



Communication Guide

2026-2027



ROAD TO
REMARKABLE

RCPS
Rappahannock County Public Schools

What's Inside

ABOUT THE COMMUNICATIONS PLAN.....	Pg. 3
---	--------------

SECTION I: COMMUNICATIONS PLAN FOR RCPS ADMINISTRATORS, FACULTY, & STAFF

RCPS Communication Methods.....	Pg. 5
Point of Contact Progression Chart.....	Pg. 6
Communication Strategies.....	Pg. 7
Website.....	Pg. 8
Social Media.....	Pg. 9
Email Communication Protocols.....	Pg. 12
Branding.....	Pg. 13

SECTION II: COMMUNICATIONS PLAN FOR FAMILIES & STAKEHOLDERS

RCPS Communication Methods.....	Pg. 15
Point of Contact Progression Chart.....	Pg. 16
Website.....	Pg. 17
Social Media.....	Pg. 17
Common Acronyms and Abbreviations.....	Pg. 19
Helpful Infographics.....	Pg. 20

About the Communications Plan

Communication Plan Overview

Effective communication is critical to the success of any public school division. To build understanding, trust, and engagement, Rappahannock County Public Schools (RCPS) is committed to communicating important district information in a timely, accurate, and accessible manner. This communication plan serves as a framework to ensure that stakeholders receive relevant information through clear, consistent, and effective channels.

This plan is divided into two sections. The first section provides communication guidelines for RCPS employees when communicating with colleagues, students, families, and community members. The second section is designed for families and stakeholders and outlines the district's communication practices, preferred communication methods, and available resources for obtaining information and providing feedback.

Effective communication is a shared responsibility. By establishing clear expectations and communication pathways, RCPS seeks to foster open, transparent, and productive dialogue among all members of our school community.

Purpose of the Communication Plan

The RCPS Communication Plan is designed to:

- Ensure that school board members, administrators, faculty, staff, students, families, and community members are informed about important district updates, initiatives, events, and decisions.
- Establish clear guidelines for how information is communicated, who receives it, and when it is distributed.
- Promote transparency, strengthen relationships, and build trust among all stakeholders.
- Provide opportunities for meaningful feedback and two-way communication between the district and the community.

Communication Priorities

RCPS prioritizes open, transparent, and proactive communication to keep stakeholders informed and engaged. The division is committed to providing accurate information through reliable communication channels while creating opportunities for stakeholders to share feedback, ask questions, and participate in the educational process. By maintaining consistent communication practices, RCPS seeks to foster strong partnerships with students, families, staff, and community members and ensure that stakeholders understand the district's goals, initiatives, and accomplishments.

Section I:

RCPS Staff Communications



RCPS Communication Methods

This plan outlines communication strategies tailored to the needs of the RCPS community, as well as communication channels that are widely accessible and regularly used. These methods are intended to provide timely information while encouraging open dialogue and stakeholder engagement.

The RCPS Communication Preferred Method Chart serves as a quick reference guide that outlines the primary communication methods for various types of information. The nature of the communication will determine the audience and the method of delivery.

All districtwide emails, including emergency notifications, school closings, and other critical communications, will be sent to the emergency contacts listed for each student in PowerSchool. Families are encouraged to keep contact information current to ensure they receive timely updates.

RCPS Communication Methods Chart

Type of Communication	Website	Email	Robocall	Text Message	Social Media	Newsletter
Emergency Alerts	●	●	●	●	●	
School Closings/Delay/ Early Release	●	●	●	●	●	
Announcements	●	●				●
General Information	●	●				●
Event Promotion	●	●			●	●

To keep families better informed, the newsletter format is often used to not overwhelm inboxes. Additionally, this keeps timely information in a centralized, streamlined location. Any information that is included in a newsletter that is emailed to families counts as an emailed item.

Point of Contact Progression Chart

It is critical for our stakeholders to reach out to us when they have concerns or questions. If information is not available through our primary channels, as illustrated in the chart below, then the next step is to contact the district. This is the most effective and expedient way to gather the information needed. It is important to start communication with the person closest to the situation and with the most information. The Point of Contact Progression Chart outlines a progression of contacts to gather information and work through situations effectively. When contacting the district, please utilize this chart. District staff will ask and redirect your calls as needed to maintain the integrity of this system.

Point of Contact Progression Chart

TOPIC	1 ST CONTACT	2 ND CONTACT	3 RD CONTACT	4 TH CONTACT	5 TH CONTACT
Classroom/Instruction	Teacher	Principal	Executive Director of Academic Services	Superintendent	School Board
Academics	Teacher	Counselor	Principal	Superintendent	School Board
Curriculum	Teacher	Principal	Director of Instruction	Superintendent	School Board
Special Education	Teacher/ Case Manager	Principal	Director of Special Education	Superintendent	School Board
Athletics/Extracurricular	Coach	Athletic Director	Principal	Superintendent	School Board
Technology	Principal	Executive Director of Administrative Services	Superintendent	School Board	
Transportation	Assistant Transportation Supervisor	Transportation Supervisor	Principal	Superintendent	School Board
Food Services	Café Manager	School Nutrition Director	Executive Director of Administrative Services	Superintendent	School Board
Facilities	Principal (Staff- Help Ticket)	Executive Director of Administrative Services	Assistant Superintendent	Superintendent	School Board
District Protocols/ Policies	School Board Clerk	Superintendent	School Board		
Student Mental Health (Immediate Concern Call School Hotline- 540-683-0437 or 988 Suicide Hotline)	Counselor	School Social Worker	Principal		
School Safety (Immediate Concern Call 911)	Principal/SRO	Asst. Superintendent	Sheriff's Office		

Help Ticket

Need help related to minor facilities requests, instructional technology, or technology? The best way to receive technical support or assistance with your classroom/office is to put in a help ticket. To access the staff help ticket, visit <https://www.rappahannockschools.us/staff>.

Communication Strategies

Communication Strategies

1. **Use the Most Appropriate Approved Channel:**
 - Choose the most appropriate channel for the message.
 - Ensure the message is compliant with district policies.
 - Check with administration before using any new channels.
2. **Clear, Concise, and Error-Free:**
 - Write in simple, easy-to-understand language.
 - Be as precise as possible.
 - Keep messages concise and to the point.
 - Proofread for informational errors as well as any grammar, punctuation, spelling, omitted words, repeated words, spacing/format, and typographical errors.
3. **Talk to the Audience with a Focus on Customer Service:**
 - Understand the needs of the audience.
 - Show respect for the other person and their feedback.
 - Provide customer service in a friendly and helpful way.
 - Be open to feedback and questions.
4. **Communicate Early and Visibly:**
 - Be proactive in communicating information to stakeholders.
 - Get the message out using multiple communication channels (email, website, etc.).
 - Make sure messages are seen and heard.
5. **Develop Common Messaging:**
 - Develop a unified approach to communication.
 - Ensure all messaging is consistent and clear.
 - Be aware of any cultural differences that may affect the message.
6. **Utilize Proper Communication Chain of Command:**
 - Ensure messages are delivered through the correct channels.
 - Establish a chain of command in which communication is shared in a logical, organized manner.
 - Follow the communication hierarchy for approvals.
 - Be aware of any protocols that must be followed.
7. **Provide Opportunities for Feedback and Questions:**
 - Encourage feedback and questions.
 - Be open to constructive criticism.
 - Be responsive to inquiries.
8. **RCPS Teachers Should Follow Principals' Expectations for Regular Communications with Families:**
 - Communication is a vital piece of family engagement. Be sure to follow communication expectations as set forth by the building leadership team.

Website

District Websites

Having an up-to-date website is essential for effective communication. A website is an important platform for sharing information and updates, showcasing events, and building brand awareness. The RCPS websites are a primary source of information for students and parents.

Rappahannock County Public Schools- <https://www.rappahannockschools.us/>

Rappahannock County Elementary School- <https://rces.rappahannockschools.us/>

Rappahannock County High School- <https://rchs.rappahannockschools.us/>

The district website is managed by Dr. Robin Bolt, Executive Director of Administrative Services, and Holly Jenkins, Director of Digital Communications and Commit to Be Fit Programming. The schools manage their school websites. Please email the appropriate point of contact to include updates on the district websites.

Linked Websites

In some cases, departments have websites (often Google Sites) that are linked to the district website (e.g., Profile of a Graduate, Mental Health Innovators, Commit to Be Fit, Athletics). These websites must be kept up to date to be linked to the RCPS site.

To maximize the potential of an up-to-date website for communication, consider a few strategies.

- Ensure the website is easy to navigate and all information is clearly laid out
- Keep the website content up-to-date with fresh content, including any recent news or announcements
- Make sure that all content posted to the website is consistent with the school district's mission and vision
- Utilize the website to provide useful information and resources for families
- Make sure the website is accessible to all users, regardless of device or disability

Helpful Tip: For those in charge of updating a district website or a linked website, a good practice is to set a specific day and time each week to ensure all information is up to date.

Social Media

Social media should not be the primary source of information, as it does not reach all stakeholders. The original purpose of this platform was to tell stories and showcase recent happenings in the schools, so stakeholders could better understand our daily academic and enrichment activities. With time, this engagement tool has broadened into a secondary form of communication. However, all important information shared on social media is relayed through the website, emails, and/or newsletters. We recognize that not all families use social media and that the algorithms make it an unreliable form of communication.

It is important for the district to approve only specific social media platforms to ensure that all communication is consistent, clear, and aligned with the district's objectives. By limiting the number of platforms used, the district can ensure that all messages are cohesive and that there is no confusion among stakeholders. Also, it helps save time and resources by reducing the need to monitor and manage multiple accounts. Additionally, using only approved platforms allows the district to appropriately relay the message and ensure that all posts comply with district and platform policies and standards.

Any social media account for a district-sponsored activity will need district approval and consistently follow the standards and strategies below. Requests for new social media accounts will be reviewed and approved by the administrator and will start with the employee's immediate supervisor.

The following standards will be used by Rappahannock County Public Schools when developing official accounts:

- Gain permission from a supervisor to establish an account.
- Establish a clear purpose for the account.
- Develop an appropriate name and use consistent district branding.
- Create a detailed profile that includes contact information, a link to the school's website, and other relevant information.
- Provide a link to the district's RCPS Social Media Terms and Conditions
<https://www.rappahannockschoools.us/socialmedia>.
- Ensure that all security measures are in place to protect the account and its content.
- Provide clear guidelines for account administrators regarding the use of the official social media accounts.

The following strategies should be used by staff utilizing social media for district communications:

- Make sure all posts adhere to the school district's mission and vision
- Make sure all pictured students have parental permission to be photographed
- Only post content that has already been communicated through the website or phone/email messaging
- Use social media to promote important messages and updates from the school district
- Share positive stories and accomplishments from the school district
- Utilize social media to promote the upcoming event
- Don't post any confidential or sensitive information
- Don't post content that is not related to the school district
- Make sure that you are complying with the district's guidelines regarding posting/ sharing (*see box on page 10*)

Social Media

(continued)

District Guidelines Regarding Posting/Sharing

While we truly value our broader community and appreciate events open to our school families, **RCPS will only post and/or repost items that fall into the following categories:**

- Happenings and highlights from RCPS
- School closure, delay, early release, or other school information (this will be sent directly to families as well)
- Student/staff celebrations
- Events or fundraisers hosted/sponsored by RCPS
- Posts from RCPS school-specific affiliates pages, such as Rappahannock Panthers Athletic, Headwaters, the Rappahannock County Public Education Foundation, Rappahannock PTO, RCPS clubs and departments (POG, MyFuture, Commit to Be Fit, Band, FFA, SCA, etc.), and other RCPS-specific accounts. Occasionally, we may share nonprofit organizations' posts if they directly benefit students.
- Posts from VDOE or grant funders recognizing RCPS
- Important notifications issued by Rappahannock County or the Rappahannock Sheriff's Office.

Social Media Requests

RCPS strongly encourages our staff to submit posts for our RCPS social media accounts to showcase the happenings in our schools. We enjoy sharing all the wonderful learning opportunities that happen each day. The following strategies should be used by staff submitting social media requests:

Classroom Happenings/Field Trips

- Include a detailed description of the activity
- Include a clear photo(s)
- Make sure all pictured students have parental permission to be photographed

Events

- All **EVENT FLYERS MUST BE SHARED AT LEAST 30 DAYS BEFORE THE EVENT** to ensure proper promotion.
- Make sure all important details are included in the flyer and that the wording is large enough to be easily viewed on social media.
- Make sure this event has already been communicated through primary communication channels (email, website, newsletter, etc.)
- If you need an event program printed by the SBO, please email the final program to the school board office **AT LEAST 2 WEEKS BEFORE THE EVENT.**

To submit a request, please email a description and photo(s) to Holly Jenkins. Please note that photos may be shared via Google Drive or sent via Facebook Messenger.

Social Media

(continued)

RCPS Social Media Terms and Conditions

Rappahannock County Public Schools uses social media to share school information and happenings with the community. We take pride in showcasing the many exciting learning opportunities that take place in our school buildings and enjoy celebrating our students and staff. Occasionally, we will *repost* other community-related non-profits' posts if it is beneficial to our school families.

Please note that we are unable to monitor RCPS social media accounts 24/7. If you are a student in crisis, please contact the RCPS School Social Worker at 540-683-0437 or dial 911. By posting on this site, you agree to the following terms and conditions as well as to all of the terms and conditions issued by Facebook.

We ask that all comments, private messages, and other interactions on RCPS social media accounts be respectful and courteous. We reserve the right to remove or hide content that includes, but is not limited to:

- Individually identifiable student information
- Copyrighted material posted without permission
- Confidential material
- Spam, advertising, or commercial solicitations or information
- Obscene, defamatory, harassing, discriminatory, violent, vulgar, hateful, or sexual material
- Content that advocates or promotes the use of alcohol, tobacco, electronic cigarettes, or illegal drugs
- Posts that advocate the commission of a criminal act or promote the unlawful possession of weapons, illegal gambling, or encourage the violation of law, School Board policies, or the Parent/Student Handbook
- Off-topic or disruptive remarks

We also reserve the right to temporarily block or ban users whose posts or comments on RCPS social media pages fall within the above categories.

Email Communication Protocols

Emails, when used correctly, are a great resource for communicating information. However, an email should never replace a meeting or a face-to-face conversation when those are more appropriate. When communicating by email, keep in mind the following drawbacks: lack of emotion, lack of immediate feedback, errors, security risks, and the possibility of missed communication due to email overload.

The following strategies should be used when communicating through email:

- **Be Responsive:** Respond to emails promptly. Same-day response is preferred, but no longer than 24 hours on weekdays, when possible. Don't leave emails unanswered for too long. If needed, provide an update instead of waiting until all information is gathered.
- **Verify Recipients:** Only send emails to appropriate and intended recipients. All emails should be limited to the specific people who need the information. Verify all recipients in a group email before sending. Do not add a recipient to an email without stating it at the beginning of the email. **Do not use Reply All unless all recipients need the information.** Always ensure that internal communications do not have external recipients.
- **Use Clear Subject Lines:** A clear subject line helps the recipient quickly understand the email's content.
- **Use a Professional Tone:** Always maintain a professional, respectful tone when communicating via email. Signature blocks should be professional.
- **Be Concise:** Keep emails as concise as possible. Stick to the relevant points and avoid writing long emails.
- **Use Appropriate Formatting:** When necessary, use bold text, bullet points, and other formatting options to make emails easier to read.
- **Proofread Email:** Before sending an email, proofread it to make sure it is free of any errors.
- **Use Attachments:** If necessary, use attachments to provide additional information. Make sure the attachments are in a format the recipient can open.
- **Be Professional:** Do not forward emails or attachments without the consent of the sender. Do not forward internal communication to external recipients.
- **Be Mindful of Confidential Information:** Emails are subject to FOIA requests. Do not include personal or confidential information. It is acceptable to include student directory information, such as the student's first initial and last name.

Emails Via School Alert System

When an email to all school families is necessary, first determine the intended audience and the appropriate person to distribute the message.

TYPE	AUDIENCE	WHO TO SEND INFO TO
School-wide Alerts	All Families in that School	School Principal
District-wide Alerts	All Families in the District (PreK-12)	Director of Digital Comms

To avoid multiple emails, communications may be placed in emailed newsletters when appropriate.

Branding

Did you know? Our logos were designed to build upon one another. The RCES logo features a tree that represents growth and symbolizes learning, development, and the strong foundation students build throughout their educational journey. The RCHS logo features a mountain, representing the journey towards excellence, with its summit symbolizing the highest achievement. Finally, the RCPS logo incorporates both the tree, symbolizing growth, and the mountain summit, representing the highest level of achievement, to reflect the shared journey and unity between the division's two schools.



It is important to follow district branding to ensure consistency and cohesion across all communications. Branding helps create a unified message and identity for the district and establishes trust and recognition with stakeholders. Below are the three main logos that may be used. The Road to Remarkable logo (shown on the cover page) may also be used when appropriate. Please note that athletics uses a separate official logo.



Style Guide

Just as the logos promote consistency and cohesiveness across communications, we should be mindful to follow specific parameters in all official RCPS communications.

Official Communications- For letters and documents, recommended fonts are Aptos and Calibri. Both are clean and work well across devices. When writing emails, recommended fonts are Arial and Sans Serif. While you may use fonts of your choice, be sure to avoid any font that is cursive/script, hard to read, or looks unprofessional. Do not use colored fonts for emphasis. Black text provides the highest readability and accessibility. Be sure to use one of the official school logos.

Flyers/Social Media Graphics- Please make sure that all information (date, time, location) is clearly legible and large enough to be read on a mobile device. School-sponsored event flyers/graphics should include one of the official logos.



Section II:

Families & Stakeholders Communications

RCPS Communication Methods

This plan outlines communication strategies tailored to the needs of the RCPS community, as well as communication channels that are widely accessible and regularly used. These methods are intended to provide timely information while encouraging open dialogue and stakeholder engagement.

The RCPS Communication Preferred Method Chart serves as a quick reference guide that outlines the primary communication methods for various types of information. The nature of the communication will determine the audience and the method of delivery.

All districtwide emails, including emergency notifications, school closings, and other critical communications, will be sent to the emergency contacts listed for each student in PowerSchool.

Helpful Tip for Families: To ensure that you are receiving these communications, families must keep all of their contact information (phone numbers, email, and emergency contacts) up to date.

RCPS Communication Methods Chart

Type of Communication	Website	Email	Robocall	Text Message	Social Media	Newsletter
Emergency Alerts	●	●	●	●	●	
School Closings/Delay/ Early Release	●	●	●	●	●	
Announcements	●	●				●
General Information	●	●				●
Event Promotion	●	●			●	●

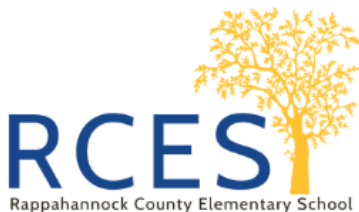
Helpful Tip for Families: To keep families better informed about important school-related information, the newsletter format is often used to avoid overwhelming inboxes. Additionally, this keeps timely information in a centralized, streamlined location. Be sure to check out the weekly emailed newsletters.

Point of Contact Progression Chart

We encourage families and stakeholders to contact us with any questions. This Point of Contact Progression Chart outlines the most effective process for obtaining information and resolving issues. It is important to begin with the individual closest to the situation, as they often have the most direct and timely information. Oftentimes, your student's teacher is the best point of contact. However, this may not always be the case. Please see the chart below to view the most effective and expedient way to gather information.

Point of Contact Progression Chart

TOPIC	1 ST CONTACT	2 ND CONTACT	3 RD CONTACT	4 TH CONTACT	5 TH CONTACT
Classroom/Instruction	Teacher	Principal	Executive Director of Academic Services	Superintendent	School Board
Academics	Teacher	Counselor	Principal	Superintendent	School Board
Curriculum	Teacher	Principal	Director of Instruction	Superintendent	School Board
Special Education	Teacher/ Case Manager	Principal	Director of Special Education	Superintendent	School Board
Athletics/Extracurricular	Coach	Athletic Director	Principal	Superintendent	School Board
Technology	Principal	Executive Director of Administrative Services	Superintendent	School Board	
Transportation	Assistant Transportation Supervisor	Transportation Supervisor	Principal	Superintendent	School Board
Food Services	Café Manager	School Nutrition Director	Executive Director of Administrative Services	Superintendent	School Board
Facilities	Principal (Staff- Help Ticket)	Executive Director of Administrative Services	Assistant Superintendent	Superintendent	School Board
District Protocols/ Policies	School Board Clerk	Superintendent	School Board		
Student Mental Health (Immediate Concern Call School Hotline- 540-683-0437 or 988 Suicide Hotline)	Counselor	School Social Worker	Principal		
School Safety (Immediate Concern Call 911)	Principal/SRO	Asst. Superintendent	Sheriff's Office		



540-227-0200

RCESinformation@rappahannockschoos.us



540-227-0745

RCHSinformation@rappahannockschoos.us



540-227-0023

info@rappahannockschoos.us

Website

District Websites

Having an up-to-date website is essential for effective communication. A website is an important platform for sharing information and updates, showcasing events, and building brand awareness. The RCPS websites are a primary source of information for students and parents.

Rappahannock County Public Schools- <https://www.rappahannockschools.us/>

Rappahannock County Elementary School- <https://rces.rappahannockschools.us/>

Rappahannock County High School- <https://rchs.rappahannockschools.us/>

Social Media

Social media is a secondary source of information because it does not reach all stakeholders. The original purpose of this platform was to tell stories and showcase recent happenings in the schools, so stakeholders could better understand our daily academic and enrichment activities. With time, this engagement tool has broadened into a secondary form of communication. **However, all important information shared on social media is relayed through the website, emails, and/or newsletters.** We recognize that not all families use social media and that the algorithms make it an unreliable form of communication.

Social Media Content

While we truly value our broader community and appreciate events open to our school families, **RCPS will only post and/or repost items that fall into the following categories:**

- Happenings and highlights from RCPS
- School closure, delay, early release, or other school information (this will be sent directly to families as well)
- Student/staff celebrations
- Events or fundraisers hosted/sponsored by RCPS
- Posts from RCPS school-specific affiliates pages, such as Rappahannock Panthers Athletic, Headwaters, the Rappahannock County Public Education Foundation, Rappahannock PTO, RCPS clubs and departments (POG, MyFuture, Commit to Be Fit, Band, FFA, SCA, etc.), and other RCPS-specific accounts. Occasionally, we may share nonprofit organizations' posts if they directly benefit students.
- Posts from VDOE or grant funders recognizing RCPS
- Important notifications issued by Rappahannock County or the Rappahannock Sheriff's Office.

Social Media

(continued)

RCPS Social Media Terms and Conditions

Rappahannock County Public Schools uses social media to share school information and happenings with the community. We take pride in showcasing the many exciting learning opportunities that take place in our school buildings and enjoy celebrating our students and staff. Occasionally, we will *repost* other community-related non-profits' posts if it is beneficial to our school families.

Please note that we are unable to monitor RCPS social media accounts 24/7. If you are a student in crisis, please contact the RCPS School Social Worker at 540-683-0437 or dial 911.

By posting on RCPS social media, you agree to the following terms and conditions as well as to all of the terms and conditions issued by Facebook.

We ask that all comments, private messages, and other interactions on RCPS social media accounts be respectful and courteous. We reserve the right to remove or hide content that includes, but is not limited to:

- Individually identifiable student information
- Copyrighted material posted without permission
- Confidential material
- Spam, advertising, or commercial solicitations or information
- Obscene, defamatory, harassing, discriminatory, violent, vulgar, hateful, or sexual material
- Content that advocates or promotes the use of alcohol, tobacco, electronic cigarettes, or illegal drugs
- Posts that advocate the commission of a criminal act or promote the unlawful possession of weapons, illegal gambling, or encourage the violation of law, School Board policies, or the Parent/Student Handbook
- Off-topic or disruptive remarks

We also reserve the right to temporarily block or ban users whose posts or comments on RCPS social media pages fall within the above categories.

RCPS Social Media Accounts

Rappahannock County Public Schools has two official district accounts (listed below). Athletics (listed below) and some school-sponsored clubs or departments (Profile of a Graduate, MyFuture, Commit to Be Fit, etc.) also have accounts. While we encourage interested families to follow us, this is a secondary form of communication. All important information will be shared through primary forms, as shown on the RCPS Communication Methods Chart.



rappahannockcountypublicschools



rcps



rappahannockcountypanthers



rappathletics



RappAthletics

Common Acronyms and Abbreviations

ABL- Action Based Learning	SY- School Year
AD- Athletic Director	SEL- Social Emotional Learning
AI- Artificial Intelligence	SHAC- School Health Advisory Committee
ALIOS- Active Learning in Outdoor Spaces	SIP- School Improvement Plan
ADA- Americans with Disabilities Act	SNAP- Supplemental Nutrition Assistance Program
ADM- Average Daily Membership	SOL- Standards of Learning
AP- Advanced Placement	SOQ- Standards of Quality
C2BF- Commit to Be Fit	SPED- Special Education Department
COSARS- Coalition of Small and Rural Schools	SRO- School Resource Officer
CCLC- Childcare and Learning Center	USDA- United States Department of Agriculture
CEP- Community Eligibility Provision	VALLSS- Virginia Language and Learning Screening System
CFO- Chief Financial Officer	VDOE- Virginia Department of Education
CIP- Capital Improvement Plan	VLA- Virginia Literacy Act
CTE- Career & Technical Education	VPI- Virginia Preschool Initiative
DE- Dual Enrollment	VRS- Virginia Retirement System
EL- English Learner	VSBA- Virginia School Board Association
ELL- English Language Learners	VVA- Virtual Virginia
ESSER- Elementary and Secondary School Emergency Relief Funds	
FERPA- Family Educational Rights and Privacy Act	
FFA- Future Farmers of America	
FOIA- Freedom of Information Act	
FY- Fiscal Year	
GPA- Grade Point Average	
HCAT- Healthy Communities Action Team	
HR- Human Resources	
IEP- Individualized Education Program	
ISS- In-School Suspension	
IT- Instructional Technology	
LCI- Local Composite Index	
LRCC- Laurel Ridge Community College	
MOU- Memorandum of Understanding	
MTSS- Multi-Tiered Systems of Support	
MVGS- Mount Vista Governor's School	
OT- Occupational Therapy	
PBIS- Positive Behaviors Interventions and Supports	
PBL- Project-Based Learning	
PE- Physical Education	
PK- Pre-kindergarten	
POG- Profile of a Graduate	
PTO- Parent Teacher Organization	
SBP- School Breakfast Program	
SIFT- School Innovative Finance Taskforce	
SIS- Student Information System	
STEAM- Science Technology Engineering Art Mathematics	
SY- School Year	

Helpful Infographics



Communication Channels



RCES
540-227-0200

RCHS
540-227-0745

School Board Office
540-227-0023



RCES
<https://rces.rappahannockschools.us>

RCHS
<https://rchs.rappahannockschools.us>

Division
<https://rappahannockschools.us>

**NEW
Info Emails**

RCES Information

RCHS Information

District Information

RCESinformation@rappahannockschools.us

RCHSinformation@rappahannockschools.us

info@rappahannockschools.us



Facebook- @rappahannockcountypublicschools



Instagram- @rcps_



Electronic Upcoming Events Calendar

<https://rappahannockschools.us/happenings>

Available on the Happenings & Highlight page on the district website under "Calendar"

Panther Athletics

Bull Run District Schedule

<https://www.bullrundistrictva.org/public/genie/359/school/6/>

Athletics Website

<https://rappahannockcountyhs.rschooltteams.com/>



Instagram- @rappathletics

Facebook- Rappahannock County Panthers

Twitter (X)- @RappAthletics

EMAIL — PHONE CALL

TEXT MESSAGE

Please make sure your **CURRENT CONTACT INFO** is in PowerSchool so we can reach you by phone, email, and/or text message.



Communications

Connecting Families & Schools

HELPFUL TIPS TO STAY INFORMED

①

To ensure our communications reach you, **please make sure all your contact information in PowerSchool is up to date and correct**, including phone numbers and email addresses.

②

Be sure to read the **school/district newsletters and classroom communications** to view upcoming dates and activities.

③

The websites are designed to keep you informed. Important information may be found on the **Parent & Students page on the RCPS website**.

www.rappahannockschools.us/parents

Continued on page 2

Communication is key to the success of any organization, but is particularly crucial in relaying information between schools and families they serve. We prioritize effective communication that is clear and transparent in order to keep all stakeholders both informed and engaged.

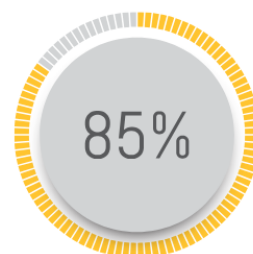
Please take a look at the communication methods chart below to view our method of communication based on the type of messaging.

RCPS Communication Methods

Type of Communication	Website	Email	Robocall	Text Message	Social Media	Newsletter
Emergency Alerts	●	●	●	●	●	
School Closings/Delay/ Early Release	●	●	●	●	●	
Announcements	●	●				●
General Information	●	●				●
Event Promotion	●	●			●	●

DID YOU KNOW?

In a survey of families, 85% of respondents said email was the preferred method of communication from the schools.



WHY NEWSLETTERS?

To keep families better informed, the newsletter format is often used to avoid overwhelming your email inbox. Additionally, this keeps timely information in a centralized, streamlined location.



PHONE NUMBER / WEBSITE

540-227-0200
rces.rappahannockschools.us

GENERAL INFORMATION EMAIL

RCESinformation@rappahannockschools.us



540-227-0745
rchs.rappahannockschools.us

RCHSinformation@rappahannockschools.us



540-227-0023
rappahannockschools.us

info@rappahannockschools.us

Continued from page 1

4

Please reach out to us if you have any questions or concerns.

Often times, your student's teacher is the best point of contact. However, this many not always be the case. Please view the Point of Contact Progression Chart (below) to see the most effective and expedient way to gather information.

A NOTE ABOUT SOCIAL MEDIA



While the district uses two platforms (Facebook and Instagram), social media is never used as a primary form of communication. The original purpose of using this platform was to tell stories and showcase recent happenings within the schools, so families and community members could gain a greater understanding of our daily academic and enrichment activities. With time, this engagement tool has broadened into a secondary form of communication. However, all important information shared on social media is relayed through our website, emails, and/or newsletters. We recognize that not all families use social media and that the algorithms make it an unreliable form of communication. For families who select to follow us on these platforms, please continue to view the newsletters, emails, and websites regularly, as they contain important information that may not be shared on Facebook or Instagram.



rappahannockcountypublicschools

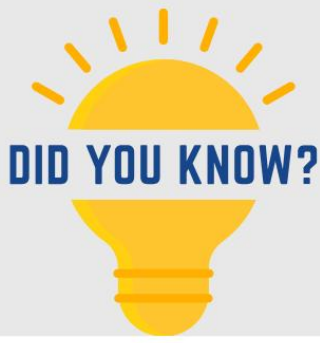


rcps

POINT OF CONTACT PROGRESSION CHART

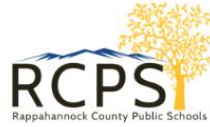
TOPIC	1 ST CONTACT	2 ND CONTACT	3 RD CONTACT	4 TH CONTACT	5 TH CONTACT
Classroom/Instruction	Teacher	Principal	Executive Director of Academic Services	Superintendent	School Board
Academics	Teacher	Counselor	Principal	Superintendent	School Board
Curriculum	Teacher	Principal	Director of Instruction	Superintendent	School Board
Special Education	Teacher/ Case Manager	Principal	Director of Special Education	Superintendent	School Board
Athletics/Extracurricular	Coach	Athletic Director	Principal	Superintendent	School Board
Technology	Principal	Executive Director of Administrative Services	Superintendent	School Board	
Transportation	Assistant Transportation Supervisor	Transportation Supervisor	Principal	Superintendent	School Board
Food Services	Café Manager	School Nutrition Director	Executive Director of Administrative Services	Superintendent	School Board
Facilities	Principal (Staff- Help Ticket)	Executive Director of Administrative Services	Assistant Superintendent	Superintendent	School Board
District Protocols/ Policies	School Board Clerk	Superintendent	School Board		
Student Mental Health (Immediate Concern Call School Hotline- 540-683-0437 or 988 Suicide Hotline)	Counselor	School Social Worker	Principal		
School Safety (Immediate Concern Call 911)	Principal/SRO	Asst. Superintendent	Sheriff's Office		

We encourage stakeholders to contact us with any questions or concerns. This chart outlines the most effective process for obtaining information and resolving issues. It is important to begin with the individual closest to the situation, as they often have the most direct and timely information. Please use this chart to connect with the appropriate staff/departments. District staff will ask and redirect your inquiries as needed to maintain the integrity of this system.



RCPS has a Happenings Page!

Located under the “Calendar” tab on the division website, this page is filled information to keep you informed..



Happenings



This page features RCPS events calendar, plus...



If there is a current topic interest, this is where we will share information. This page will be updated monthly.



Upcoming performance and event flyers are showcased under this section for quick reference.



School-Wide & Division-Wide Newsletters
Need to reference a newsletter?
Check out our archive!

Highlights

Featured Articles & Snapshots
To view some of the recent highlights, view articles and photos.