

November 2022

**ASK ACPS**

# Q1 2022-23 QUARTERLY REPORT

July - September

## **PRESENTED BY**

Office of Community  
Partnerships & Engagement



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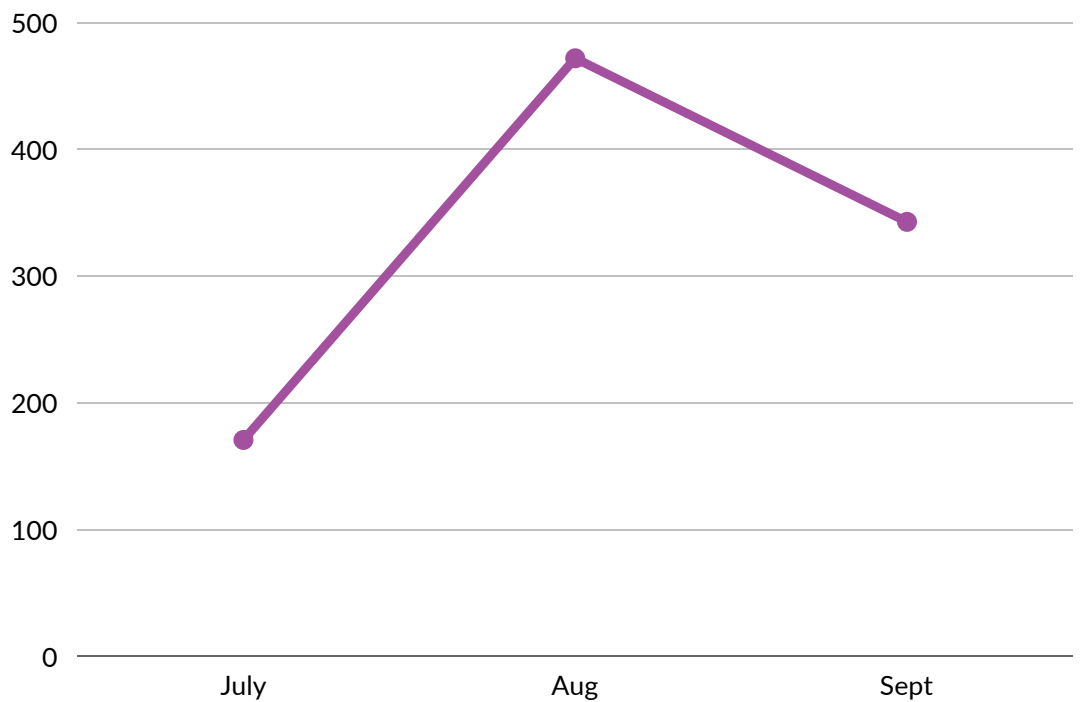
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# AT A GLANCE

## 987\* INQUIRIES

Ask ACPS inquiries received July 1 - September 30, 2022

\*not including spam



## KEY SUCCESSES



Added enhancement to tag subtopics related to the School Board



Began tracking case closure duration



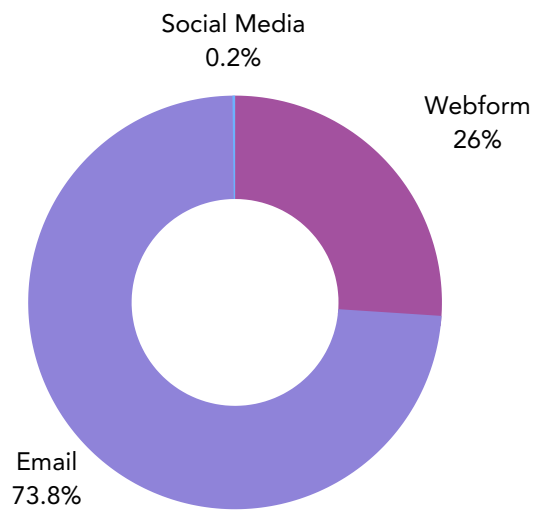
Discussed changes to SB and Superintendent contact forms

# HIGHLIGHTS

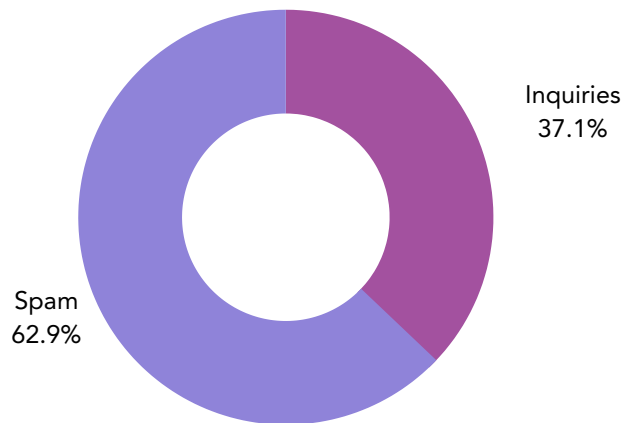
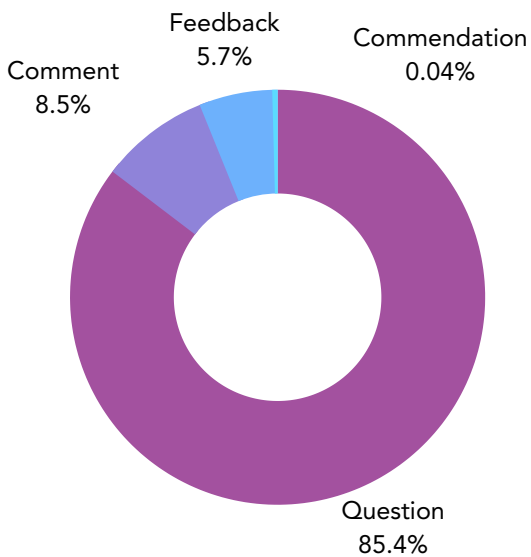
**AVG CASE CLOSURE DURATION**

4.94 days

## CHANNEL

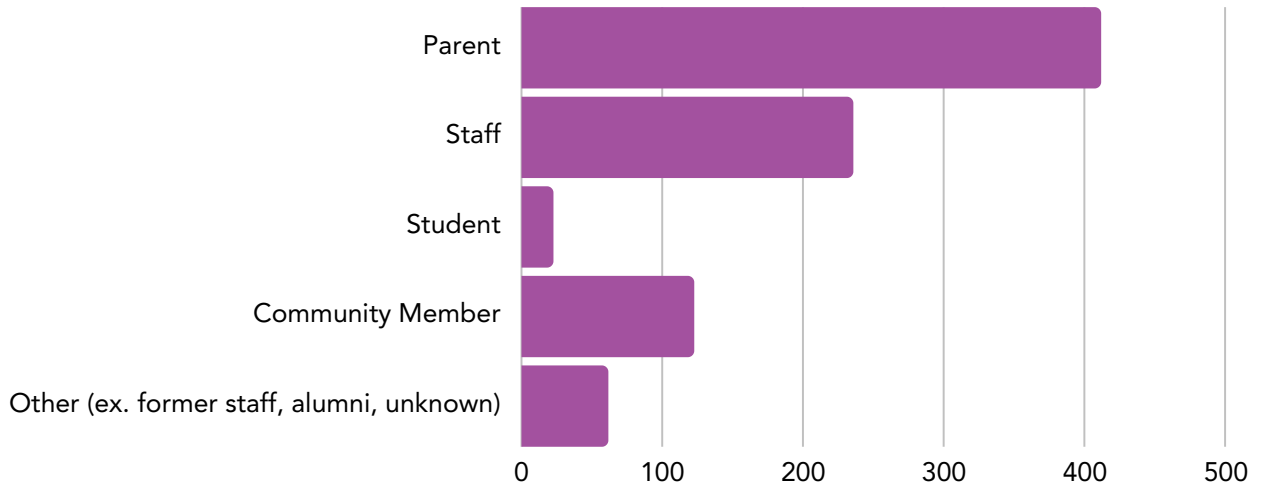


## TYPE

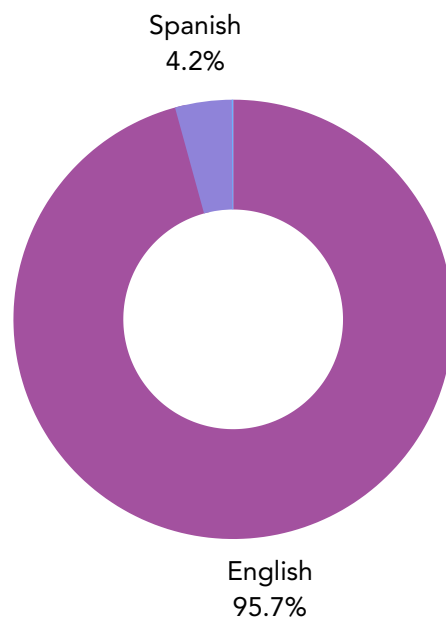


# HIGHLIGHTS

## ACPS RELATIONSHIP



## LANGUAGES

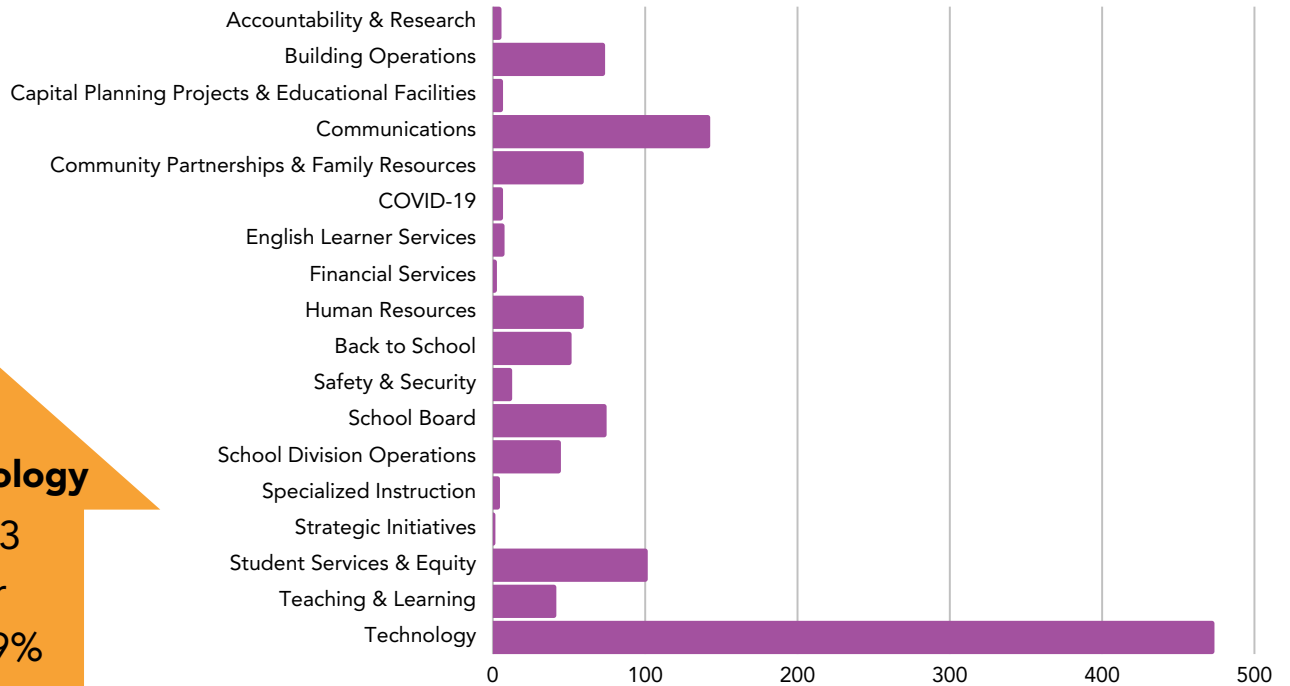


# HIGHLIGHTS

## TOPIC

*\*Please note: inquiries can be flagged for multiple topics.*

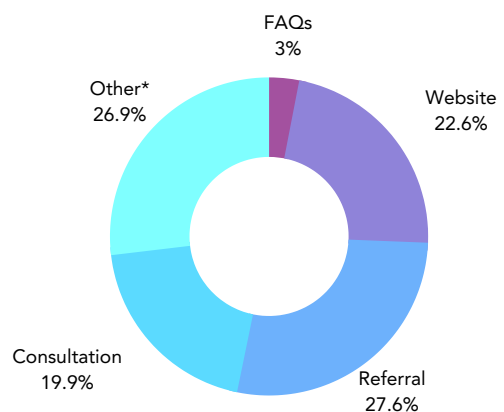
**Technology**  
473  
or  
47.9%



The top topics that Ask ACPS received inquiries about were related to Technology, Communications, Student Services & Equity, the School Board, and Building Operations.

We saw similar numbers across website, referral, consultation, and other response sources. Cases that required additional troubleshooting/research, particularly ParentSquare/PowerSchool inquiries, were tagged as "Other".

## RESPONSE SOURCES

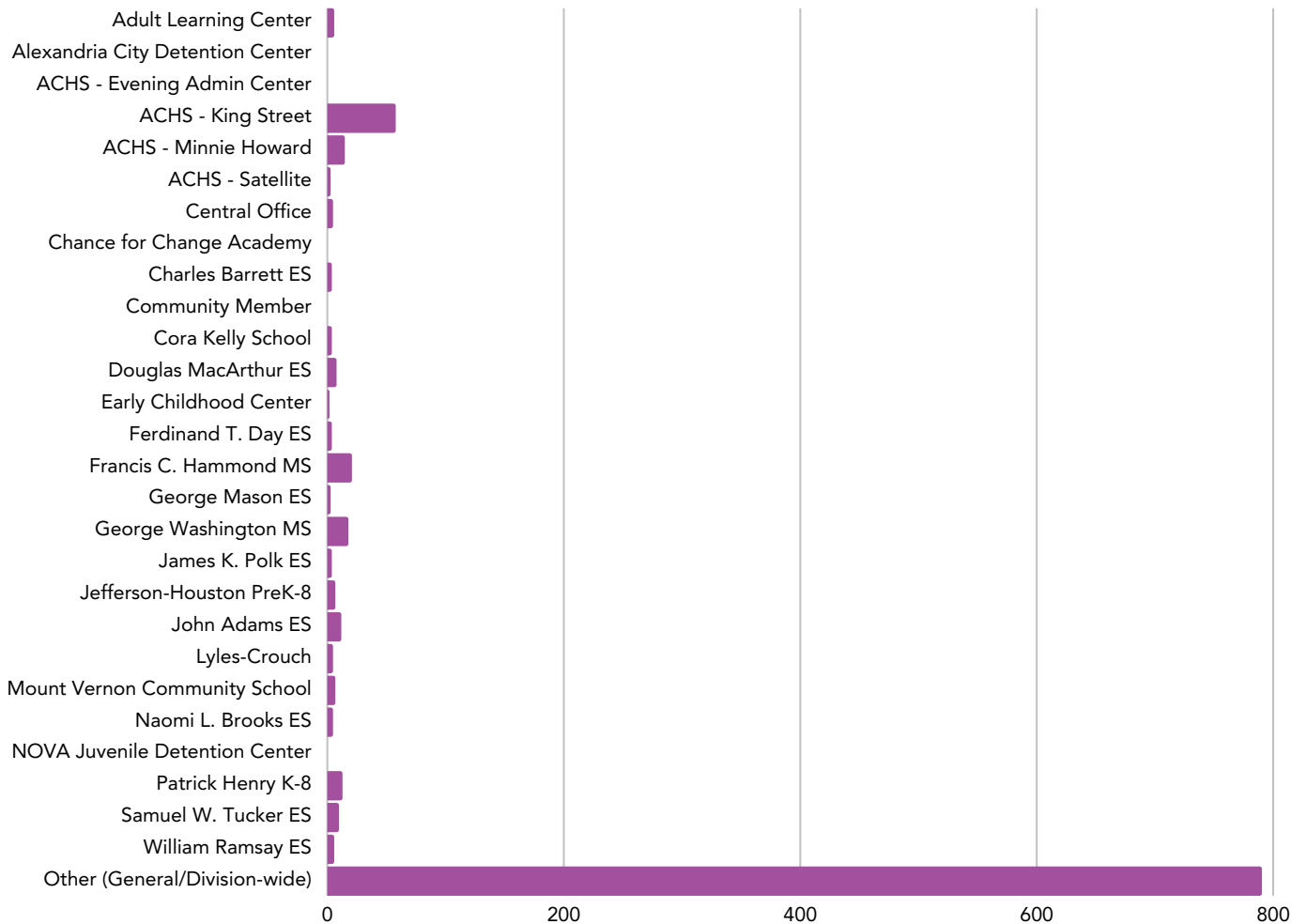


\*Other: crafted responses, press releases, memos, news articles, etc.



# HIGHLIGHTS

## DEPARTMENT/SCHOOL

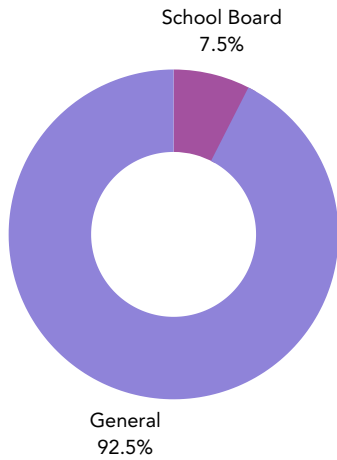


## Q1 SUMMARY

- Email continues to be the top used method of communicating with Ask ACPS.
- 85% of the inquiries received were questions. The remaining were comments and feedback.
- The increase in cases received in August were related to technical questions about PowerSchool and ParentSquare.
- Due to additional troubleshooting needed for cases related to ParentSquare and PowerSchool, the duration for a case to be closed averaged higher than normal.
- Most of the inquiries received were related to general concerns or division-wide issues.

# BOARD@ACPS

From July 1 - September 30, 2022

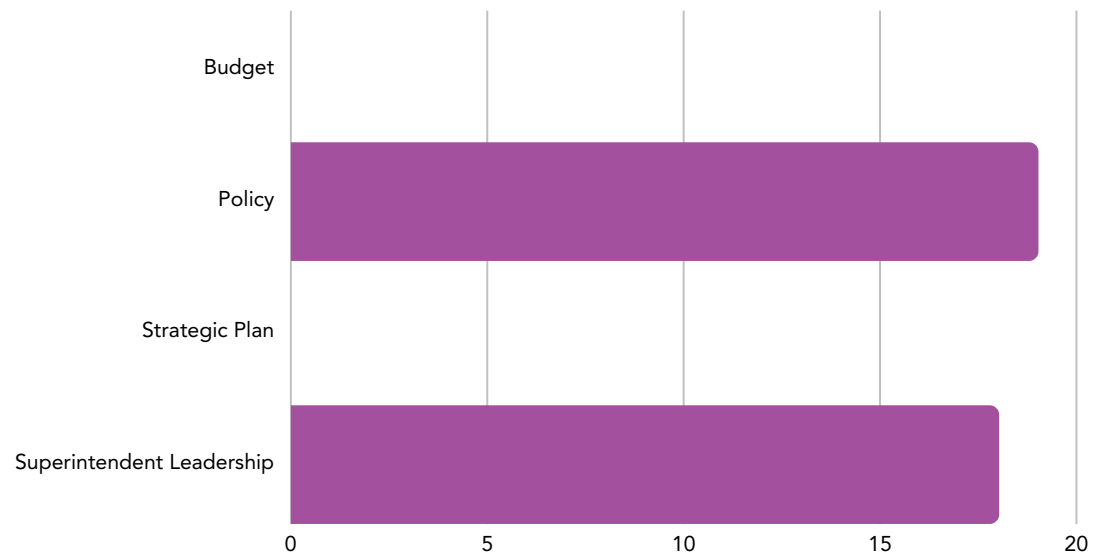


JULY	AUG	SEPT	TOTAL CASES
21	24	29	74

Most inquiries were related to: the interim superintendent search (18), the grading policy (7), concerns for classroom overcrowding (7), and the response to Gov. Youngkin's policy affecting transgender students (4). Eleven (11) inquiries related to Lunch & Learn/Titan Lunch at ACHS were also received.

## 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 are tagged "School Board" to indicate that they were sent directly to the School Board; however, the added SB Subtopic tag filters cases further by the specific role/oversight of the School Board.



# PERFORMANCE SUMMARY

From July 1 - September 30, 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 this quarter included:

- Measuring average response times
- Reporting inquiries received via social media
- Adding and measuring subtopics related to the School Board

In addition, our team developed an updated and accessible resource for families to reference to when wanting to communicate with ACPS. Our team continues to feel confident in the ability to streamline communications with the ACPS community through Salesforce and leverage its functions to use data in supporting our work.



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:

- Addressing the influx of spam inquiries received through the webform
- Developing and inputting templates directly to Salesforce for the use of multiple general inquiries received
- Identifying additional markers/tags to use for cases as informative data needs evolve

# TOP FINDINGS

From July 1 - September 30, 2022

About 80% of inquiries received were related to general and/or division-wide issues or concerns. An increase from the previous report, this confirms that Ask ACPS continues to be used in the way it was originally intended for – to streamline communications and provide one place to gather inquiries for timely and comprehensive responses.

We have identified a major and exciting opportunity for growth through the creation of FAQs and a resource library/guide for our internal team to easily access information needed to craft timely responses. Our team has established the goal of creating three (3) robust office/departmental FAQ documents/resource guides that will support this work.

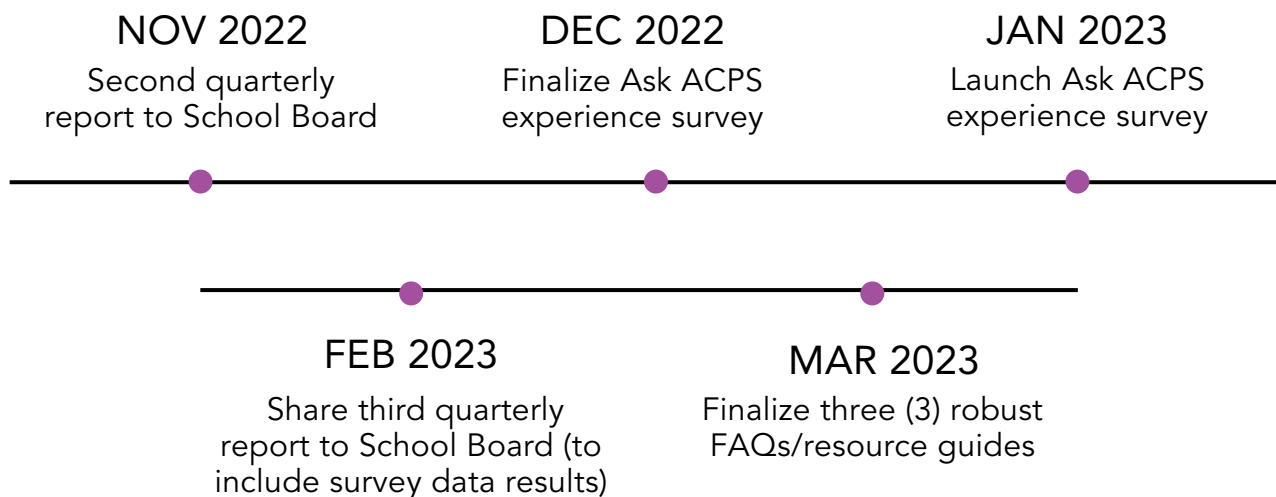


# TIMELINE

For SY 2022-23

Our focus continues to be on the development of a resource library, gathering insights and data through surveys, and continued outreach efforts. We have established a regular cadence of data reporting for our internal teams, as well as providing a quarterly report to the ACPS School Board.

We look forward to the first release of surveys sent to individuals who have been in communication with Ask ACPS to know and learn from visitors' direct experiences with the platform, and understand the ways in which we can enhance our processes to ensure reliability and accessibility for all.



## 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 Q2 Report to the School Board will be shared February 16, 2023 and will cover the months of October through December.





## QUESTIONS? CONTACT:

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