

# Community Relations

## *Charlottesville City Schools*

June 5, 2025



# Our team of two



Beth Cheuk  
Supervisor of  
Community Relations

[cheukb1@charlottesvilleschools.org](mailto:cheukb1@charlottesvilleschools.org)

## Brief Bio

- B.A., Rice University; M.A., Longwood University
- Communications experience in K-12 and museums
- First job: 8th-grade English teacher in Houston Independent School District
- 12 years with Cville Schools



Amanda Korman  
Coordinator of  
Community Relations

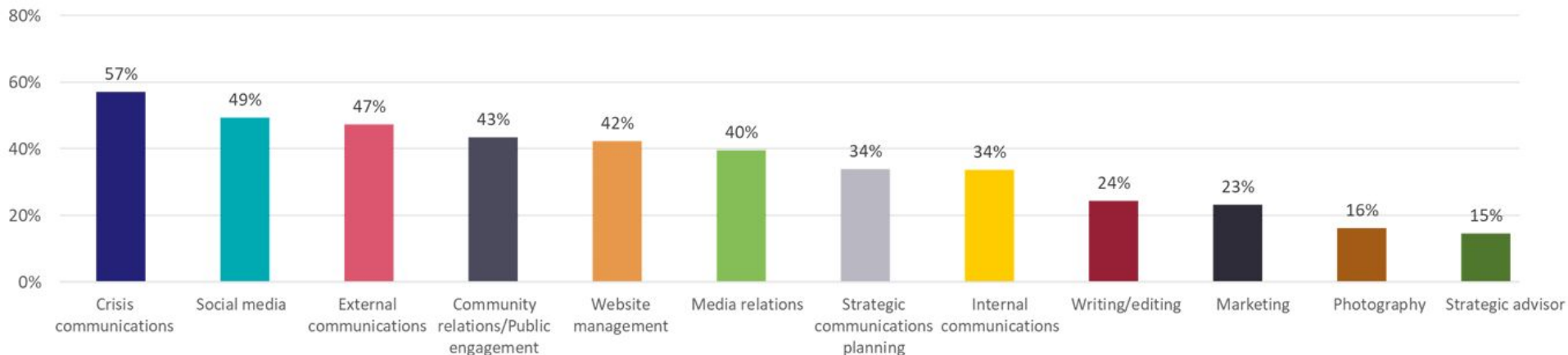
[kormana1@charlottesvilleschools.org](mailto:kormana1@charlottesvilleschools.org)

## Brief Bio

- B.A., Williams College; MFA, University of Virginia
- Communications experience in journalism and nonprofit sector
- First job: Newspaper reporter at *The Berkshire Eagle* in Massachusetts
- 4 years with Cville Schools

# National School Public Relations Association, *Survey 2024*

What are the top five responsibilities in your current position?



Charlotteville Family



EDUCATION


### Learn About Charlottesville City Schools

**Dr. Gurley, what are your long term goals for the district?**

My vision is for Charlottesville City Schools to become a place where everyone achieves their fullest potential. This means that we no longer see stark disparities between students who are white vs. racial minorities. This means that our staff foster a *love of learning* in our students from the first hour of pre-K to graduation day. This means that every student leaves CHS with a plan for the future. Our 2023-2028 Strategic Plan provides a roadmap to reach these goals, with key focus areas of academic achievement, school culture, staff support, and operational strength.

Charlotteville City Schools  
Published by Amanda Korman  
August 14, 2024


There's just nothing quite like the first day of school. Welcome back!!



See insights and ads

Boost post

192 9 comments 7 shares




CHARLOTTESVILLE City Schools

## August News & Highlights

A Word from Superintendent Royal A. Gurley, Jr.  
Dear Cella Schools community—

With school starting on Wednesday, August 14, I wanted to give you some updates and a timeline for when to expect additional back-to-school information like bus routes or teacher assignments. And we wanted to catch you up on what we've been working on this summer.



Each month, you'll receive one of these "News and Highlights" newsletters, with school celebrations plus news you can use.


Other ways you can stay connected with us include:

- Come to your upcoming school open house to start building relationships! (Many of our open houses are on Monday, August 12. [Find information here](#) or in communications from your school.)
- Download the ParentSquare app to find all your school and district updates in one place (information below).
- Follow us on social media -- @CvilleSchools is on Facebook, Instagram, X, and YouTube. Your schools and PTOs have social media accounts, too. You can find me on X at [@royalgurley](#). Here's a [listing of CCS accounts](#) you can follow.
- Visit [charlottesvillecityschools.org](#) to find "all the things" related to Cella Schools.

Once school starts, we'll be in touch about many ways to follow your child's academic growth. Let's stay connected because we are [#GoTogetherCCS](#)!

Wishing you and yours a great start to the school year,

Dr. G.



Under Construction: Charlottesville Middle School

Progress over the summer on the soon-to-be Charlottesville Middle School has been astonishing, and the project is currently on track and on budget. In June we held a "topping off ceremony" at the school to celebrate the installation of the last beam. [Click for a chart showing when students will move into the future Grade 6-8 middle school.](#)

## PRIORITIES

# Need-to-Knows and Want-to-Knows

## News:

- What's going on with...
- Why are the schools...
- How do I...

## Highlights:

- Awards
- Successes
- Smiles
- Feels

These materials are a sampling from back-to-school season



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## PRIORITIES

*With so many different channels,*  
how do we allocate our time?

CCS  
ELECTRONIC  
CHANNELSNEWS  
MEDIAPRINT and  
OTHER  
OUTLETS

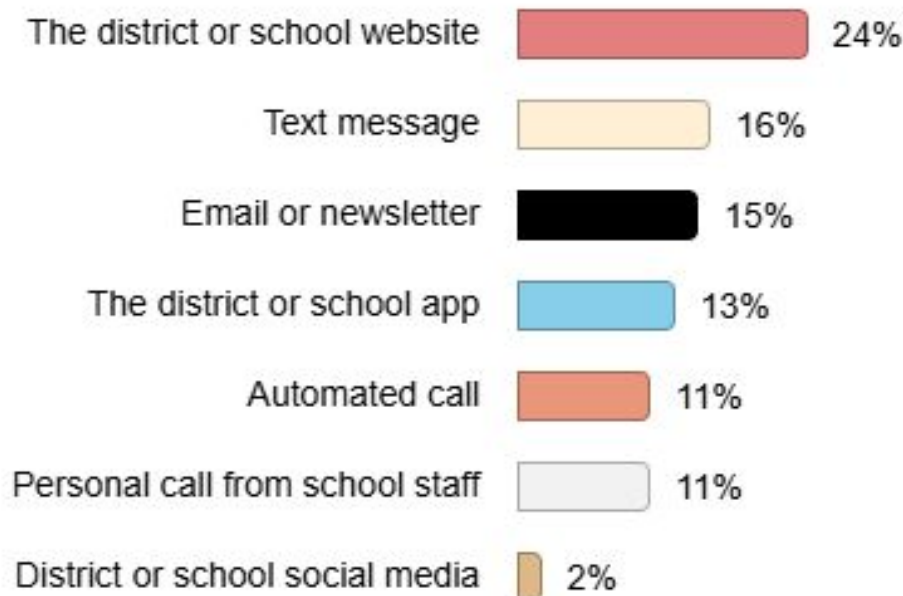
Printed  
calendar/handbook  
and more

Flyers,  
"backpack mail"

Advertising

In-person events and  
engagement

## How do you prefer to receive essential, but non-emergency, school-related information about your child's district?



From *School CEO Magazine*, 2025

## How do you prefer to receive essential, but non-emergency, school-related information about your child's district?

The district or school website 24%

Text message 16%

Email or newsletter 15%

The district or school app 13%

Automated call 11%

Personal call from school staff 11%

District or school social media 2%



ParentSquare

From *School CEO Magazine*, 2025



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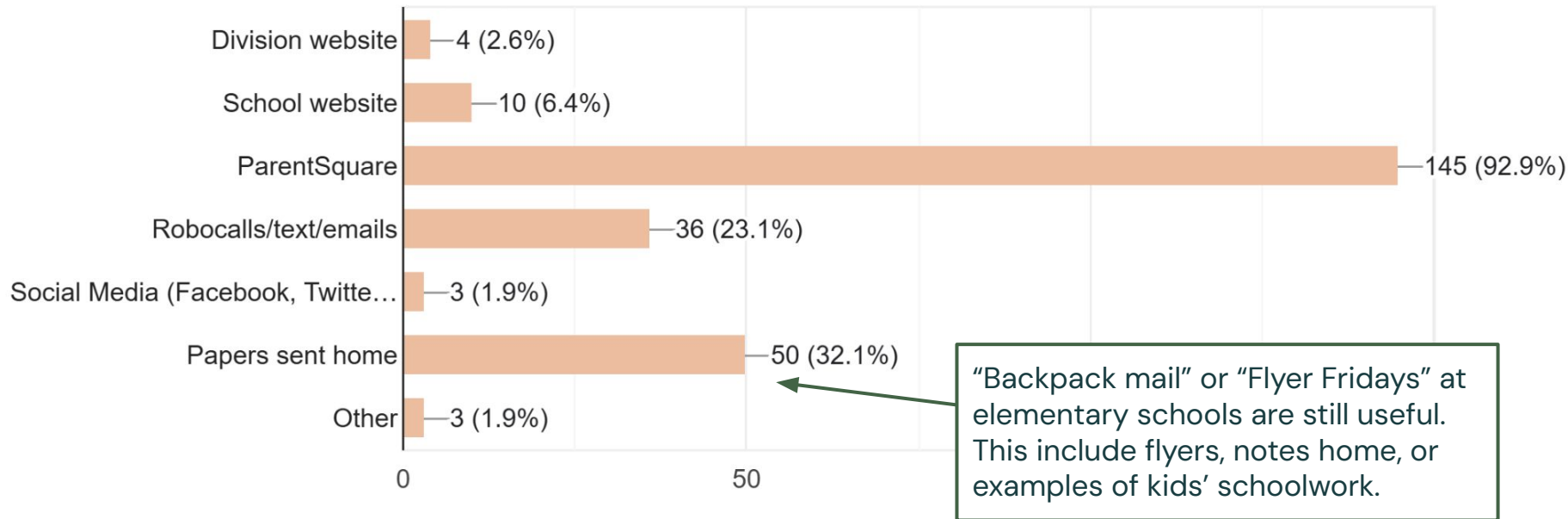


ParentSquare

From *School CEO Magazine*, 2025

## What is the most effective way your school/the school division communicates to you?

156 responses



From Charlottesville City Schools Title I Survey, 2024



# ParentSquare

99.0%  
CONTACTABLE



“

Great! 99.3% of your students' families are contactable. You need to **fix only 25 family records to get to 100%.**

[View Complete Dashboard](#)

Of these 25 families, schools report that most of these students attend specialty programs and the families do not want to receive Cville Schools messages.

Admin Add-ons

Search Posts



## May 2025 News and Highlights: Celebrating This Year and Planning for the Next!

Charlottesville City Schools • Beth Cheuk • 2 days ago • Tuesday, May 27 at 5:45 PM • Charlottesville City Schools, Cville Schools News & Highlights Subscribers, School Board

This post can be viewed by users outside of ParentSquare



CHARLOTTESVILLE  
CITY SCHOOLS

## May News & Highlights

### A Word from Dr. Gurley

Dear Cville Schools families and staff –

During this last week of school, I want to say thank you for a great year. Our schools are stronger than ever thanks to outstanding educators and the enthusiastic community that supports them.



I want to keep this note short – particularly [Read More](#) newsletter

Appreciate • Comment • Print

7,377 Notified • User Preferred Notifications • Staff, Parents, Students, and Guests

11 people appreciate this post



### Summer Meals for Students

Charlottesville City Schools • Beth Cheuk • 2 days ago • Tuesday, May 27 at 3:31 PM • Charlottesville City Schools



Students who are not enrolled in summer academy classes can still request free meals at summer school locations. The family can visit the school office during meal times to request a student meal.

## FEATURES USAGE

### FEATURES USED



OUT OF 14

1,875	Auto Notices	233	Calendar Events   24 RSVP Requested
285,264	Direct Messages   45,274 Threads	402	Files Shared   343 Posts
28	Forms / Permission Slips	2,737	Items Requested   47 Posts
0	Payment Items   0 Posts	6,648	Photos / Videos Shared   851 Albums
4	Polls	8,585	Posts
71	Posts Shared on Social	26,386	Secure Documents
31	Smart Alerts		

*\* all values are totaled starting from June 21, 2024*

# 2<sup>ND</sup> CLASS NEWSLETTER

## Ms. Johnson's Class

### Highlights of Our Week

We had a very nice field trip to the Kluge-Ruhe Indigenous Australian Art Museum. We got to look at different works of art including paintings and stop-motion videos. We also talked about the geography of the Great Victoria Desert where the artwork originated.

In reading, we did an author study of Andrea Beaty by reading her books and responding in writing. The students wrote about their ideas for inventions and created a building after reading Izzy Peck, Architect.

In math, we started a new unit of looking at numbers arranged in arrays. The unit prompts students to think about rooms and floors in a building as a visual of repeated addition/multiplication.

In Social Studies, we learned about Indigenous Nations and Tribes that lived in the Plains Region. We discussed geography, natural resources, homes, transportation, and contributions.

### Upcoming Events and Reminders

Please return the book bags and Start Right Readers pictured below!

Tuesday, May 13th: Field Trip to the Kluge Ruhe Art museum. We will leave at 10:40 to visit the museum and eat lunch on the grounds. Then we will return to Johnson at 1:00. Please return the permission form for your student if you haven't already. Thank you!

Tuesday, May 20th from 11:30-2:00 pm. This is a change due to weather expected on Thursday.

### What We Are Learning Next Week

Language Arts: We will continue our phonics lessons by reading and spelling words with ou, oi, and oy.

Math: We will continue our unit on arrays to prepare students for the concept of multiplication that they will learn next year in 3rd grade.

Social Studies: We will continue our unit learning about Indigenous Nations and Tribes.



## CHS STUDENT ACTIVITIES NEWSLETTER



April 13th, 2025

### Announcements:



Pictured: CHS Boys Soccer team posing with Thimson Duolo after scoring his 50th goal last week in his CHS career.



# Personalized Messages

- Welcome to Cville Schools with key logins and introductions (sent to new students in August)
- Bus route info
- Changes to bus routes
- Attendance messages
- Report cards
- Gifted identification
- Standardized testing results
- Direct messaging (texting)

## Personalized “Welcome to Cville Schools” Message

Dear family of {{student.first\_name}}:

We want to welcome you and {{student.first\_name}} to Charlottesville City Schools! Here is some basic information to help you access various important resources and programs. You'll receive one message like this for every new student in your family at Cville Schools.

### **Lunch Number:**

School meals are free for all students at Charlottesville City Schools.

Your child's lunch number: {{lunch\_id}}.

Teachers/staff will also have this information to support students.

*Note:* At Buford and CHS, families may also wish to add funds to an account in [My Payments Plus](#) for any à la carte food items.

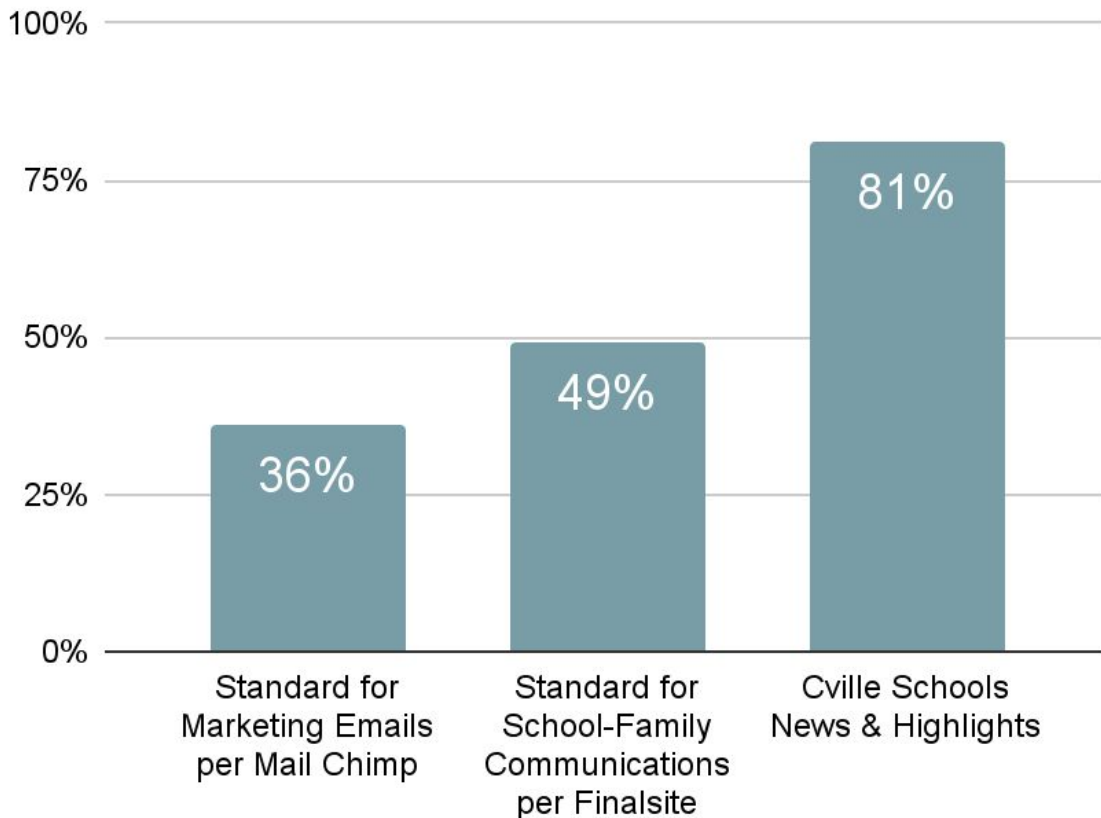
### **ParentSquare:**

ParentSquare is the tool that your teachers, school, PTO, and others will use to communicate with you, and that you can use to contact them.

URL: <https://parentsquare.com/signin> *(message continues)*

Who's  
*reading all  
these  
messages?*

## Average Open Rates for Marketing Emails



# Crisis Communications:

## *Unplanned Events*

We send messages when:

- They cause a change to school routines
- They present a real or perceived safety risk
- A message might prevent phone calls/ questions/ rumors



### Due to Water Repairs, CHS May Have Schedule Changes Tomorrow, Including 2-Hour Delay or Cancellation

Charlottesville City Schools •  Beth Cheuk • 2 months ago • Wednesday, Apr 9 at 9:01 PM • Charlottesville High School, Principals, School Board

Dear CHS community –

This afternoon, CHS began experiencing some water issues. Immediately after school, the City shut off the school's water and began making repairs. While they are making good progress, we wanted to give you an update.

#### **CHS May Have Schedule Changes Tomorrow, Including 2-Hour Delay or Cancellation**

An on-time start at the high school is possible for tomorrow. But it is also possible that CHS will have a 2-hour delay or the school may even be closed tomorrow if they are unable to restore water to the building.

#### **All Other Schools Will Follow Normal Schedules**

To be clear, all other schools will follow normal schedules, including CATEC. If CHS is delayed or cancelled, CHS students who attend CATEC can attend classes if they can supply transportation.

#### **Timing of Further Updates**

- If the City has a further update, we will let you know by 10pm tonight.
- Otherwise, we will give you an update around 6am tomorrow.

Thank you for your patience!

#### **Comments & Replies**

Comment...

Planning is important, but flexibility is needed.

An unplanned event or development can upend the day's plan.

17

ParentSquare

Options

Charlottesville City Schools

Schools Closed Thursday, February 20

Charlottesville City Schools • Beth Cheuk • 3 months ago •

Wednesday, Feb 19 at 4:45 PM • Charlottesville City Schools, School Board, Weather-Related Announcements for Community Members and Partners



Due to current road and sidewalk conditions plus the possibility of additional winter weather, Charlottesville City Schools will be closed on Thursday, February 20. All programs are canceled unless otherwise announced.

Art courtesy Eric, Grade 1, Trailblazer.

# ParentSquare *Next Steps*

- Continued staff training in best practices, consistency, and expectations
- Continued work to make sure families are automatically receiving messages in their preferred language
- Continued follow-up with the families for whom ParentSquare is not working
- Continued work to find the balance between “enough communication” and “too many messages!”

## INTERACTION

3,537

OUT OF 5,434  
PARENTS INTERACTED

### COMMENTS

● 967 Commented

### APPRECIATIONS

● 1,891 Appreciated

### RSVPS

● 142 RSVP'd

### VOLUNTEERS

● 1,113 Volunteered

### DIRECT MESSAGES

● 3,300 Sent Direct Messages

### ITEMS

● 157 Signed Up

### FORMS / PERMISSIONS

● 486 Completed

### PAYMENTS

● 0 Paid

### POLLS

● 283 Voted

“

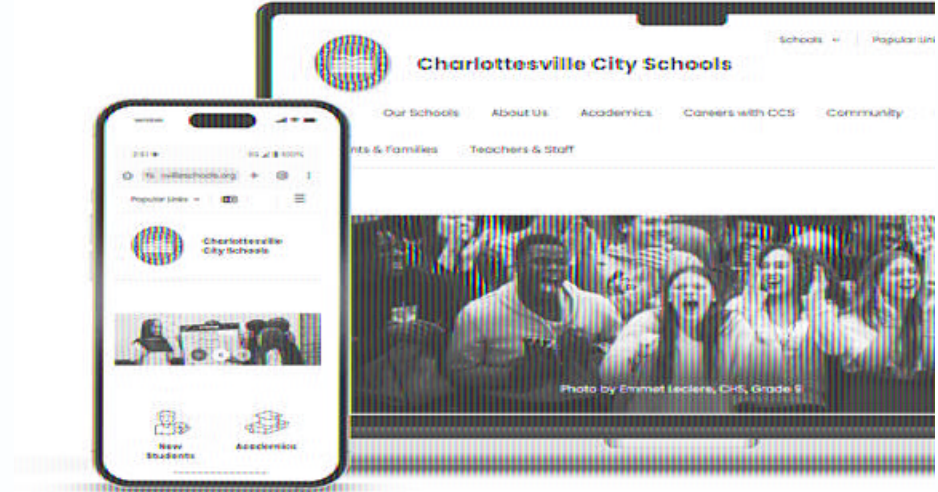
**Amazing! Give yourself a pat on the back**

Typically there are 2 contacts per student. 65% parent interaction could mean that all families are interacting!



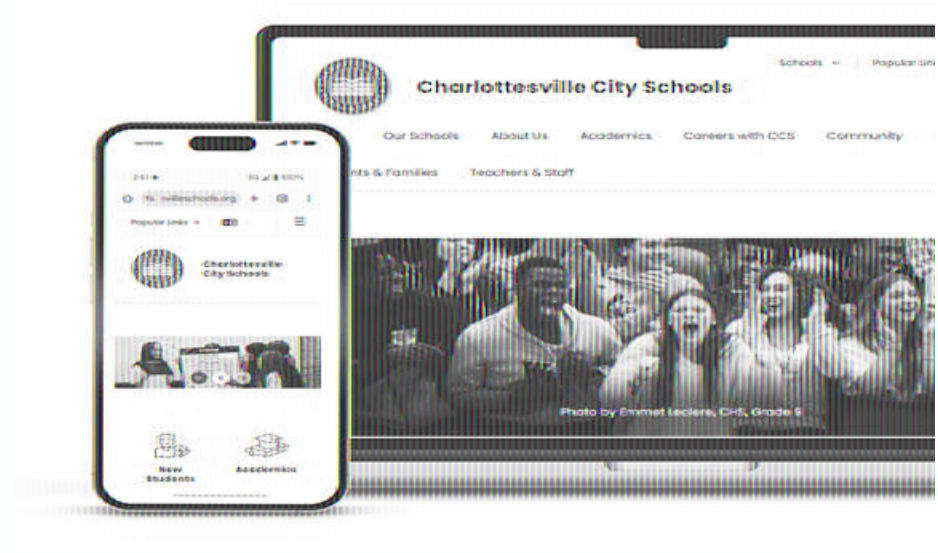
# Charlottesvilleschools.org

- About 13,500 users in May
- More than 1 million hits each year on homepage
- Traffic is evenly divided between desktop and mobile users
- Works hand-in-glove with ParentSquare
- Important not only for current families but also staff, prospective families, and community members



# Next steps *for website*

- Decentralizing control: giving content experts editing access and skills
- A summer upgrade for navigation, appearance, and ADA compliance



# Media Releases & *Requests*



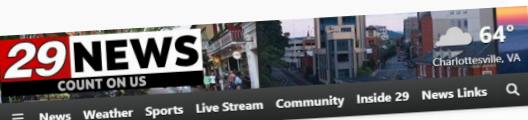
# Media Releases & *Requests*

A media request is often one of those unplanned communications that will shift our plans for the day.



# Media Releases & Requests

- 140+ media stories so far this year (not counting most sports stories)
- A mix of stories that we place and requests from media
- Average of 4.7/week
- While it may not feel like it, the overwhelming majority of those stories are neutral or positive



A week into activation, Charlottesville says school zone cameras doing their job



Those going above the listed speed during school zone times are still only receiving warnings.

## DOGWOOD

Charlottesville non-licensed school staff vying for college bargaining victory



Members of the Charlottesville Education Association, Charlottesville school division,



Published May 28, 2025 at 5:00 AM EDT

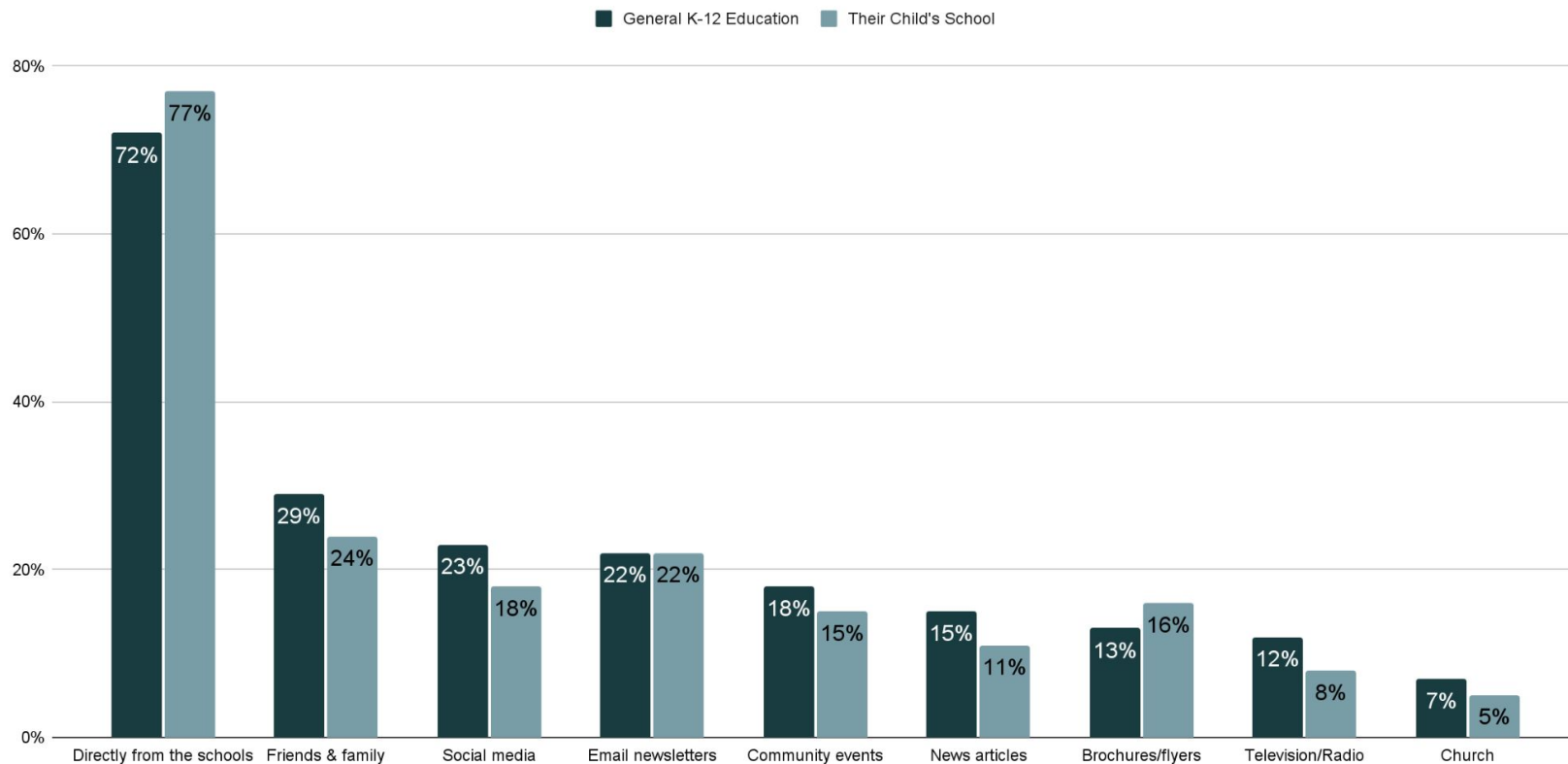
▶ LISTEN • 1:13



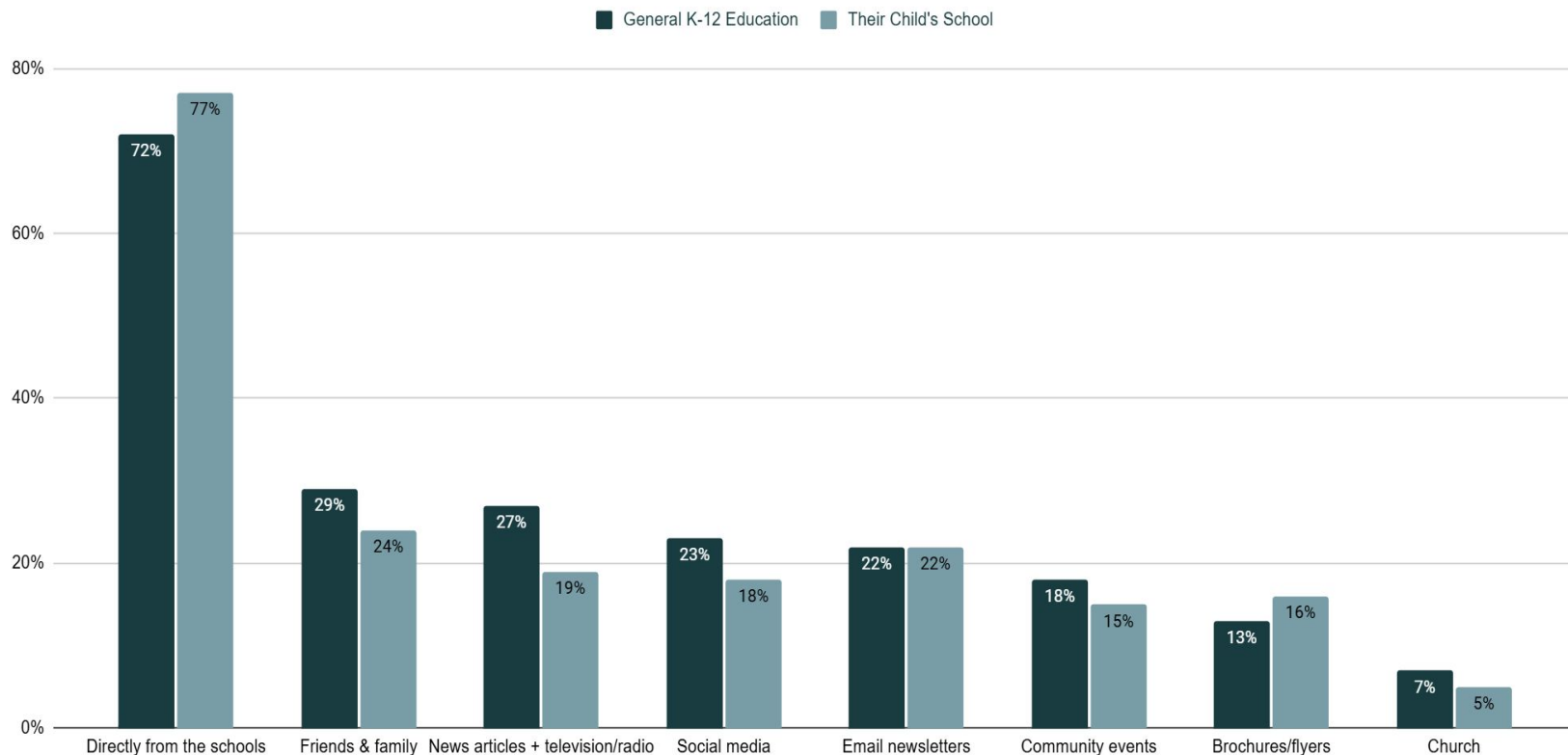
These stories are a *sampling* of coverage from the week of May 26



# How do families learn about K-12 education or their child's school?



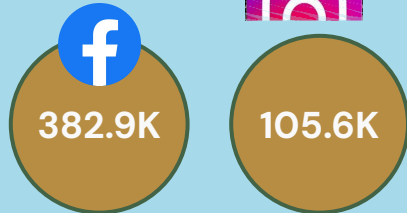
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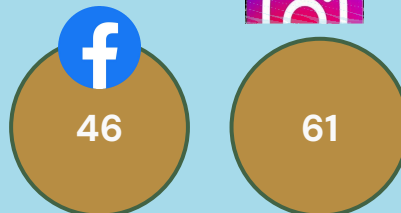
# Social *media*

- Facebook and Insta, sometimes Twitter
- For fun and celebrations, not usually “news”
- Manage @CvilleSchools and also assist with school accounts
- Reaches community outside our staff/families
- We have explored paid “boosts” of posts
- We monitor other social media spaces such as Cville Reddit

Content views in last 28 days...



New follows in last 28 days



**Charlottesville City Schools**  
Published by Amanda Korman  
May 21 at 4:20 PM · 🌐

It seems like just yesterday that they were our Bobcats, Bees, Frogs, Jackrabbits, Learning Leopards, and All-Stars. Today, seniors were welcomed back to their elementary schools for one last parade through the halls. Tomorrow, they cross the stage as graduates of [Charlottesville High School](#). We love you, Class of 2025!!  
Love,  
[Burnley-Moran Elementary](#)  
[Greenbrier Elementary School](#) ... See more

See insights and ads [Boost again](#)

Burnley-Moran Elementary and 485 others 33 comments 29 shares

# More & more



REZONING PROPOSAL IMPACTED NEIGHBORHOODS		School Year					
Neighborhood		24-25	25-26	26-27	27-28	28-29	29-30
	WEST OF KINDLEWOOD (DICE ST. AREA)	SUMMIT	SUMMIT	SUMMIT	SUNRISE (FORMERLY BME)		→
	KINDLEWOOD	SUMMIT	SUMMIT	SUMMIT	SUMMIT	SUMMIT	SUNRISE (FORMERLY BME)
	NORTH OF 250 (LOCUST GROVE AREA)	BURNLEY- MOSMAN (FUTURE SUNRISE)	SUNRISE (FORMERLY BME)	SUNRISE (FORMERLY BME)	SUNRISE (FORMERLY BME)	SUNRISE (FORMERLY BME)	GREENBRIER
	SOUTH OF 250 (ROSE HILL AREA)	GREENBRIER	GREENBRIER	GREENBRIER	GREENBRIER	GREENBRIER	TRAILBLAZER
	THE MEADOWS	GREENBRIER	GREENBRIER	GREENBRIER	GREENBRIER	GREENBRIER	TRAILBLAZER
	SMALL PARCELS WITH NO CURRENT CCS STUDENTS	VARIOUS SCHOOLS	REZONED SCHOOL				→

\* 4th/5th graders, younger siblings, and future kindergartners are eligible to apply for exemptions from timeline  
\*\*Timeline may be pushed back based on construction progress of new developments

Updated  
1/30/2025



Internal Communications

Surveys/ Feedback/ Focus Groups

Flyers/ Graphics

Print Communications

Events like Ribbon-Cuttings

Signage at Schools/ Events

Talking Points/ Key Emails/  
Presentations

FOIA Requests

Tech Support/ Training for  
ParentSquare & Other  
Communications Practices

Advertising/ Marketing/ Branding

Photography/ Videography

Institutional Knowledge: Experts on  
Today, Historians of Yesterday

# Thinking *partners*

- We serve as an extra set of hands and brains, especially on new projects and during times of change or complexity
- We also give attention to points of “customer service”
- Sample projects:
  - Transportation
  - Registration Processes
  - Strategic Plan
  - Rezoning
  - Renaming
  - SROs
  - CMS signage





# Next steps

ParentSquare: Training, Best Practices →

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Website: Summer Refresh →

---

Communications Guide for Consistency →


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Closer Work with Family Engagement →

---

Elevated Student Voice →

---

“ U at CMS” →

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# More Requires More

## This year by the numbers



Key dates/events on division calendars 150

Tabs open on Beth's browser while she worked on this preso 73

Flyers approved for "backpack mail" 44

ParentSquare IT tickets 106

## In Summary

School communications is a busy job and a labor of love.



CCS earned the highest award in school communications. Eight were awarded in 2023.

Thank you!  
Questions?

