

February 2023

ASK ACPS

Q2 2022-23 QUARTERLY REPORT

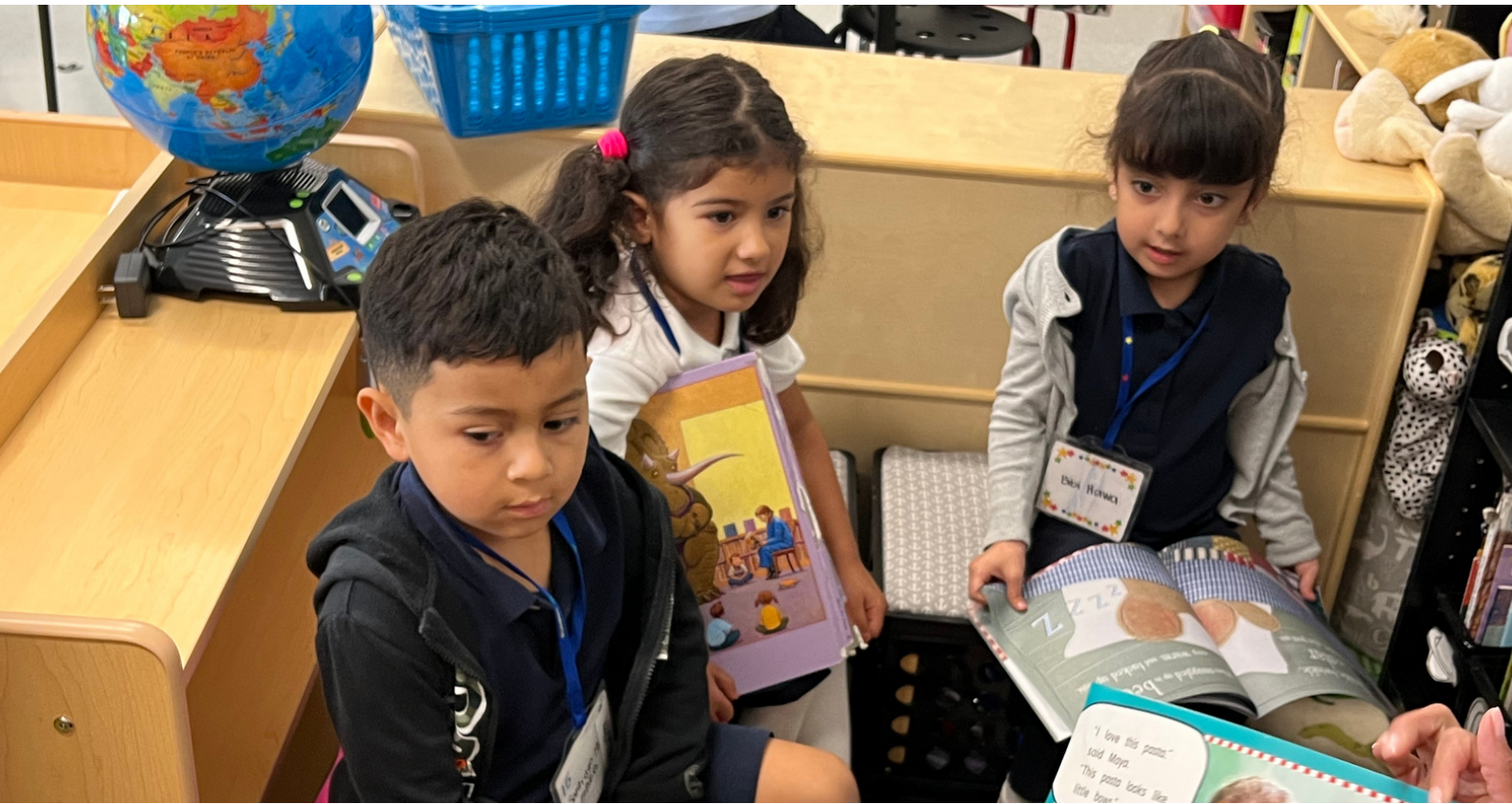
October - December

PRESENTED BY

Office of Community
Partnerships & Engagement



TABLE OF CONTENTS

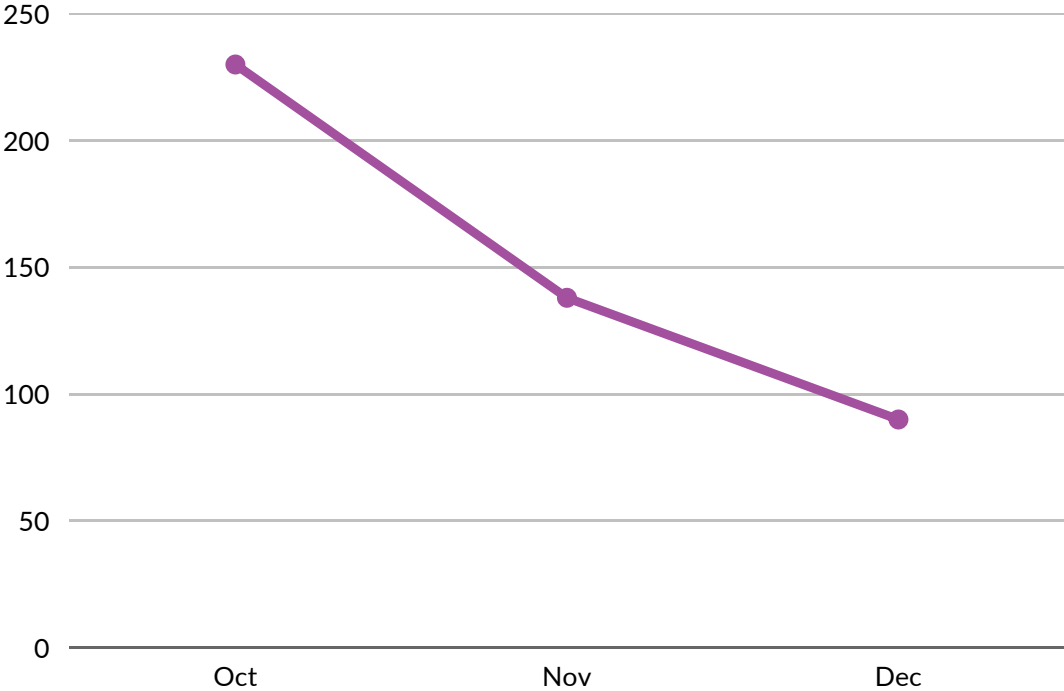


At a Glance	3
Highlights	4
Board@ACPS	8
Experience Survey Results	9
Performance Summary	11
Top Findings	12
Timeline & Reporting	13
Contact Information	14

AT A GLANCE

458* INQUIRIES

Ask ACPS inquiries received October 1 - December 31, 2022
*not including spam



KEY SUCCESSES



Began creation of FAQs/resource guides



Implemented changes to SB and Superintendent contact forms



Began tracking first-time Ask ACPS platform users



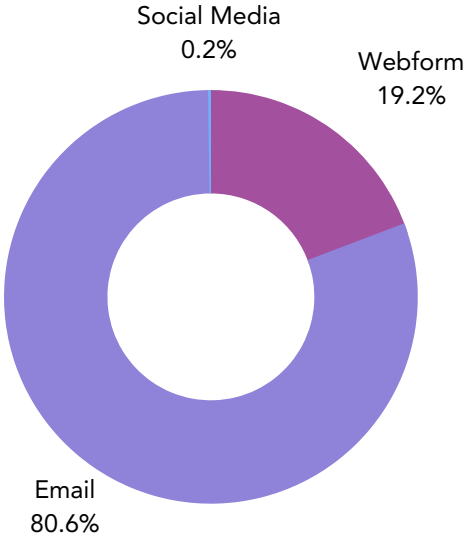
Launched first Ask ACPS Experience Survey to 550+ users

HIGHLIGHTS

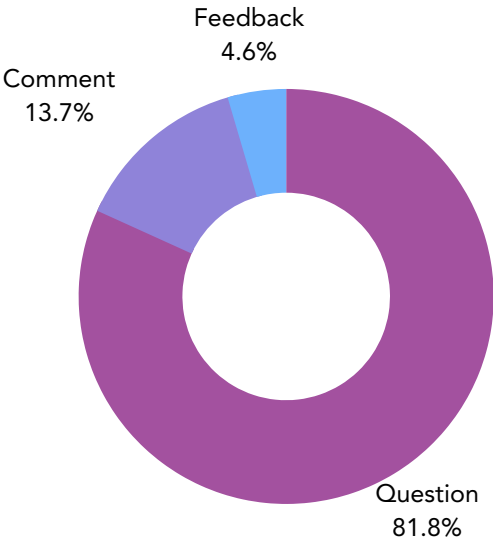
AVG CASE CLOSURE DURATION

5.33 days

CHANNEL



TYPE

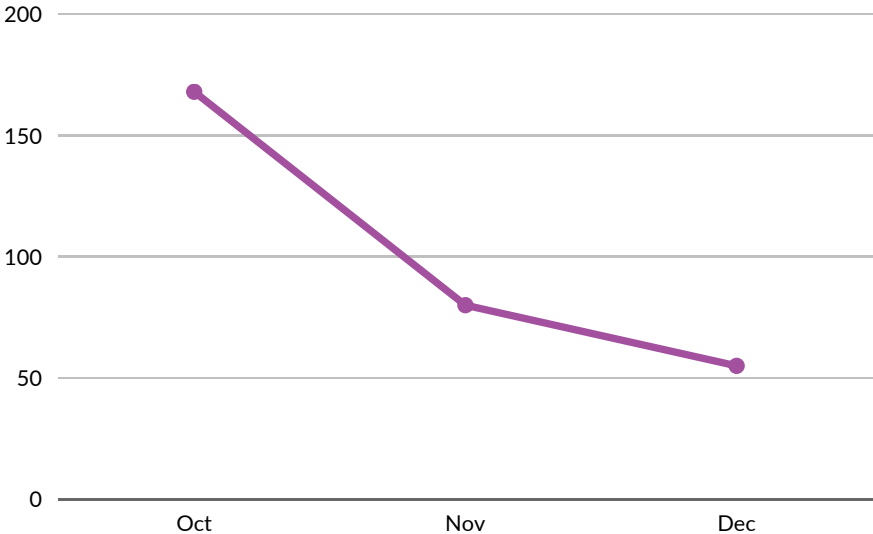
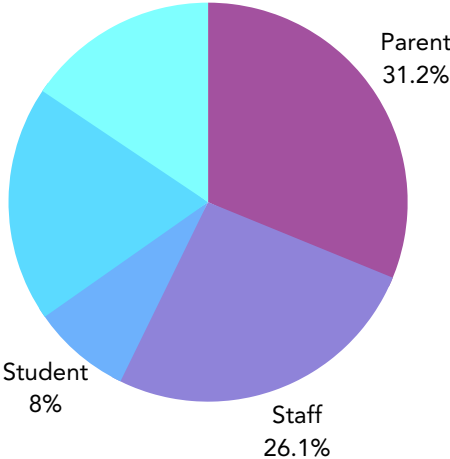


HIGHLIGHTS

ACPS RELATIONSHIP

Other (i.e. former staff, alumni, unknown)
15.6%

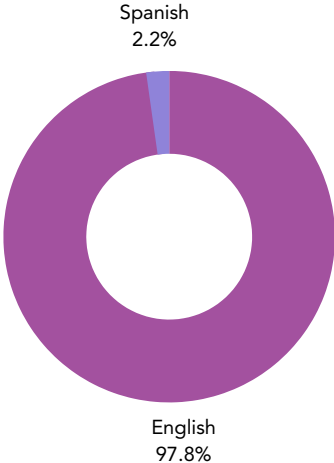
Community Member
19.2%



FIRST TIME USERS

October: 168
November: 80
December: 55

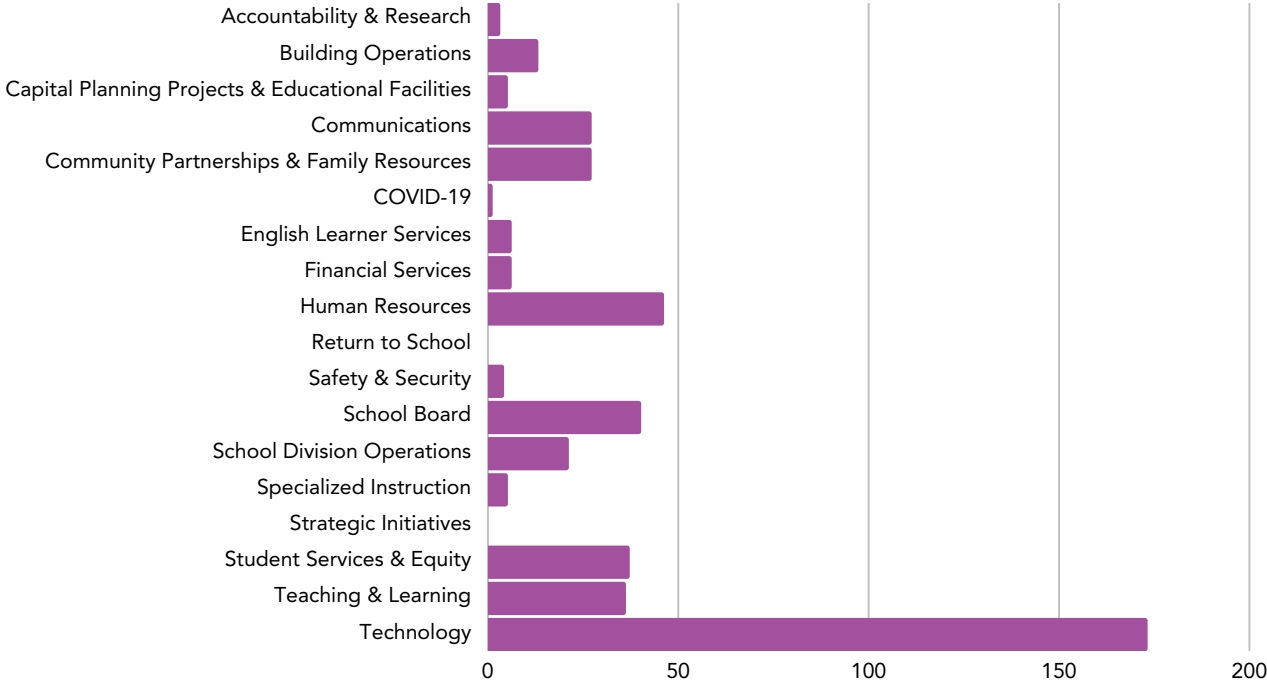
LANGUAGES



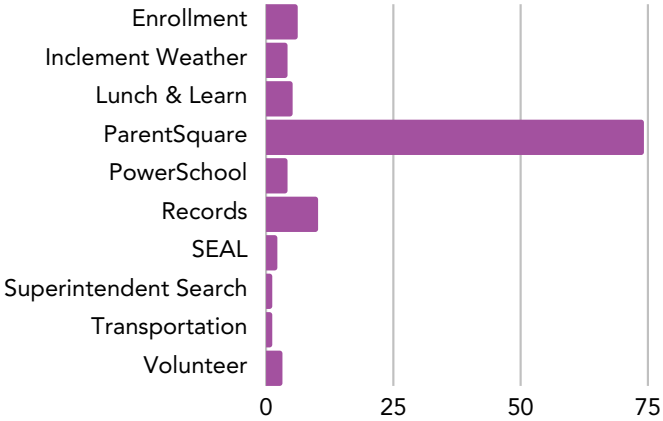
HIGHLIGHTS

TOPIC

Please note: inquiries can be flagged for multiple topics.



SUBTOPICS

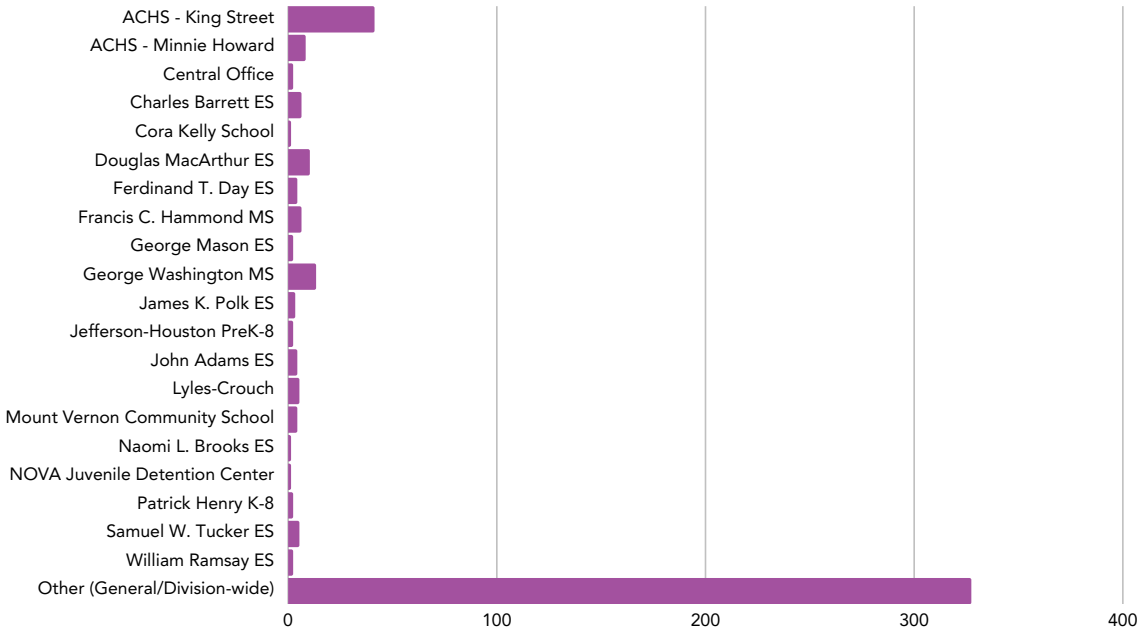


The leading topics that Ask ACPS received inquiries about were related to Technology, Human Resources, the School Board, Student Services & Equity, and Teaching & Learning.

We saw similar numbers across website, referral, consultation, and other response sources. Cases that required additional troubleshooting/research, particularly ParentSquare (28 parents, 45 staff) inquiries, were tagged as "Other." There were 15 unresolved cases (15) - a majority of them were due to the lack of response from inquirers to follow-up questions.

HIGHLIGHTS

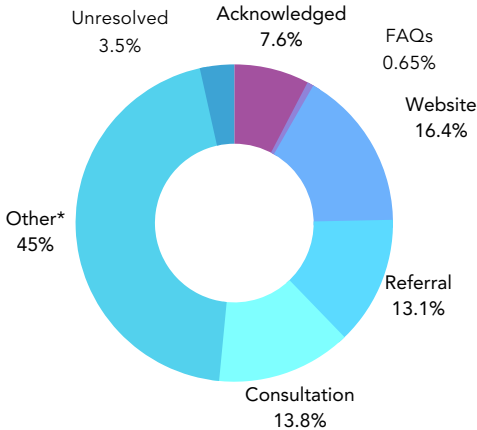
DEPARTMENT/SCHOOL



RESOLUTION TYPE

Please note: inquiries can be tagged multiple resolution types.

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

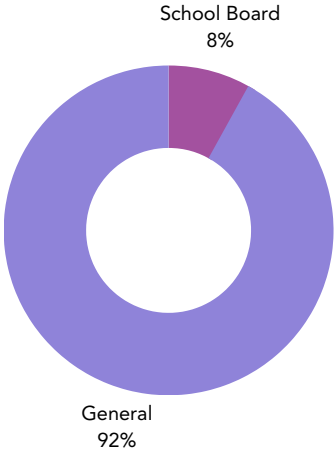


Q2 SUMMARY

- Email continues to be the top used method of communicating with Ask ACPS.
- Over 80% of the inquiries received were questions. The remaining were comments & feedback.
- The decrease in cases were due to the end of the year/holiday season.
- Due to additional troubleshooting needed for cases related to ParentSquare and PowerSchool, the duration for a case to be closed averaged higher than normal.
- Over 70% of inquiries received were related to general concerns or division-wide issues.

BOARD@ACPS

From October 1 - December 31, 2022

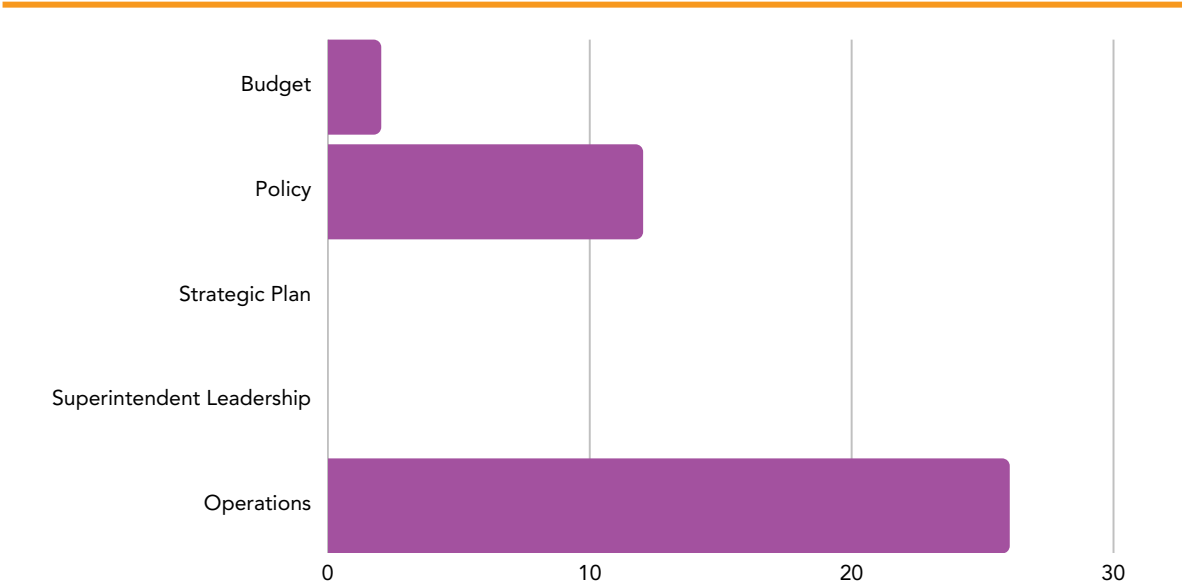


OCT	NOV	DEC	TOTAL CASES
25	9	6	40

Most inquiries were related to: Lunch & Learn/Titan Lunch at ACHS (11), school safety and 15 mph speed limits (7), classroom sizes and overcrowding at Patrick Henry ES (4), and the exclusion of TJHSST (2).

TOPIC

Please note: inquiries can be flagged for multiple topics.



SUMMARY

Ask ACPS continues to successfully and directly field inquiries sent to the School Board. All cases received by the School Board and forwarded to Ask ACPS are tagged "School Board". Over half of the cases received were related to operations, while the remaining were specifically related to school policy or budget.

EXPERIENCE SURVEY RESULTS

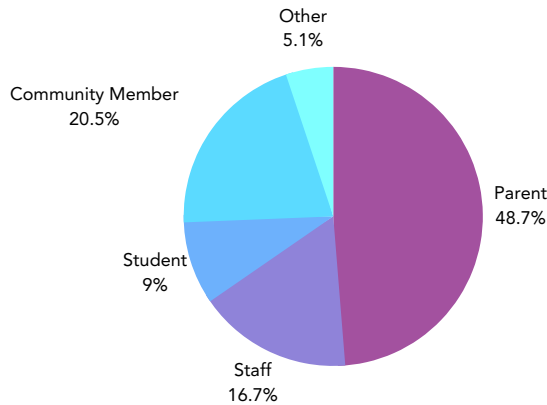
Data gathered between January 20-January 31, 2023

62
RESPONSES

ENGLISH	SPANISH	ARABIC	AMHARIC	DARI
61	1	0	0	0

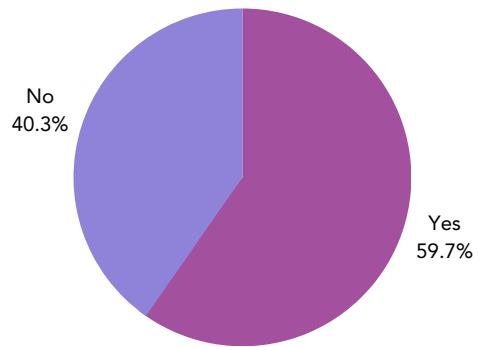
ACPS RELATIONSHIP*

*Users could multi-select their relationship.



AGREE/DISAGREE

Ask ACPS is a trusted source of information for me.



RATINGS



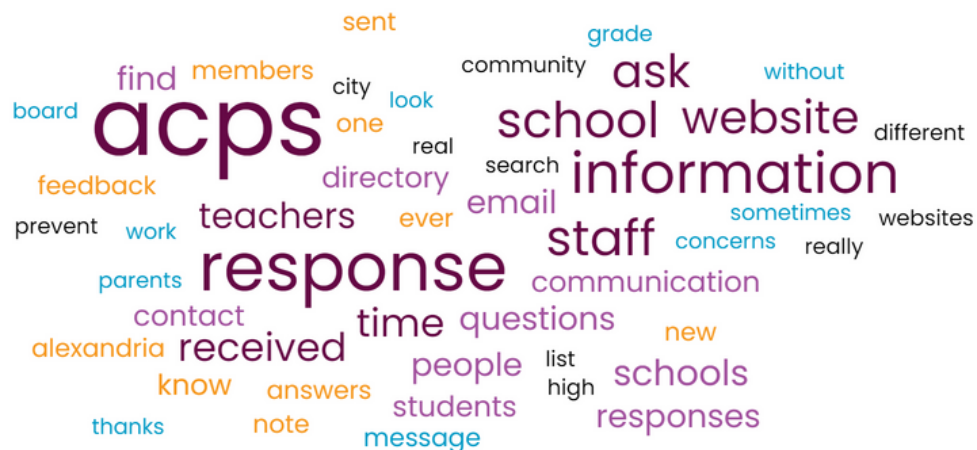
EXPERIENCE SURVEY RESULTS

Data gathered between January 20-January 31, 2023

COMMENTS

Please share any other reflections or feedback you have about Ask ACPS.

What do you like the most about it? How can it be improved?



- "I have no idea it exists or what its purpose is. I'm signed up for every conceivable communication and regularly read them. Summation: outreach is poor"
- "My questions and concerns were **not answered or directly commented on**. I received a **generic response** of received and thanks. If my concerns are truly heard and applied by the board I would say 5 stars."
- "I only used Ask ACPS because I thought it was the only way to give feedback on the Interim Superintendent Search. I received what I assumed was an automated response that was signed "Cindy" with **no other identifying information about who this employee or chatbot may be.**"
- "What a **great service** this is providing to our Alexandria stakeholders. I have been **highly impressed** with the **professional responses**, the **organization of the system** and the **response time**. Much appreciation."
- "It was a very **automated response**. Considering the current criticisms of CO not being **personable** to students you'd think they would have taken more time for their response."

KEY TAKEAWAYS

- Most of the "poor" or "negative" feedback reflects general frustrations with the school division.
- General unawareness that Ask ACPS is not a bot; there is a real staff member that responds.
- Frustration with the navigation of the ACPS website and materials available.
- Staff would like an anonymous way to comment/send feedback, for fear of any consequences.
- Desire for faster response time and improved response quality.
- Revise survey questions to ensure we are measuring satisfaction with accuracy of responses.

PERFORMANCE SUMMARY

From October 1 - December 31, 2022

The customer relations management (CRM) system continues to operate as the primary and leading system for inquiries received through Ask ACPS. Enhancements to the platform in Q2 included:

- Tracking first-time Ask ACPS platform users
- Implementing changes to the School Board and Superintendent contact forms
- Developing and inputting templated responses for cases that are regularly received (enrollment, Parent Access/Help Desk, donations, etc.)

Our team continues to explore ways to further enhance the CRM system as our needs continue to evolve over time. Some that are in progress include:

- Tracking Priority Level of cases as a data point
- Identifying additional markers/tags to use for cases as informative data needs evolve
- Addressing the influx of spam inquiries received through the webform

> About Melanie Kay-Wyatt, ED.D

Submit a Question to the Superintendent

GET IN TOUCH WITH ACPS INTERIM SUPERINTENDENT MELANIE KAY-WYATT, ED.D

Submit questions or comments pertinent to ACPS to the superintendent using the form below. If you include your return email address, you can expect a reply by email, usually within two business days. You may also call the Superintendent's Office at 703-619-8001.

Submit a Question to the Superintendent

Your Name *

First Last

Your Email Address *

Send your questions, comments, and suggestions: *

Submit

ACPS
Alexandria City Public Schools

School Board Contact Form

To express an opinion or concern to the entire School Board and the Superintendent via email, please use this form.

These emails are not posted publicly, but are still subject to disclosure under the Virginia Freedom of Information Act. Student records and certain confidential information is excluded from disclosure.

Your Name *

First Last

Email Address *

Relationship to ACPS: *

Topic: *

Your questions, comments, and suggestions: *

Attachments

Choose File No file chosen

Submit

TOP FINDINGS

From October 1 - December 31, 2022

Over 80% of inquiries received were related to general and/or division-wide issues or concerns.

The decrease in cases were due to the end of the year/holiday season.

65% of the inquiries sent to the School Board were regarding operational concerns.

Due to the general dissatisfaction and frustration with information shared or made available, it is imperative that we update the materials available through the website and other resources created.

This finding confirms our necessary focus on the creation and distribution of robust FAQs/resource guides.



TIMELINE

For SY 2022-23

Our continued focus will be on the development of a resource library and outreach efforts. We have identified and have begun the creation of the first three (3) resource guides that will be created: ParentSquare, Enrollment and Course Selection, and Substance Abuse.

In light of the Ask ACPS Experience Survey results, we will also be dedicating intentional time and work to enhance the quality of responses to assure users we are personable and a trusted source and connection with families and community members.

MAR 2023

Complete and share three (3) resource guides

APR 2023

Distribute and manage outreach of approved resource guides

MAY 2023

Share Q3 report with the School Board

REPORTING

Monthly reports continue to be shared with our School & Community Relations team to keep track of inquiries received and highlight any trends.

The Ask ACPS Q3 Report to the School Board will be shared May 5, 2023 and will cover the months of January through March.



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