

BOARD BRIEF

Date: May 12, 2022

BOARD INFORMATION: X

MEETING PREPARATION: _____

FROM: Gladis Bourdouane, Assistant Director of Communications
Jaclyn Goddette, Digital Communications Specialist

THROUGH: Julia Burgos, Chief of School and Community Relations
Gregory C. Hutchings, Jr., Ed.D., Superintendent of Schools

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

TOPIC: ACPS Logo Redesign Update

ACPS 2025 STRATEGIC PLAN GOAL:

Goal 1: Systemic Alignment

Goal 4: Strategic Resource Allocation

Goal 5: Family and Community Engagement

SY 2021-2022 FOCUS AREA:

Strategic Plan Implementation

FY 2022 BUDGET PRIORITY:

Family and Community Engagement

SUMMARY:

The Office of Communications is preparing to launch a community poll on the new ACPS logo in the May 20 issues of "Express" and "Insider." Following the community vote, the School Board will receive a final recommendation to vote and adopt the new ACPS logo during its June 16 meeting. This will allow the Office of Communications to launch the new logo in sync with our website redesign project scheduled to launch in July 2022.

The community poll will invite all ACPS stakeholders to vote between two logo options selected by our focus groups. Members of our focus groups identified both logos as representing the mission, vision and core values of ACPS in a functional and contemporary design. The poll will run for two full weeks, concluding at midnight on June 5, 2022. The Office of Communications will publicize the poll through the divisionwide newsletters as well as social media.

BOARD BRIEF

In addition to providing community members with the two logo options, the Office of Communications will include the story and meaning behind each logo. Community members will also be able to view mockups of how the logos might look in real-life settings, such as on printed apparel and building signs.

BACKGROUND:

The Office of Communications shared with the School Board its plan to develop a new logo for the division in a [Board Brief on February 4, 2022](#). The process emerged from the [2021-25 ACPS Strategic Communications & Community Engagement Plan](#), which identifies redesigning the ACPS visual brand and logo as a tactic to refresh the ACPS brand and develop rich, compelling and diverse stories showcased in multi-media formats that spotlight our students, staff and programs and demonstrate the good work going on within ACPS.

The Office of Communications assembled a cross-representation of ACPS with more than 20 individuals to serve on focus groups that were held in late March and early April. Focus group members represented secondary-level students, school-based staff, Central Office staff, parent/guardians and community partners. Our graphic designer attended every focus group meeting and developed logo options based directly on stakeholder feedback.

On May 5, 2022, the Office of Communications presented the options to the Senior Leadership Team for feedback. Subsequently, on May 9, 2022, the Office of Communications shared the logo options with the focus groups, who were enthusiastic and receptive to the new designs.

RECOMMENDATION:

The Superintendent recommends that the School Board review this brief to become familiar with the plan for the ACPS logo redesign that aligns with the school division's goals and contributes to the overall brand refresh.

IMPACT:

The process will produce a modern and refreshed logo that unifies the school division through a clear and concise visual representation of ACPS.

ATTACHMENTS:

N/A

CONTACT:

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