

BOARD BRIEF

February 17, 2022

BOARD INFORMATION: X

MEETING PREPARATION:

FROM: Cindy Centeno, External Relations Specialist
Taneika Tukan, School Engagement & Community Outreach Manager

THROUGH: Julia Burgos, Chief of School and Community Relations
Melanie Kay-Wyatt, Ed.D., Interim Superintendent of Schools

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

TOPIC: Q2 Ask ACPS Customer Relationship Management (CRM) System FY2023 Report

ACPS 2025 STRATEGIC PLAN GOAL:

Goal 4: Strategic Resource Allocation

Goal 5: Family and Community Engagement

SY 2022-2023 FOCUS AREA:

Social Emotional and Academic Learning Recovery

Hispanic Males

Staff Wellness and Growth

Middle School Educational Experience

Early College

Talented and Gifted

Continued SST Support Expansion

Implementation of Student with Disabilities Plan

Continuous Improvement in KPI Disparities

FY 2023 BUDGET PRIORITY:

Implementation of Customer Relationship Management System

SUMMARY:

The Ask ACPS Customer Relationship Management (CRM) Report for FY2023 Q2 includes a summary of how stakeholders engaged with the platform from October – December 2022. Over three-quarters of inquiries were received through the Ask ACPS email address. Questions and comments comprised the vast majority of inquiries, with feedback and commendations accounting for less than five percent. 37.8% of all inquiries were related to technology; overall, eight percent of inquiries were directed to the School Board or related to School Board responsibilities.

BOARD BRIEF

This report also includes results and data from the first [Ask ACPS Experience Survey](#) that was created in order to gather information from Alexandria City Public Schools (ACPS) families, staff and community members with their experience using Ask ACPS. Data was collected between January 20-31, 2023 and the survey was sent to 556 contacts that have been in communication with Ask ACPS at least once. Sixty-two (62) total responses were gathered, with almost 50% of responses coming from ACPS parents. Almost 60% of respondents agreed with the following statement: “Ask ACPS is a trusted source of information for me.” Most of the “negative” feedback reflects general frustrations with the school division and we found an overarching desire for faster response times and improved response quality.

BACKGROUND:

Ask ACPS was launched in October 2021 to make it easier for families and community members to submit questions and comments on a range of division-wide issues and get a timely response. Since then, stakeholders have submitted 2,000+ inquiries and comments to Ask ACPS by emailing ask@acps.k12.va.us or by visiting www.acps.k12.va.us/ask to complete a feedback form available in English, Spanish, Amharic, Arabic and Dari (by the end of February 2023). The attached report provides updated data points on stakeholder inquiries. The report also provides a summary of the performance of the customer relationship management system from October – December 2022.

RECOMMENDATION: The Interim Superintendent recommends that the School Board review the information provided regarding the Q2 Ask ACPS FY2023 Customer Relationship Management (CRM) Report.

IMPACT:

Ask ACPS advances work toward goals stated in the ACPS 2021-25 Strategic Communications and Community Engagement Plan and the Department Improvement Plan goals for the Department of School and Community Relations.

REFERENCES:

n/a

ATTACHMENTS:

1. Ask ACPS Customer Relationship Management (CRM) FY2023 Report for Q2

CONTACT:

Cindy Centeno, cindy.centeno@acps.k12.va.us
Taneika Taylor Tukan, taneika.tukan@acps.k12.va.us