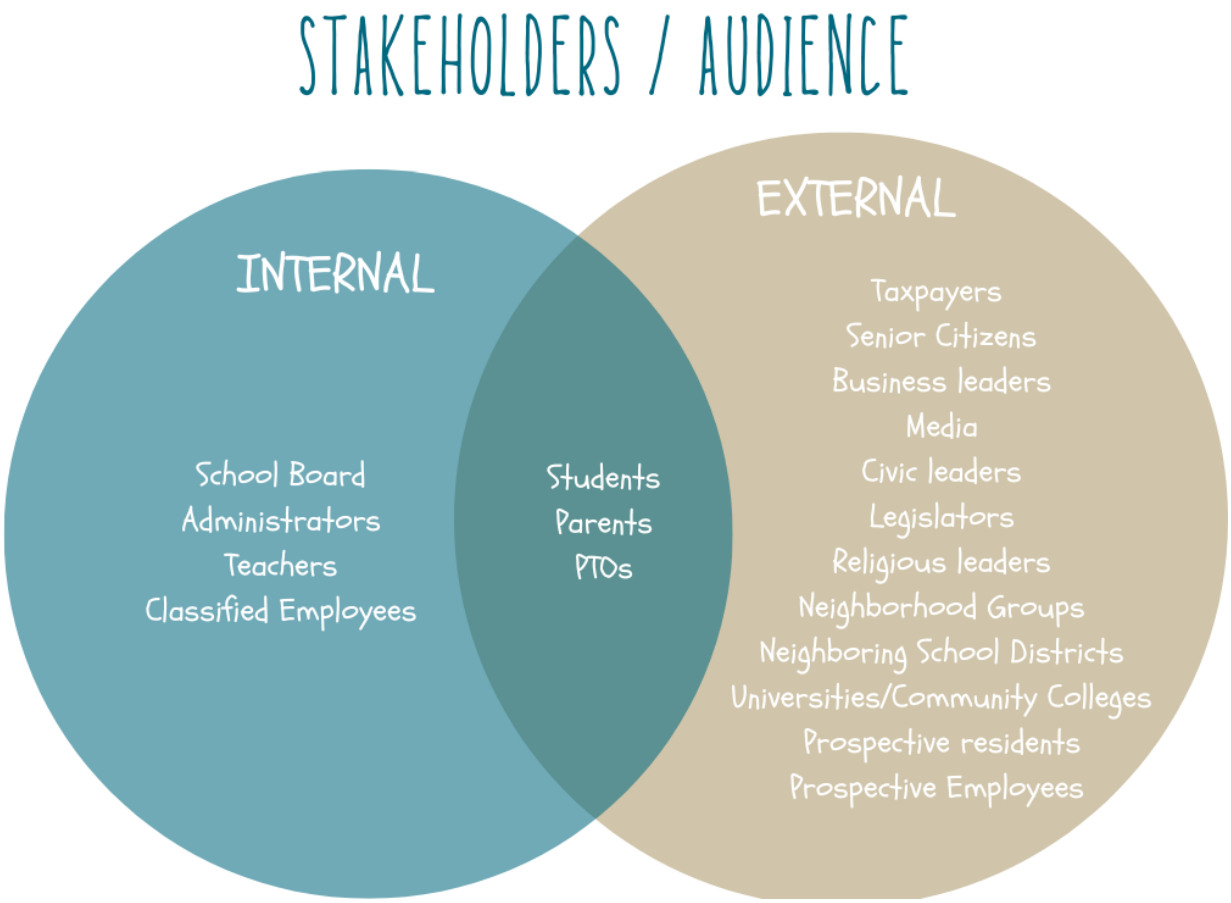
ACTION STEPS / Audit Recommendations

STEP		STATUS
1	Hire Communication Director	Complete, July 2021
2	Create a Strategic Communication Plan	Ongoing
3	Make Improvements to the CCPS Website	Switched to Apptegy in October 2022, Site Refresh July 2026
4	Create a School News Liaison Network	Complete, 2021-2022
5	Focus on Improving Internal Communications	Ongoing
6	Refine Crisis Communication	Ongoing
7	Focus on Improving Parent/Family Communications	Ongoing
8	Create and Launch the Official CCPS E-Newsletter	CCPS News every Friday, transitioned to current format in 2022-2023
9	Reinforce the CCPS Brand with a Tagline	#Allin4CCPS launched in 2023-2024
10	Create Marketing Materials	Ongoing
11	Ensure Process Resources for Translation	FRC, Zoho

ANALYZE

Communication efforts are planned on a systematic basis to support the CCPS goals and objectives.

Audiences



COMMUNICATE

Division Level

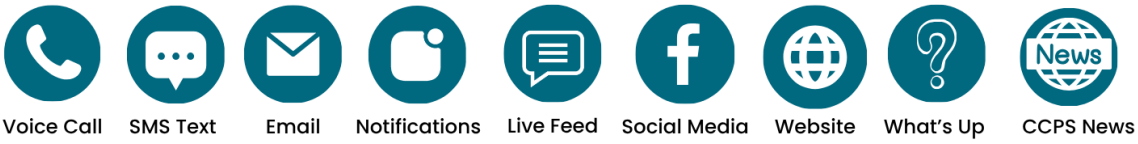
Publications/Communication	Audience
CCPS Website	Everyone
Mass Notifications (Alerts): Email, Phone, Text	Staff, Families
CCPS Mobile App: Push Notification	All subscribers • Staff • Families • Community
Social Media	All followers
What's Up: Activities & Events for Kids • Outlined in policy • Linked on main page of CCPS website • Emailed the last Friday of the month for activities during the upcoming month	Families, also posted on website for everyone
CCPS News • Weekly Email (Fridays) • Transitioned to Smore newsletter format in 2023-2024	Staff Media (adapted for community media partners)
Stopfinder Mobile App	• Parents • Caregivers
Culpeper Quarterly	Community

School Level

Publications/Communication	Audience
Website	Everyone
Weekly Calls / Emails	Parents and Students
Mass Notifications (Alerts): Email, Phone, Text, Push Notification	Parents and Students
Social Media	All Followers

Culpeper County Public Schools

COMMUNICATION BEST PRACTICES



Channel	Recommended Content	Frequency
EMERGENCY MESSAGES SHOULD ALWAYS BE SENT VIA PHONE, TEXT, AND EMAIL		
Voice Call	General Announcements Attendance Notifications	Weekend Weekly Call As needed
SMS Text	School Event Cancellations/Changes General Alerts Attendance Notifications	As Needed Users can opt out
Email	Attendance Notifications General Announcements Newsletters	Weekly Message/ As Needed
Notifications	Weather Cancelliations, School-Wide Events Reminders for the Entire Student Body (Examples: Picture Days, Yearbook Sales, Open House, etc).	As needed Day Before Event Use other avenues in advance
Social Media Live Feed	Classroom Activities Celebrations Community Support Events/Reminders	Varies
Website	Events (dated content) in Calendar Notices/Information in News Weather Closing Alerts	Ongoing
What's Up	Community Events Outside Organizations	Emailed Monthly Posted on Website
News	School News Features Press Releases, Upcoming Events	Emailed to Staff & Media on Fridays Posted on Website & Social Media

Coordinated Communication with Community Agencies

Culpeper Police Department

Culpeper County Sheriff's Department

Emergency Services

SCHOOL BOARD STRATEGIC COMMUNICATION GOAL AND STRATEGIES

DIVISION GOAL 2: COMMUNICATE FREQUENTLY AND CLEARLY AT ALL LEVELS WHICH INCLUDES STRATEGIES TO ASSIST WITH FAMILY ENGAGEMENT, COMMUNITY RELATIONS, AND CONSISTENT MESSAGING.

Supporting Data Source(s): Survey results, social media statistics, committee findings, Title I Family Engagement Policy, Translation usage statistics

#	Strategies	Person(s) Responsible	D- Developing I- Implementing O-Ongoing C- Completed P- Postponed/Paused			Evaluation of Implementation (Evidence)	Projected Time Frame
			23-24	24-25	25-26		
1	Strengthen communication among families, students, staff, and community partners by improving internal and external communication practices, guided by the CCPS Communication Plan.	Superintendent, Director of Communication	O	O	O	Communication Plan, Stakeholder input	Ongoing; The division plan, initiated in 2022–23, is expanded annually and is continuously monitored and adjusted as needed to ensure it remains responsive and effective Evaluate methods of CO communication to School Leadership in 2025-2026
2	Refine crisis communication protocols to ensure CCPS can deliver timely, accurate, and reassuring information to all stakeholders during emergencies.	Superintendent, Director of Communication, Division Emergency Manager	O	O	D/O	Crisis Communication Guide, Multi-agency communication plan	Ongoing, with goal to develop multi-agency plan in 2025-2026
3	Elevate the CCPS brand by leveraging social media to actively promote positive stories that highlight student achievements, innovative learning opportunities, and school successes, thereby building community trust and pride.	Director of Communication, Division and School-based staff	I	O	O	Social Media Statistics Unifying tagline	Ongoing

4	Maintain a structured system for stakeholder engagement and feedback on school policies, procedures, and practices that informs division planning.	Superintendent, Principals, Central Office	D	I	O	Division-level advisory groups including parents, teachers, classified staff and students; Division level annual surveys including budget, annual “Title Survey” needs assessment	Parent Round Table added in 2024-2025, continues in 2025-2026 along with Teacher, Classified, and Student round table advisory groups
5	Strengthen school-level family engagement by requiring intentional planning for parent and family involvement to foster meaningful partnerships that support student success.	Superintendent, Principals, Instruction Staff, Director of Communication	O	O	O	School Improvement Plans Documented parent meetings and events sponsored by the school.	Ongoing