

Communication Plan: Concerns, Inquiries & Suggestions - Communications Protocol

Goal

Ensure that concerns, inquiries and suggestions are streamlined to provide better customer service to ACPS families and the community and assist with an expedited resolution and/or response.

Objectives

- Ensure all staff are aware of the updated protocol for concerns, inquiries and suggestions by November 18, 2019
- Ensure all staff who may be called on to redirect concerns, inquiries and suggestions know where to find the outline of the process by November 18, 2019
- Ensure all families had been made aware of the updated communications protocol for concerns, inquiries and suggestions by December 20, 2019
- Ensure the wider community can easily find out how to use the communications protocol for concerns, inquiries and suggestions by November 30, 2019

Audience

Primary Audience (internal)

- ACPS front office staff and admins
- ACPS Staff
- Central Office Departments
- Principals
- SLT
- School Board

Secondary Audience (external)

- Parents
- City Council

Key Messaging

Internal

- This will take a concerted effort on the part of all staff to make work - we all play into its success
- This will make responding to concerns, inquiries and suggestions more efficient and effective
- This will translate into a better customer service experience for families and community members

- This will allow us to begin to document and collect data around the concerns, inquiries and suggestions we receive
- This will give us insight into what people collectively want to know that we may be missing

External

- Have a concern, inquiry or suggestion? Following our communications process will make it easier to resolve
- We actively care about resolving your concerns, inquiries and suggestions
- This is about resolution: We are not stopping you from going to the School Board or Superintendent to voice your concerns, but we are trying to address your issue collaboratively before it needs to be elevated.

Time	Action	Target Audience	Who / Status
Friday, October 18			
	Initial draft protocols and process shared with SLT	SLT	done
Wednesday, October 23			
	Initial draft protocols and process shared with principals	Principals	done
	Website links aligned in document with each step in the process		done
Friday, November 1			
	Final SLT approval	SLT	done
Tuesday, November 5			
	Dates set for training and rooms booked		Aaron
Wednesday, November 6			
	Email to principals and front office staff with training dates and outline of requirements		Delaina Helen

	Board Brief: <ol style="list-style-type: none"> 1. Communication plan 2. Web link 3. Flier 4. Staff one-pager with talking points/script 	Board	Helen
	Web page made live to test and link to in messaging <ul style="list-style-type: none"> • Short URL: www.acps.k12.va.us/concerns • Beta test 		done
Friday, November 8			
	Reminder email to front office staff to sign up for mandatory training Let them know we will be checking in to make sure they are aware of the new process Include reminder of three dates/time for in-person training <ul style="list-style-type: none"> • Wednesday, Nov. 13, 9 to 10 a.m. • Wednesday, Nov. 13, 11a.m. to noon • Monday, Nov. 18, 9 to 10 a.m. 	Front office staff	Delaina Alejandra
	Sent for final translation		Delaina
Monday, November 11			
	Check-in with principals and SLT that front office staff have been briefed and are aware of the mandatory training sessions. Check in to see that either us/them will be walking all staff through the process at their next staff meeting.	Principals SLT	Helen Delaina
Wednesday, November 13			
	Training sessions 1 and 2 for school front office staff Let them know of timeline of publicizing and that we will be checking in to make sure they are aware of the new process		
Friday, November 15			

	Email to all staff sharing the link to ACPS Insider that will go out on Monday and highlighting the value of the new process		Delaina Helen
	Superintendent checks in with Board to ensure all Board members are familiar/comfortable with the new process	Board	Superinte ndent
Monday, November 18			
	Final training session for school front office staff Let them know of timeline of publicizing (when fliers/posters will come) and that we will be checking in to make sure they are aware of the new process		
	ACPS Insider post on new protocols		Julie Delaina
	Translations inserted into design (flier, poster, website)		Delaina
	Poster sent to printer		Delaina
Tuesday, November 26			
	Send fliers to print room for distribution following week to schools with letter attached		Delaina
	Provide content for principals to include in school email newsletter.		Delaina
	Email to school front offices reminding of Monday public launch, fliers and posters coming next week, reminder of web page where they can find translated materials.		Delaina
Monday, December 2			
	ACPS Express post	Parents	Julie
	Link placed on the home page in Up-to-Date with ACPS section	Community	Africa Delaina
	ACPS Insider reminder post - take our quiz "Do you know how to respond to a parent concern?"	Staff	Julie
	Slide on website (5 days)	Community	Africa
	Social media posts start	City Council Community	Delaina
	Fliers posted in key locations	School Staff Parents	Alejandra
	Posters afixed in the lobby/front office of schools and school facilities	School Staff Parents	Alejandra

	Dec 2-8: Secret shopper begins for front office and department admin staff with coaching immediately following exercise	Front Office Staff Admin staff (all schools and offices)	?
Wednesday/Thursday, December 4/5			
	Fliers distributed home in elementary backpacks	Parents	Delaina
	Email via Blackboard Connect in all four languages explaining the new process	Parents	Delaina
	Email to PTAs reminding them to remind their community about the process	Parents	Delaina
Monday, December 9			
	Secret shopper feedback given to principals and SLT	Principals SLT	Helen
	ACPS Express - take our quiz "Do you know how to submit a concern, inquiry, or suggestion?"	Parents	Julie delaina
	Email to principals reminding them to make sure this topic has been addressed in staff meetings with teachers and staff	Principals Teachers Staff	Helen
	Quiz shared on social media	City Council Parents	Delaina
	Quiz posted in slide of home page for 2 days	Community	Africa
Tuesday, December 17			
	Check-in with Board leadership regarding their data around complaints (is it lower?)	Board	Superinte ndent
	Check-in with PTAs around their ability to share the new protocols with their parent community	Parents	Alejandra

FAQ

- How do I get my concern addressed?
- The City has just adopted an electronic complaints system to replace Click, Call Connect, do the schools have something similar?
- Can I just go straight to the Superintendent or School Board?
- What do I do if I don't get a response from the person I should be contacting according to the protocols?

Where Can I Find the Protocols?

In three places on the website

1. Under “About ACPS” pull down tab
2. On the homepage in the Up-to-Date With ACPS section
3. Under “Contact Us” section



Email to principals, 10/5/2019

Hello Principals,

As discussed in your last meeting and shared with you last week, we are rolling out a new procedure for addressing concerns, inquiries and suggestions, with the goal of making this process easier and more effective and efficient for staff, our families and our community. We have considered your suggestions and are integrating those that make the most sense for a division-wide protocol.

Before this is publicized to our parents and community, we are inviting your front office staff to an in-person session next week to assure that they are well-acquainted with the new protocol.

These sessions are mandatory for all front office staff. We will send them an email tomorrow with session date, time and location details.

For these new protocols to be successful, it will take a concerted effort on the part of all staff. Please make sure that the rest of your staff are also aware of and understand the new protocol.

Thank you for your role in supporting a positive experience for our parents and community.

Email to front office staff + principals...

Principals, please make sure that all front office staff are aware of these sessions.

ACPS Insider