

Preparing for Sept. 8, 2020

Data from the Department of School and Community Relations

Oct. 15, 2020



Communications Data

Frequently Asked Questions:

Approximately 500 pages and approximately 5,000 individual parent and staff questions received and answered between March 13 and Sept. 1.

ACPS Express:

- 61 issues sent since March 13, up from 13 over the same period the previous year
- 183 translated copies of ACPS Express sent in languages other than English since March 13 (a new communication offering starting March 2020)

ACPS Insider:

- 61 issues sent since March 13, up from 13 over the same period the previous year

Multilingual Messaging:

- 939 pages were requested to be translated into Spanish, 941 into Amharic and 928 into Arabic by the Office of Communications (March 13 to Sept. 1, 2020), almost double the amount over the same period the previous year.
- All 61 editions of ACPS Express were sent as text messages in three languages.
- All FAQs translated.
- All critical content translated.
- Videos created in multiple languages to help accessibility

Training:

- School social media liaisons trained, including updated role as customer service agents
- 4 new principals trained on communication protocols and school newsletters
- 10 people trained on website training modules and/or received Zoom consultations for website issues
- All ACPS athletics coaches across the division media trained

Print Mailings:

- 80,000 multilingual print mailings to homes
- 16 different versions of multilingual teacher assignment/student schedule letters
- New multilingual online version of the Code of Conduct
- Newly updated online Family Handbook

Website:

- Complete overhaul of ACPS-at-Home from 'COVID-19 School Closure and Information Center' to 'Virtual PLUS+'
 - Over 250 fixed broken links
- 263,972 visits since the launch of ACPS-at-Home
 - 61,172 visits since the Virtual PLUS+ announcement
- Ongoing overhaul of district website pages to match the superintendent's reorganization and ADA compliance/accessibility standards
 - 12 departments with over 100 pages created or amended
- Virtual PLUS+ buttons, calendar information and school introductory videos posted across 18 school websites in preparation for the first day of school.
 - Approving/managing content updates posted by website editors across hundreds of school pages

ADA Compliance Requests:

Fulfilled 289 requests for captioning in line with ADA requirements with more than 143 hours of new content. July saw captioning costs rise 10x from pre-COVID levels.

News Media:

- Responded to 300+ media requests over the summer (up to 30+ requests per week)
- 9 positive Washington Post stories (7 made the front page), up from zero the previous summer

NOTE: For ongoing data for social media, ACPS Express and ACPS Insider, see the [Communications Analytics Dashboard](#).

Community Partnerships and Engagement Data

Virtual PLUS+ Partners:

- Approximately 30 various Virtual PLUS+ Partners who have pivoted their work to a virtual platform and are providing academic tutoring support, mentoring, health and wellness and other supports to our students and staff.
- Multiple [additional Virtual PLUS+ Partners](#) who are providing school day and after-school care for our students and families in need.
- The collective collaborative between ACPS, the City of Alexandria, Boys and Girls Club, YMCA and the Department of Recreation is currently serving 260 students free of charge for school day and after-school care. An additional [several hundred students](#) are being served through other sliding fee/scholarship community school day and after-school programs.
- Our partnership team helped cultivate a donation of 300 Kajeets and \$400,000 in vouchers from Amazon to support identified families.
- ACPS has renewed its partnership with DASH.
- \$5,000 received from community members to support a Virtual Supply Drive. We are utilizing that funding, along with Title I funding, to supply kits of materials to students who are currently in the school day care programs and multiple community sites.

LINK Club:

- School Supply kits were sent to 475 students in March to support learning at home
- Grade level books were sent to 390 students in April to support literacy
 - Each student received three grade-level books, each focusing on a different cultural experience: African American, Latinx, immigrant
- STEM activity kits were sent to 385 students to support hands-on learning at home
- 315 students enrolled in summer enrichment and received 4 weeks of activity kits and tutorial videos for the following activities: STEM Club, Creative Art Club, Parkour Club and Cooking Around the World Club
- 250 students are being served in person through ACPS LINK Club (50% capacity to allow for social distancing) at 8 sites. Two sites provide school-day service until 2:30 p.m. (James K. Polk serving Ferdinand T. Day students; and Patrick Henry students at Patrick Henry Recreation Center as a secondary site for Brent Place 21st CCLC grant). Students receive on-site academic support and enrichment daily.

Volunteers:

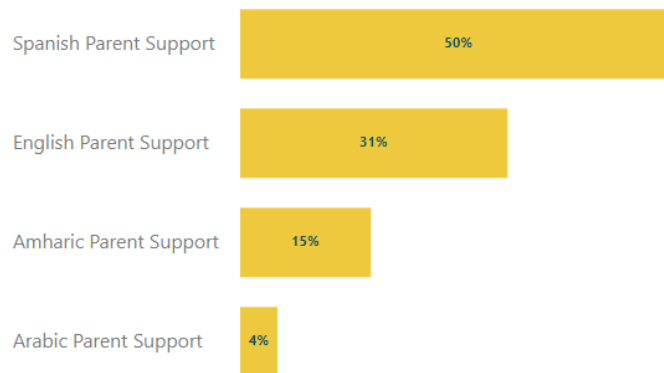
- 375 volunteer applications have been processed since March

Parent Liaison Support (Before Helpline)

- School-based Parent Liaisons made and sent 7,665 calls, texts, and emails between March and August 2020, serving families in both English and Spanish
- Division-wide Parent Liaisons made and sent 10,199 calls, texts, and emails between March and August 2020, serving families in English, Spanish, Amharic, and Arabic.
- School-based and division-wide Parent Liaisons worked 955.45 additional COVID-19 hours between June and September to support families.

Virtual PLUS+ Helpline:

- 10,053 calls from Aug. 24 through Oct. 6
- This excludes What's App data, the most popular platform among ACPS Arabic-speaking families



Grants:

- 17 various grants received totaling \$7.5 million dollars. These grants include:
 - Title IV, Part A — Year 3
 - Safe Routes to School Grant
 - Middle School Teachers Corps 2020-2021
 - 21st CCLC Grant — Samuel Tucker, Ferdinand T. Day, William Ramsay, John Adams
 - 21st CCLC Grant — Francis C. Hammond — Higher Achievement
 - 21st CCLC Grant — Ferdinand T. Day
 - 21st CCLC Grant — George Mason, Mount Vernon, GWMS, TCW — Community Lodgings
 - 21st CCLC Grant — Jefferson-Houston — ARHA
 - ISAEP Grant (Individual Student Alternative Education Plan)
 - Community Oriented Policing Services (COPS) Grant
 - Dominion Electric Bus Grant
 - VDOE STEM Competition Team Grant
 - CARES Act
 - Go Virginia Grant
 - NOAA — BE WET Awards
 - Cares Act — GEER — Set Aside Funding
 - RunningBrooke — Summertime Move2Learn Grants
- 16 teachers have received Donors Choose funding totaling \$6,400

Family Engagement (FACE Facilitated) Sessions:

The Family and Community Engagement (FACE) team facilitated 24 following virtual sessions with a total of 3,410 attendees via Zoom and 20,209 Facebook views.

- Survive & Thrive with Virtual Learning
- Tech for Grades PreK-1
- Tech for Grades 2 -12
- Food for Thought: Accessing Meals in Virtual PLUS+
- Attendance Matters in Virtual PLUS+
- Supporting EL At Home
- Supporting EL At Home (Spanish)
- PowerSchool For Families
- Strategies for Setting Your Child Up for Success
- Understanding Related Services for Your Child
- Family Engagement: LINK Orientation
- Reopening Schools: A Community Conversation (Amharic)
- Reopening Schools: A Community Conversation (Arabic)
- Reopening Schools: A Community Conversation (Spanish)
- Reopening Schools: A Community Conversation (Special Education)
- Reopening Schools: A Community Conversation (English)
- FACE Chats (Spanish Language)- Connecting to School Resources
- FACE Chats (Spanish Language)- Supporting my child's social-emotional needs
- FACE Chats (Spanish Language)- Open Conversation
- FACE Chats (Spanish Language) Open Conversation
- Applying to Rent Assistance (Arabic and Amharic)
- Supporting English Learners At Home
- Presentation at Casa Chirilagua- Reopening Survey
- Casa Chirilagua: Basic Needs Presentation