

2024

COMMUNICATIONS PLAN

ORANGE COUNTY PUBLIC SCHOOLS

200 Dailey Drive
Orange, VA 22960
Tel. 540-661-4550
www.ocss-va.org



Effective communication allows Orange County Public Schools to foster environments of understanding, trust, and support. The purpose of the Orange County Public Schools’ (OCPS) Communications Plan is to provide a framework for communication with both internal and external groups within our school community.

Messages must serve to enhance the school division’s vision of improving the future by empowering our students to value learning, reach their full potential, and achieve their dreams. The division’s strategic priorities provide a framework for communication regarding the division’s focus areas.

- The highest quality education to all students
- A safe and caring environment conducive to learning
- The attraction, recruitment, development and retention of highly qualified, capable, and diverse staff
- An effective and efficient operation of the division

Formal and informal communication occur daily as OCPS employees interact at work and in the community. It is important that everyone realizes the shared responsibility of representing OCPS in a manner that builds understanding, develops trust, and increases support.

Public Information

The Orange County School Board recognizes the importance of providing information regarding the school division to the community. All appropriate means and media will be used in order to:

- Explain programs and services;
- Highlight achievements of students and staff;
- Identify needs of the school division;
- Inform students, parents/guardians, and staff members of Board policies and procedures;
- Advocate for resources and increase community support for public schools;
- Influence legislative decisions, both state and federal, that impact schools;
- Communicate factual information regarding the school division; and
- Involve students, parents/guardians, and the community in discussions regarding education programs and student activities.

Audiences

OCPS recognizes the need to develop effective communication strategies with both internal and external members of our community. In addition, we realize that our communication extends beyond the physical boundaries of the county. In order to reach these audiences a variety of approaches are needed. Whether messages are written or oral, the receiver and the understanding of the message that is sent is of key importance.

Internal	External
<ul style="list-style-type: none"> • School Board • Staff • Students 	<ul style="list-style-type: none"> • Parents/Guardians • Community Members • Board of Supervisors • Government Officials • Law Enforcement • Legislators • Business and Industry Leaders • Civic Groups • Colleges and Universities • Perspective Employees • Community Groups • Faith-based Groups • Media

Organization

In order to respond to questions in a timely manner it is important that individuals know the responsibilities of the members of OCPS. Questions that arise at the classroom level should first be addressed with the teacher, and if needed, with the appropriate school administrator(s). When there are general questions regarding the school division, issues that cannot be resolved at the school level, or when specific complaints or requests arise, the following individuals should be noted as the primary contacts for the division.

It is expected that all complaints and requests for information will be handled in a professional manner in a timely fashion.

Division Administration

Name	Title	Phone	Email
Daniel Hornick	Superintendent	540-661-4550	dhornick@ocss-va.org
Gary Honaker	Chief Operational Officer	540-661-4550	ghonaker@ocss-va.org
Yvonne Dawson	Executive Director of Human Resources	540-661-4550	ydawson@ocss-va.org
Renee Honaker	Executive Director of Secondary Instruction	540-661-4550	rhonaker@ocss-va.org
Judy Woolfrey	Executive Director of Elementary Instruction	540-661-4550	jwoolfrey@ocss-va.org
Heidi Lohr	Early Childhood Programs Supervisor	540-661-4470	hlohr@ocss-va.org
Greg Hill	Director of Technology	540-661-4550	ghill@ocss-va.org
Linda Blair	Supervisor of School Nutrition	540-661-4579	lblair@ocss-va.org
Susan Aylor	Executive Director of Special Education	540-661-4555	saylor@ocss-va.org
Doug Arnold	Project Specialist	540-661-4550	darnold@ocss-va.org
Marshall Rutter	Director of Facilities & Maintenance	540-661-4550	mrutter@ocss-va.org
Justin Sarver	Director of Transportation	540-661-4596	jsarver@ocss-va.org
Brandi Shumake	Gordon-Barbour Elementary School Principal	540-661-4500	bshumake@ocss-va.org
Sherri McGhee	Orange Elementary School Principal	540-661-4450	smcghee@ocss-va.org
Aimee Jakubik	Unionville Elementary School Principal	540-661-4540	ajakubik@ocss-va.org
Merilee Grubb	Lightfoot Elementary School Principal	540-661-4520	mgrubb@ocss-va.org
Lee Finger	Locust Grove Primary School Principal	540-661-4420	lfinger@ocss-va.org
Eileen Oliver-Eggert	Locust Grove Elementary School Principal	540-661-4440	eolivereggert@ocss-va.org
Nick Sodano	Locust Grove Middle School Principal	540-661-4480	tsodano@ocss-va.org
Renee Bourke	Prospect Heights Middle School Principal	540-661-4400	rbourke@ocss-va.org
Roland Price	Orange County High School Principal	540-661-4300	wprice@ocss-va.org

Board Policies

The OCPS School Board has adopted numerous policies that serve as the basis for communication planning.

- [BDDH: Public Participation at School Board Meetings](#) invites and encourages members of the community to attend School Board meetings to observe deliberations and address the Board on matters related to the schools.
- [BG: Board Staff Communications](#) supports and encourages two-way communication between the Board and employees. Employees are encouraged to communicate their ideas and concerns in an orderly and constructive manner. The School Board welcomes the viewpoints of employees, and allows time at its meetings for employees to be heard.
- [BCF: Advisory Committees to the School Board](#) allows for the appointment of advisory councils and committees of citizens of the school division for consultation with reference to specific matters pertaining to the schools.
- [KA: Goals for School-Community Relations](#) serves as recognition that good school-community relations are essential to securing public support for educational programs.
- [KB: Public Information Program](#) recognizes the importance of providing information regarding the school division to the community.
- [KBC: Media Relations](#) encourages the use of media releases as a means of informing the public of programs, activities, and accomplishments. This policy provides guidelines for the release of information to the press.
- [KMA: Relations with Parent Organizations](#) encourages the establishment of parent-teacher organizations that seek to advance programs that improve educational opportunities for all students.
- [IGBC: Parent and Family Engagement](#) identifies strategies designed to involve parents in the educational process.



SCHOOL BOARD MEMBERS

Mrs. Melissa Anderson, Chairman, District 1 Representative
Mrs. Darlene Dawson, Vice-Chairman, District 2 Representative
Mr. Jack Rickett, District 3 Representative
Mrs. Chelsea Quintern, District 4 Representative
Ms. Sandy Harrington, District 5 Representative

Strategies

The following strategies have been developed to increase communication.

1. Develop the “story” of Orange County Schools to use in community presentations and recruitment materials.
2. Review and revise all external brochures for the division so as to provide consistency in messaging.
3. Continue to update division website so as to increase access.
4. Schedule focus groups throughout the schools and county to increase awareness and to gather input regarding future projects and services.
5. Establish schedule for providing informational articles to local media, both in print and electronically.
6. Supply administrators with school communication publication from the Virginia School Board Association as well as other communication tips.
7. Encourage presentations at local events and at regional, state and national conferences as well as the publication of articles regarding best practices and programs.
8. Create an annual “state of schools” presentation and program.
9. Continue to develop annual legislative priorities, participate in legislative conferences and Take Your Legislator to School activities, and meet with local representatives.
10. Encourage participation in community events.

