

BOARD BRIEF

Oct. 21, 2022

BOARD INFORMATION: X

MEETING PREPARATION: _____

FROM: Kathy Mimberg, Executive Director of Communications
Jeanene Harris, Media Relations Specialist

THROUGH: Julia Burgos, Chief of School and Community Relations
Melanie Kay-Wyatt, Ed.D., Interim Superintendent of Schools

TO: The Honorable Meagan L. Alderton, Chair, and
Members of the Alexandria City School Board

TOPIC: Media Relations Quarterly Report: July-Sept. 2022

ACPS 2025 STRATEGIC PLAN GOAL:

Goal 1: Systemic Alignment

Goal 2: Instructional Excellence

Goal 3: Student Accessibility and Support

Goal 5: Family and Community Engagement

SY 2022-2023 FOCUS AREA:

Supports all areas of focus.

SUMMARY:

The Office of Communications prepared a quarterly report summarizing earned media coverage for the division from July 1, 2022 through Sept. 30, 2022. The report contains the number of incoming media inquiries the Office of Communications received and addressed during this time period, main topics associated with ACPS in the news, the number of mentions of ACPS leadership, national coverage, positive stories pitched by the Office of Communications and successfully covered by news media, how ACPS' media coverage compares to nearby school divisions and more. The Office of Communications plans to produce a similar media relations report every quarter for the 2022-23 school year. This report also highlights our efforts to fulfill our strategy to secure increased national media coverage to showcase the division beyond Alexandria and the Washington Metropolitan Area.

BACKGROUND:

The 2021-25 ACPS Strategic Communications & Community Engagement Plan identifies media and public outreach as a core opportunity to engage with the community on division-wide issues that are important for all students and the future of the school division. This report

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shows the work our media relations team has done with a broad range of news outlets to effectively reach the Alexandria community and stakeholders on important issues and activities of our school division.

New data is being collected on a quarterly basis starting in the 2022-23 school year and will be shared with the superintendent and School Board to further the understanding of the narrative surrounding the school division among various audiences, including the ACPS community of students, staff and families, residents of the greater Washington, D.C. metropolitan region and peers in the educational arena. A final report for the 2022-23 school year will be shared in June 2023.

RECOMMENDATION:

The superintendent recommends that the School Board review this presentation to become familiar with the work of the communications team and some key metrics, such as the number of media inquiries that are received by ACPS, the stories pitched to reporters, how often the division appears in the news and the type of earned media coverage that affects public opinion of the school division.

IMPACT:

The report will serve to address how building a rapport with reporters and shaping our message for the media can assist the division in addressing timely issues and our work within our school community, helping to foster relationships between families and staff and furthering community engagement goals as outlined in the Department of School and Community Relations plan: ensuring staff, families, students and the community have timely access to information and engagement opportunities, feel welcome and supported, and have confidence in ACPS.

Attachments:

Media Relations Quarterly Report: July-Sept. 2022

CONTACT:

Julia Burgos, Chief of School and Community Relations

julia.burgos@acps.k12.va.us