

The #RCSSundayMessage video series keeps Rutherford County Schools (RCS) community informed with updates, achievements, and pertinent information. It ensures students, parents, teachers, and community members stay connected to the district. Every Sunday morning, a new video is released on YouTube, shared on the districts website and social media, and provides timely updates before the school week begins. This ensures easy access to the latest information for students, parents, school staff, and community members. The target audience includes parents and guardians seeking updates on school events, policies, and initiatives. Teachers and staff benefit from these updates to clarify expectations and goals. Students gain insight into school highlights and achievements, fostering engagement and pride. The #RCSSundayMessage effectively communicates information through engaging video updates, surpassing traditional emails or newsletters. Visuals and audio enhance comprehension and retention. The series has improved district communication, increased parent and student engagement, and strengthened community bonds. Openness and transparency have built trust, leading to a supportive and informed school environment.