

Date: January 4, 2017

For ACTION _____
For INFORMATION X

Board Agenda: Yes X
No _____

FROM: Clinton Page, Chief Accountability Officer
Helen Lloyd, Director of Communications

THROUGH: Alvin L. Crawley, Ed.D., Superintendent of Schools

TO: The Honorable Karen Graf, Chair, and Members of the Alexandria
City School Board

TOPIC: Performance Update to ACPS 2020 - Goal 2: Family and Community Engagement

BACKGROUND:

The Code of Virginia § 22.1-253.13:6 provides that each local school board shall adopt a division-wide comprehensive, unified, long-range plan based on data collection, an analysis of the data, and how the data will be utilized to improve classroom instruction and student achievement. The plan is to be developed with staff and community involvement and is to include, or be consistent with, all other division-wide plans required by state and federal laws and regulations. Each local school board is to review the plan biennially and adopt any necessary revisions. ACPS Board policy, AF - Comprehensive Plan, implements the Code of Virginia's requirement.

The Board adopted the 'ACPS 2020' strategic goals and objectives on June 11, 2015. A Scorecard was developed establishing Key Performance Indicators (KPIs) for each strategic plan objective. These KPIs are aimed to inform division performance in the specific objective area on an annual basis and ultimately, if ACPS reaches the goal established for school year 2020. On May 20, 2016, the Board was provided with an update to the ACPS 2020 Scorecard, along with documented methodologies regarding how targets were selected.

On September 7, 2016, the Board was provided with a timeline for reported KPI outcomes by goal area at from October 2016 through January 2017. The attached document includes Goal 2 results for the 2015-2016 school year and the ultimate targets for 2020 ("ACPS 2020 Goal 2 Scorecard").

RESULTS:

One out of three ACPS 2020 Goal 2 targets was met for the 2015-2016 school year. Performance declined by more than two percentage points in two out of three indicators.

Four KPIs in Goal 2 (2.1.2, 2.2.1, 2.2.2, 2.5.1) had baselines established during 2015-2016. For these specific KPIs, baseline results are reported out and targets have been established through 2020.

There are two areas where the measurements are not consistent with prior years due to changes in practice. The numbers of volunteers reported within the system are higher this year. Some of this increase can be attributed to the move to annual renewals from the previous once every three year renewal process for ACPS volunteers. The Partners in Education (PIE) data are not comparable to previous years based on a restructuring of this process. School year 2016-2017 is the first year under the restructuring; therefore, this KPI will be revised and targets will be set after the baseline data have been collected in the current school year. See the "Targets Set & Adjustments" section that follows.

Targets Met:

The target for community engagement was met as the number of volunteers actively engaged in schools surpassed the target. As stated above, this increase is due in part to a change in renewal practices and out year targets will be adjusted accordingly prior to the next reporting cycle.

Areas of Decline:

There were two areas in which performance declined as they relate to family engagement. Total participation across all FACE-supported events declined (n=518) from the 2014-15 total. Also, the percentage of individuals who attended FACE training sessions who rated the sessions as "Very Good" decreased (-8 percentage points) compared to the prior year.

NEXT STEPS TO ENHANCE STUDENT ACHIEVEMENT:

1. Sustaining Growth Areas:

- Collaborate with parent liaisons to establish relationships and ensure ACPS families feel comfortable attending community meetings and events
- Maintain transparent, open and honest communications around areas such as modernization projects, redistricting, instruction, and discipline and offer greater opportunity for community feedback
- Systematically increase the amount of communications, particularly emergency communications, but also material relating to the redistricting process, modernization of facilities, number of website pages and electronic communication, translated into Spanish, Arabic, Amharic.
- Identify community leaders who can act as conduits between ACPS, civic associations and non-English speaking communities
- Resolve challenges facing the translation of emergency communications material into Arabic and Amharic to increase trust
- Boost usage of the REMIND text messaging service in Spanish, Arabic and Amharic
- Broaden outreach avenues, including establishing relationships with community groups and civic associations, and boosting Spanish social media

2. Reversing the Course of Areas of Decline:

- Assess the type of FACE events offered to better target the needs of different communities
- Boost the number of community members and non-English speakers participating in the ACPS 2020 Family and Community Survey in future years, by building relationships with community groups and key members of the Alexandria community

TARGETS SET & ADJUSTMENTS

2.1.1 – Language has been updated for these KPIs to clarify that total participation is reflective of all FACE-centered events while satisfaction is measured through evaluations completed by participants at the end of training series hosted by FACE. Ultimately, in 2015-2016 there were a total of 667 adult participants in FACE ongoing training sessions. Of the 667 participants, approximately half (n=368) completed an evaluation at the conclusion of the training series.

2.1.2 – Data were first collected on this KPI during the first annual administration of the ACPS 2020 Survey in spring 2016. Targets have been set for out years through 2019-2020 with the goal of growing satisfaction by two percentage points each year.

Key Performance Indicator	2015-16		2016-17	2017-18	2018-19	2020
	Target	Actual	Target	Target	Target	Target
2.1.2 % of families and community members satisfied with family engagement services (annual survey)	New Survey	75%	77%	79%	81%	83%

2.2.1 – Data were first collected on this KPI during the first annual administration of the ACPS 2020 Survey in spring 2016. Targets have been set for out years through 2019-2020 with the goal of growing mutual respect by three percentage points each year.

Key Performance Indicator	2015-16		2016-17	2017-18	2018-19	2020
	Target	Actual	Target	Target	Target	Target
2.2.1 % of families and community members reporting that there is mutual respect and trust between ACPS and the community (annual survey)	New Survey	65%	68%	71%	74%	77%

2.2.2 – Data were first collected on this KPI during the first annual administration of the ACPS 2020 Survey in spring 2016. Targets have been set for out years through 2019-2020 with the goal of incrementally growing the sense that families feel welcome with an overall target of 94% in 2020.

Key Performance Indicator	2015-16		2016-17	2017-18	2018-19	2020
	Target	Actual	Target	Target	Target	Target
2.2.2 % of families and community members reporting feeling welcome to attend school activities (annual survey)	New Survey	92%	92%	93%	93%	94%

2.4.1 The Partners in Education (PIE) data are not comparable to previous years based on a restructuring of this process. School year 2016-2017 is the first year under the restructuring; therefore, this KPI will be revised and targets will be set after the baseline data have been collected in the current school year.

Key Performance Indicator	2015-16	2016-17	2017-18	2018-19	2020
	Actual	Target	Target	Target	Target
2.4.1 Increase in Partners in Education (PIE) meeting academic goals as defined by ACPS criteria outlined in PIE funding grant.	125	TBD	TBD	TBD	TBD

2.5.1 – Data were first collected on this KPI during the first annual administration of the ACPS 2020 Survey in spring 2016. Targets have been set for out years through 2019-2020 with the goal of growing the sense of accessibility to information by one percentage point each year.

Key Performance Indicator	2015-16	2016-17	2017-18	2018-19	2020	
	Target	Actual	Target	Target	Target	
2.5.1 % of families and community members reporting that they can easily obtain information about ACPS services and activities (annual survey).	New Survey	82%	83%	84%	85%	86%

2.6.1 – Student Services is currently working with the City, specifically DCHS, to determine the most effective approach to assess our collaboration. Discussions involve the development of a joint survey and other feedback mechanisms to assess effectiveness of the work among the agencies and partners. Once the approach is determined, the plan is to gather the data by the end of the year.

Key Performance Indicator	2015-16	2016-17	2017-18	2018-19	2020	
	Target	Actual	Target	Target	Target	
2.6.1 Assess ACPS collaborative efforts through a needs assessment administered every other year to city and state agencies and non-profit organizations.	Develop Needs Assessment	Plan to survey relevant agencies in SY 16-17	Establish Baseline	TBD	TBD	TBD

RECOMMENDATION:

The Superintendent recommends that the School Board review the attached materials for possible planning, procedural, programmatic, and/or budgetary changes.

IMPACT:

KPIs and targets may warrant revisiting to validate their appropriateness in informing stakeholders on division progress.

ATTACHMENTS:

1. “ACPS 2020 Goal 2 Scorecard”
2. “ACPS 2020 Goal 2 Performance Update”

CONTACT PERSON:

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