

BOARD BRIEF

Date: February 16, 2023

BOARD INFORMATION: X

MEETING PREPARATION:

FROM: Julia Burgos, Chief of School & Community Relations
Kurt Huffman, Executive Director of Community Partnerships & Engagement
Kathy Mimberg, Executive Director of Communications

THROUGH: Melanie Kay-Wyatt, Ed.D., Interim Superintendent

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

TOPIC: 2021-25 Strategic Communications & Community Engagement Plan Update

ACPS 2025 STRATEGIC PLAN GOAL:

- Goal 1: Systemic Alignment
- Goal 2: Instructional Excellence
- Goal 3: Student Accessibility and Support
- 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
- Talented and Gifted
- Strategic Plan Implementation
- Policy Equity Audit

FY 2023 BUDGET PRIORITY:

- Equitable TAG Identification of Black and Hispanic Students
- Address Chronic Absenteeism & High School Graduation Rate Among Hispanic Male Students
- Social and Emotional Supports for Students
- Expand Access and Improve Quality of Out of School Learning
- Implementation of Customer Relationship Management System
- Development of a Comprehensive ACPS Communication Plan
- Communications Support

SUMMARY:

In December 2021, the superintendent approved the Department of School & Community Relations' (SCR) 2021-25 Strategic Communications & Community Engagement Plan that

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consists of 18 strategies and accompanying tactics that outline the work of the team until June 2025. The highlights and milestones in this report illustrate the progress that the two SCR offices have made in the last year to complete or implement the various parts of the plan based on the timeline. This plan allowed the department to align its efforts and have a clear path to improve communications, partnerships and community engagement to better serve the school community. Strategies relating to the work are also clearly stated in each snapshot in the attached 2012-22 SCR Annual Report in a concise format. In addition to a brief summary and the inclusion of what is referenced to as a “deeper dive” in the Annual Report, it provides a closer look at and understanding of a particular team’s accomplishment and focus in 2021-22.

BACKGROUND:

This structure of this plan has offered the team an opportunity to build a solid framework for its work and create a deep alignment to the ACPS 2025 Strategic Plan: Equity for All. While the team supports all aspects of the Strategic Plan, you will see that the 2021-25 ACPS Strategic Communications & Community Engagement Plan is organized by four of the Strategic Plan goals most closely affiliated with the work of the SCR team. The department comprises many facets of the school division’s work including media and public relations, social, web and digital communications, photography and videography, crisis communications, internal communications, partnerships, family and community engagement, community outreach, grants, volunteers and out of school time programming. The team supports every aspect of the school division’s mission and core values and has made great strides under this structure. What this plan offers is a glimpse into the work of this team that is underway with short-term deliverables and work that spans over the next four years. It also addresses the recommendations from the 2019 Communications Audit and the 2020 Family and Community Engagement Evaluation. The SCR team carefully crafted this plan and has been working diligently to complete all components with the support of all of ACPS’ key audiences. It was built to be strategic, measurable, achievable, relevant and time-based with an organized approach to evaluating the progress along the way. ACPS has entrusted this pivotal work to the SCR team and it has been able to communicate and engage at a deeper level to ensure that all students, families and staff feel part of the ACPS community through a shared voice - one that supports students to be at their very best while meeting their individual needs.

RECOMMENDATION: The Superintendent recommends that the School Board review this update to gain a detailed understanding of the work completed and underway from the 2021-25 Strategic Communications & Community Engagement Plan that supports the communications and community partnerships and engagement needs of the school division.

IMPACT:

The impact of the work outlined in this report is enhanced communications and community engagement, streamlined communications and platforms, stronger partnerships and volunteers, enhanced out of school time programming, improved family and community engagement, increased visibility through positive storytelling and earned media and elevation of the school division’s profile.

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ATTACHMENTS:

1. 2021-25 Strategic Communications & Community Engagement Plan Update
2. 2021-22 School and Community Relations Annual Report
3. 2021-25 Strategic Communications & Community Engagement Plan

CONTACT:

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