

BOARD BRIEF

Date: October 16, 2020

BOARD INFORMATION: _____

MEETING PREPARATION: X

FROM: Julia Burgos, Chief of School & Community Relations

THROUGH: Gregory C. Hutchings, Jr., Ed.D., Superintendent of Schools

TO: The Honorable Cindy Anderson, Chair, and
Members of the Alexandria City School Board

TOPIC: School & Community Relations Update

ACPS 2025 STRATEGIC PLAN GOAL:

- Goal 2: Instructional Excellence
- Goal 3: Student Accessibility and Support
- Goal 4: Strategic Resource Allocation
- Goal 5: Family and Community Engagement

SY 2020-2021 FOCUS AREA:

- Focus Area 3: Strategic Plan Implementation
- Focus Area 5: Academic Disparities

FY 2021 BUDGET PRIORITY:

- Cultural Competence for All Staff
- Outreach to Hispanic Families to Improve Attendance and Graduation
- Outreach to Underserved Communities to Increase Engagement
- Improving Customer Relationship Services and Management

SUMMARY:

Following the presentation of the Communications Audit and the Family and Community Engagement Evaluation, the formation of the School & Community Relations Department has resulted in stronger staff relationships, alignment of team goals to support the *ACPS 2025 Strategic Plan: Equity for All* and restructuring positions to enhance communications and engagement of families and staff. This is particularly evident in the results that the team has garnered after school buildings closed on March 13 due to the pandemic. The team has gelled over the past seven months and achieved significant reach through the 1.0-3.0 plans, and most recently, the Virtual PLUS+ brand that includes media, materials, the ACPS-at-Home microsite, outreach, family and community engagement, partnerships, grants, the Helpline and childcare options. The attached report provides a comprehensive snapshot of those results from March 2020 until present day.

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BACKGROUND:

In keeping with the practice of measuring our reach of all communications and engagement channels, as a unified team, the School & Community Relations (SCR) team began the process of assessing its reach together throughout the pandemic. These metrics were shared regularly with the superintendent who suggested that this information would be valuable for the School Board to digest prior to the Communications Audit presentation. While that presentation will focus on an update of each of the audit recommendations, this report allows for a review of the results accomplished by both SCR departments, working in tandem, to accomplish the goals of the Strategic Plan and support departments and schools across the division to communicate and engage with families.

RECOMMENDATION: The superintendent recommends that the School Board review the School & Community Relations Update in anticipation of the Communications Audit scheduled to be presented at the Nov. 12 School Board meeting.

IMPACT:

To assess the reach and value of the SCR team in the newly established department under the leadership of the new chief of school and community relations.

ATTACHMENTS:

School and Community Relations Report

CONTACT:

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