

August 2022

The logo consists of two overlapping speech bubble shapes. The top one is orange and the bottom one is purple. The text 'ASK ACPS' is written in white, bold, sans-serif font across the purple bubble.

ASK ACPS

SUMMARY REPORT

2022

April - July

PRESENTED BY

Office of Community
Partnerships & Engagement



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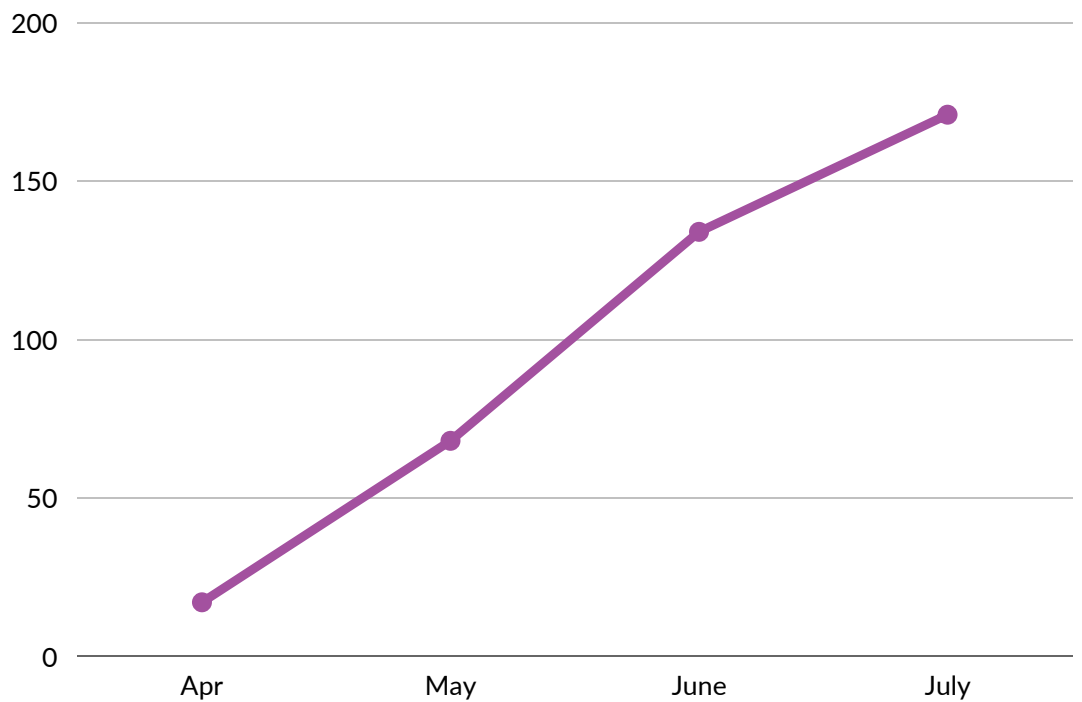
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AT A GLANCE

390* INQUIRIES

Ask ACPS inquiries received April - July 2022

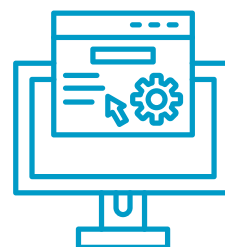
*not including spam



KEY SUCCESSES



Hired external relations specialist

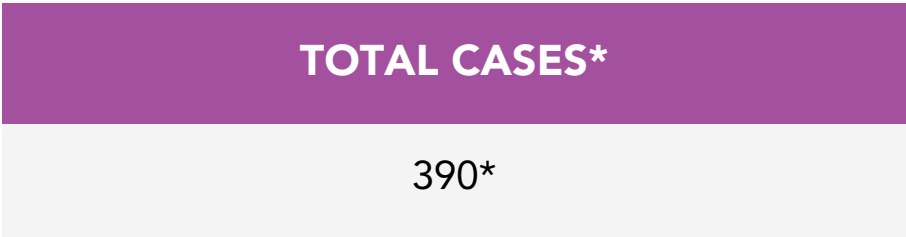


Shifted to new customer relations management (CRM) system



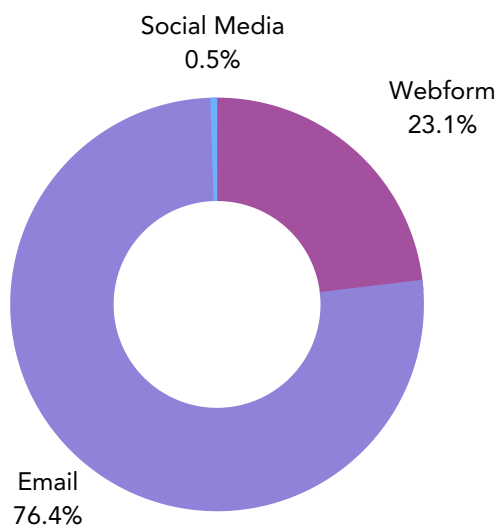
Enhanced CRM system to support evolving needs

HIGHLIGHTS

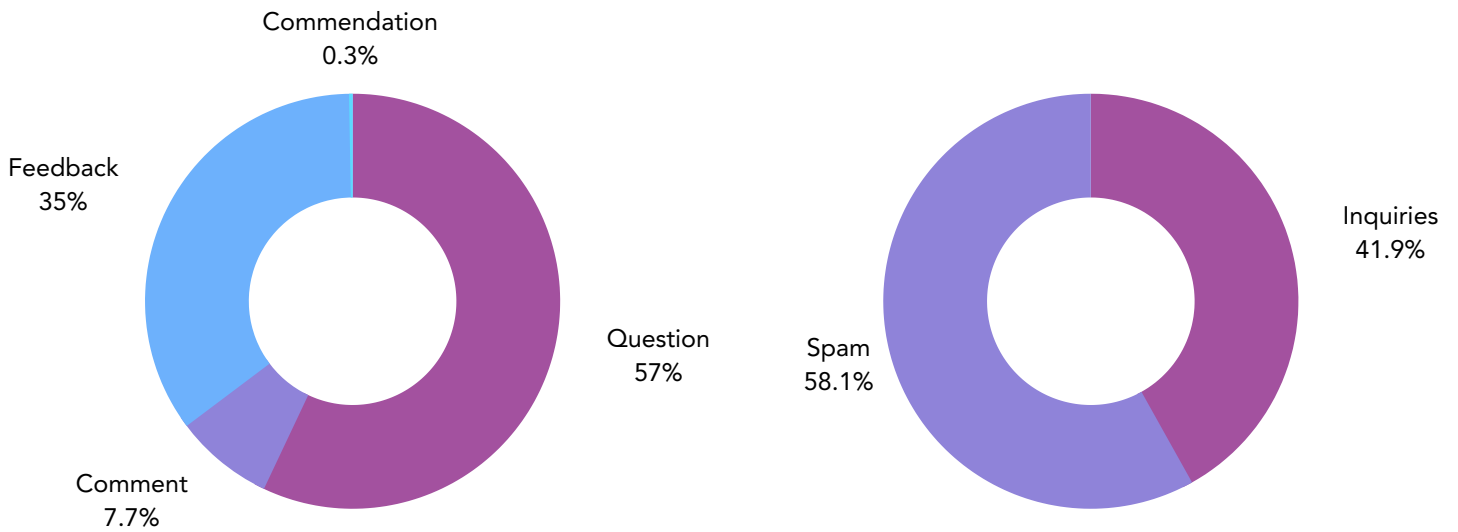


*does not include 520+ spam cases

CHANNEL

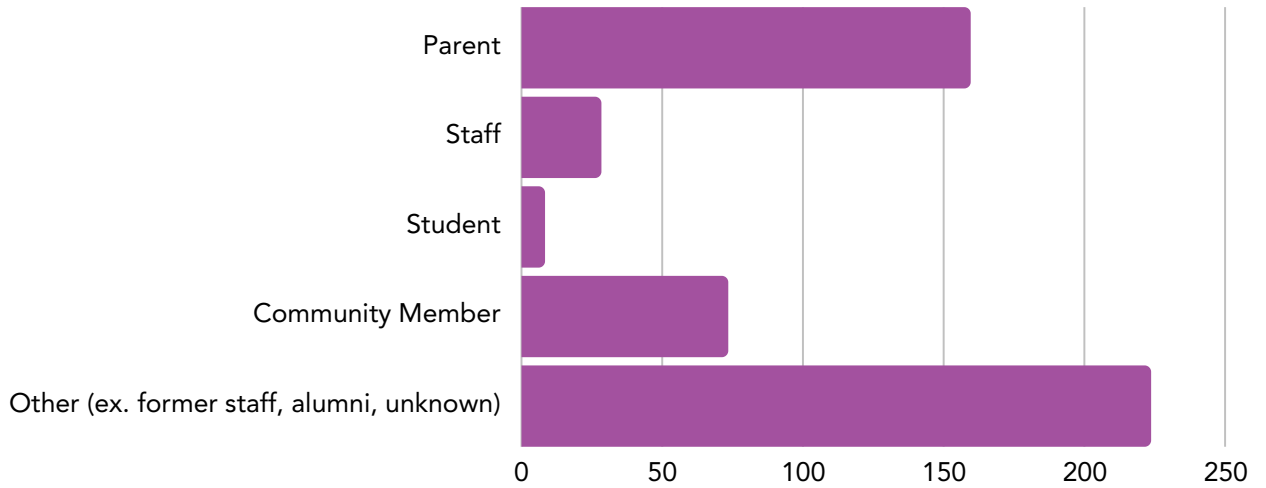


TYPE

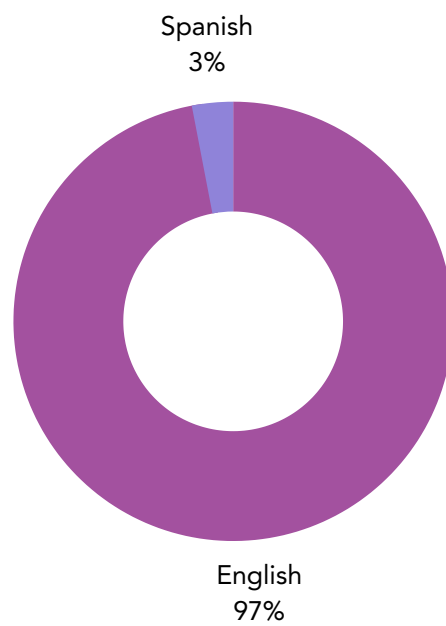


HIGHLIGHTS

ACPS RELATIONSHIP



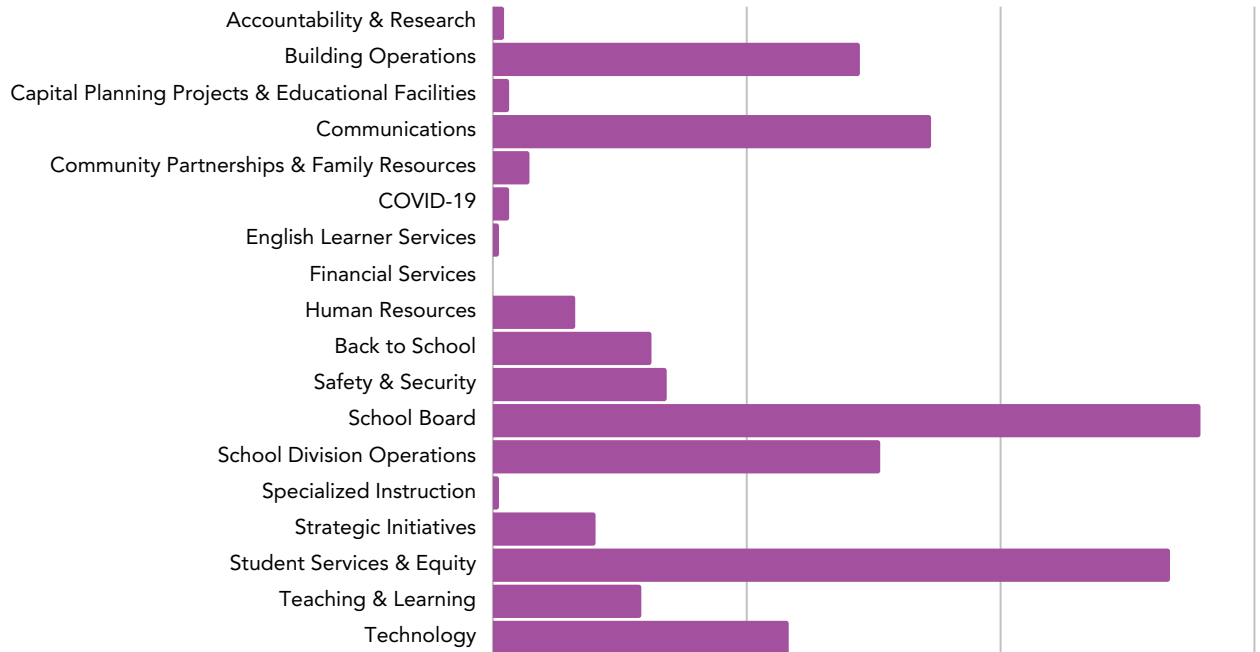
LANGUAGES



HIGHLIGHTS

TOPIC

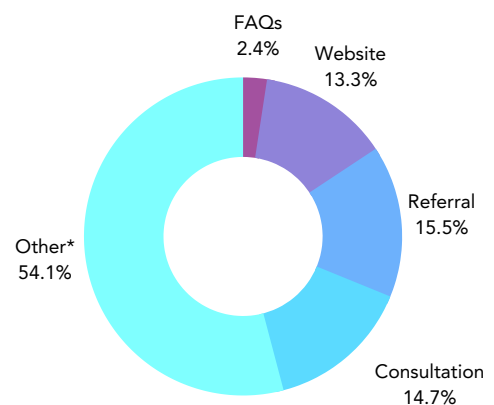
**Please note: inquiries can be flagged for multiple topics.*



Based off of this data, the top topics that Ask ACPS received inquiries about are related to the School Board, Student Services & Equity, Communications, Building Operations, School Division Operations, and Technology.

Most of the sources that were used to respond to inquiries were from previously crafted or templated responses or direct responses that did not require further research. The ACPS website, referrals and consultations came in second as the top sources.

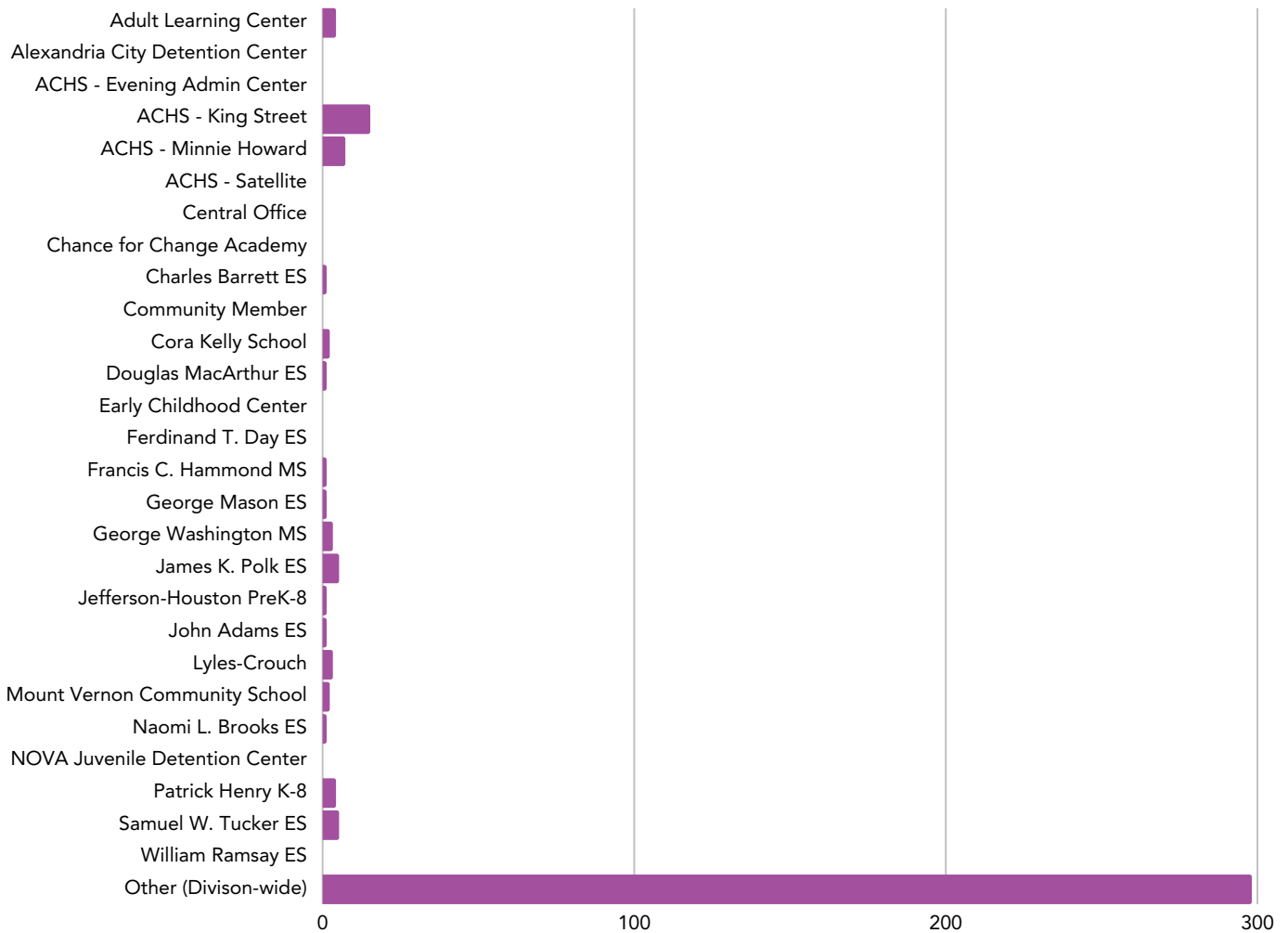
RESPONSE SOURCES



*Other: crafted responses, press releases, memos, news articles, etc.

HIGHLIGHTS

DEPARTMENT/SCHOOL



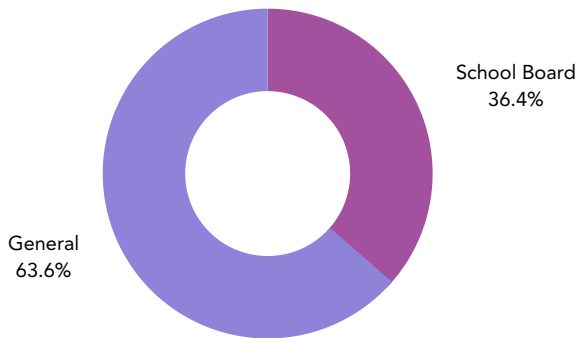
SY 2021-22 SUMMARY

Taking all of the above data into account, we can conclude the following:

- Email is the top used method of communicating with Ask ACPS.
- Over 50% of the inquiries received were questions, with feedback/suggestions right below.
- There is a need to create and develop more resources and FAQs that can be easily shared through our website and communication tools for parents and families.
- Most of the inquiries received are related to division-wide issues or concerns, which confirms that Ask ACPS is being used by stakeholders in the way it was intended.

BOARD@ACPS

From April 1 - July 31, 2022

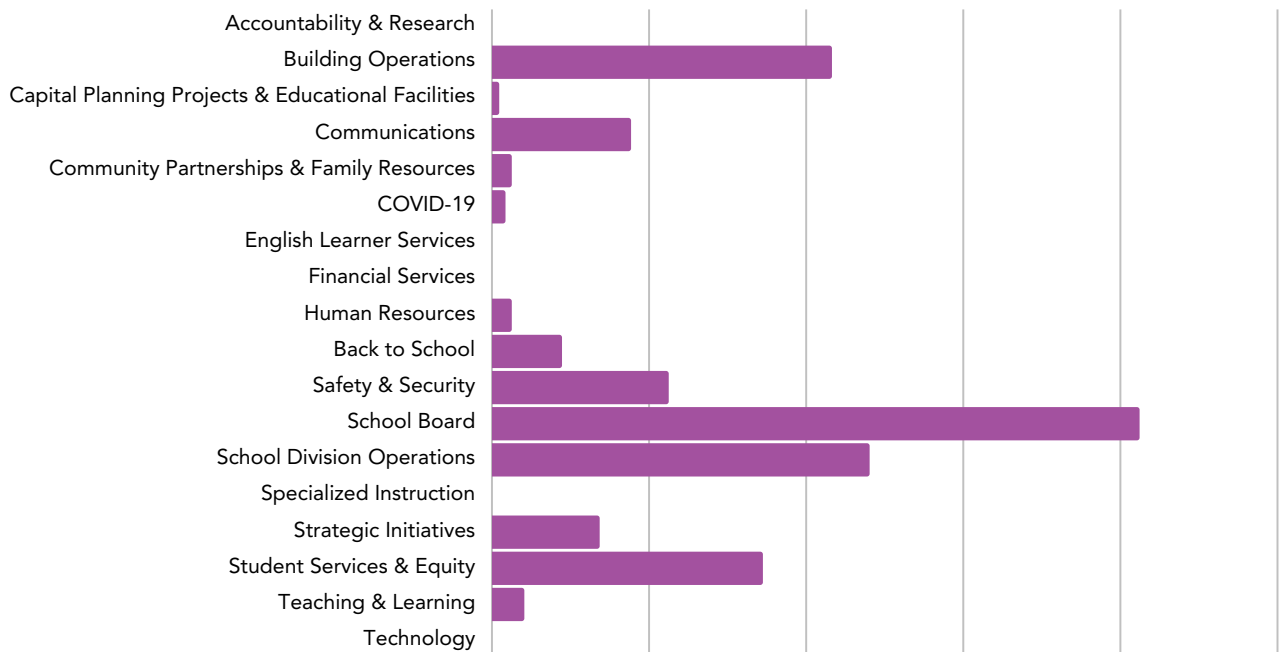


	APRIL	MAY	JUNE	JULY	TOTAL CASES
	3	30	88	21	142

Most inquiries were related to: the interim superintendent search (55), the athletic field lighting proposal (34), safety and security at Alexandria City High School (12) and the ACPS logo redesign (10).

TOPIC

**Please note: inquiries can be flagged for multiple topics.*



SUMMARY

Based off the data above, we can conclude that Ask ACPS has been able to successfully and directly field inquiries sent to the School Board (board@acps.k12.va.us). At this time, we invite and welcome suggestions for further data reporting and analysis.

PERFORMANCE SUMMARY

From April 1 - July 31, 2022

In working with a management firm and partner to enhance aspects of the customer relations management (CRM) system, our team has successfully made the transition to Salesforce as the primary and leading system for inquiries received through Ask ACPS. Enhancements to the platform include: the ability to mass close cases, change the status of multiple cases at once, be notified when responses are received, and automatically creating a contact in the system (as opposed to manually creating each one).

With this new platform, we have the ability to streamline communications with the ACPS community and leverage the report's function to use data in supporting our work.

Our team will continue to explore ways to further enhance the CRM system as our needs continue to evolve over time. Some that we have already identified are:

- Measuring average response times
- Reporting inquiries received via social media
- Adding and measuring subtopics
- Addressing the influx of spam inquiries received through the webform
- Developing additional media that could facilitate/increase use by stakeholders who speak a language other than English



TOP FINDINGS

From April 1 - July 31, 2022

With over 75% of inquiries received being related to division-wide issues or concerns, this confirms that Ask ACPS is being used in the way it was originally intended and created for – to streamline communications and provide one place to capture inquiries for timely and comprehensive responses.

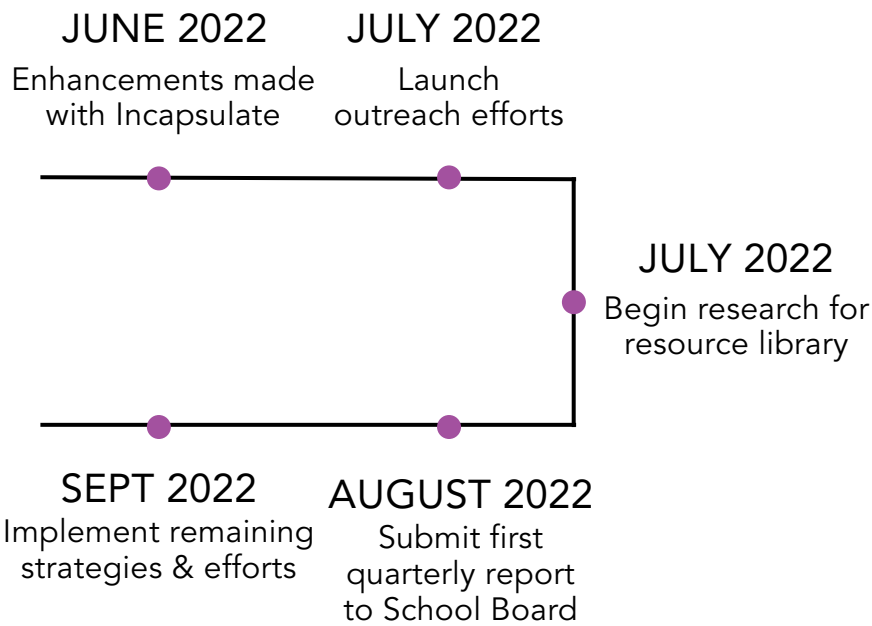
There is opportunity for growth through the creation of FAQs and a resource library/guide for our internal team to easily access information needed to craft timely responses.



TIMELINE

For SY 2022-23

Following the hiring of the external relations specialist, our team focused on fully implementing and using the CRM platform to respond to inquiries received through Ask ACPS. With a first wave of enhancements already established, our focus will continue with the development of a resource library, launching outreach efforts as we prepare for the start of the 2022-23 school year, and kicking off a regular cadence of data reporting for our internal teams, as well as providing a quarterly report to the ACPS School Board.



SEPT 2022	Monthly: Aug 2022
OCT 2022	Monthly: Sept 2022 Quarterly: Aug-Sept 2022
NOV 2022	Monthly: Oct 2022
DEC 2022	Monthly: Nov 2022
JAN 2023	Monthly: Dec 2022 Quarterly: Oct-Dec 2022

REPORTING

Monthly reports will be shared with our School & Community Relations team to keep track of inquiries received and highlight any trends. Quarterly reports will be shared with the ACPS School Board that details findings, to include School Board-specific topics and inquiries. Yearly reports will include a more detailed look at the data, performance, and measurable goals for the following year.

MOVING FORWARD

Our team will continue to look ahead at opportunities for **enhancement**, **collaboration** and **outreach** as we establish Ask ACPS as a trusted resource for the City of Alexandria's students, parents and families, and community members.





QUESTIONS? CONTACT:

Cindy Centeno

External Relations Specialist
cindy.centeno@acps.k12.va.us

Taneika Taylor Tukan

School Engagement & Community Outreach Manager
taneika.tukan@acps.k12.va.us