



November 9, 2018 | Issue 7

ANNOUNCEMENTS

RRHS Culinary Student Recognized

Congratulations to senior Megan Meese who was awarded a \$500 scholarship from the American Culinary Federation which was presented at the 58th Annual President's Brunch. Megan is in the culinary program at Westshore Career-Tech which operates out of Lakewood High School.

MAIN STORIES

Brand and Messaging

Rocky River City Schools has partnered with The Impact Group to enhance our branding, messaging and social media presence.

The face-lift will incorporate a 3-30-3 messaging format along with an increased social media presence on the three big platforms of Twitter, Instagram and Facebook. Additionally, there will be new Rr logo designs and school letterheads as well as a redesign of the district's website in summer of 2019.

Continue reading on next page.

EDUCATION NEWS

News Story 1:

An interesting article on student self censorship.



News Story 2:

eSports are gaining more and more traction as varsity college sports, including scholarship opportunities for students.



KEY DATES

Football Playoffs vs. Norwalk
November 9, 7:00 p.m. at
North Ridgeville High School

Fall Play
November 16th-17th at 7
p.m. in the RRHS Auditorium

Thanksgiving Break
November 21st-23rd

Midterms
December 14, 17, 18

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District Quick Facts

District Enrollment - 2,701

RRHS Enrollment - 855

Teachers in District - 187

Teachers at RRHS - 67

Avg. years experience - 16.4

Teacher w/ adv. degrees -
85%

Per pupil cost - \$12,230

2018 graduates to
post-secondary education -
92%

Advanced Placement
courses offered - 17

College Credit Plus courses
offered - 10

ACT Composite - 25.4

SAT Reading/Writing mean
- 583

SAT Math mean - 591

2018 Report Card Grade - A



Students and Staff at
Trick-or-Trot 5K

MAIN STORIES

Continued from previous page...

3-30-3 Messaging encompasses a framework that revolves around a 3 second pitch, a 30 second description and a 3 minute conversation. The 3 second message is a more basic way to describe what our district focuses on. The 30 second message allows for a quick look into the strategic plan formatted into a single sentence. The 3 minute overview describes the district's core beliefs and focus.

3 Second Message:

Caring, Exceptional, Competitive

30 Second Message:

At Rocky River City School District, we provide a Caring environment and Exceptional opportunities, resulting in globally Competitive, successful students.

3 Minute Message:

This message looks at the three pillars of Caring, Exceptional and Competitive more in-depth. Also added are the pillars of Fiscal Responsibility and Safety, each of which are described in more detail.

RRCS Book Drive

A RRCS Book Drive will take place between November 12-16 in all buildings including the high school. Girl Scout Troop 7031 is hosting the drive and will be collecting books to donate to the Rocky River Assistance Program. All donated books can be dropped off in the main office.

Rehearsal for Murder

The RRHS Drama department will be presenting 'Rehearsal For Murder' on November 16th and 17th. The play will start at 7 p.m. on both nights. Tickets can be purchased ahead of time or at the door. Adult tickets are \$7 and student tickets are \$5.

Cross Country Runners to Compete at State Meet

RRHS has two students competing at the State Cross-Country meet this Saturday in Hebron, Ohio. Freshman Sam Coleman will represent the girls' team and senior Jack McDonough will represent the boys. The boys race is scheduled for 11:45 a.m. and the girls race takes place at 3 p.m. Best of luck to both runners.