

**BOARD MEMO**

Date: June 16, 2022

For ACTION

For INFORMATION

Board Agenda: Yes

No

**FROM:** Gladis Bourdouane, Assistant Director of Communications  
Jaclyn Goddette, Digital Communications Specialist

**THROUGH:** Julia Burgos, Chief of School and Community Relations  
Gregory C. Hutchings, Jr., Ed.D., Superintendent of Schools

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

**TOPIC:** ACPS Logo Redesign Recommendation

**ACPS 2025 STRATEGIC PLAN GOAL:**

Goal 1: Systemic Alignment

Goal 4: Strategic Resource Allocation

Goal 5: Family and Community Engagement

**SY 2021-2022 FOCUS AREA:**

Strategic Plan Implementation

**FY 2022 BUDGET PRIORITY:**

Family and Community Engagement

**SUMMARY:**

The Office of Communications launched a community poll on the new ACPS logo in the May 20 issues of “Express” and “Insider.” Following the community poll, which resulted in 4,308 votes, logo option 1 received a larger percentage of votes. The Board decision on the new logo, at its June 16, 2022, will allow the Office of Communications to launch the new logo in sync with our website redesign project scheduled to launch in July 2022.

The community poll invited all ACPS stakeholders to vote between two logo options selected by our focus groups. Members of our focus groups identified both logos as representing the mission, vision and core values of ACPS in a functional and contemporary design. The poll ran for two full weeks, concluding at midnight on June 5, 2022. The Office of Communications publicized the poll through the divisionwide newsletters as well as social media.

In addition to providing community members with the two logo options, the Office of Communications included the story and meaning behind each logo. Community members were

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also able to view mockups of how the logos might look in real-life settings, such as on printed apparel and building signs.

### **BACKGROUND:**

The Office of Communications shared with the School Board its plan to develop a new logo for the division in a [Board Brief on February 4, 2022](#). The process emerged from the [2021-25 ACPS Strategic Communications & Community Engagement Plan](#), which identifies redesigning the ACPS visual brand and logo as a tactic to refresh the ACPS brand and develop rich, compelling and diverse stories showcased in multi-media formats that spotlight our students, staff and programs and demonstrate the good work going on within ACPS.

The Office of Communications assembled a cross-representation of ACPS with more than 20 individuals to serve on focus groups that were held in late March and early April. Focus group members represented secondary-level students, school-based staff, Central Office staff, parent/guardians and community partners. Our graphic designer attended every focus group meeting and developed logo options based directly on stakeholder feedback.

On May 5, 2022, the Office of Communications presented the options to the Senior Leadership Team for feedback. Subsequently, on May 9, 2022, the Office of Communications shared the logo options with the focus groups, who were enthusiastic and receptive to the new designs.

### **RECOMMENDATION:**

The Superintendent recommends that the School Board approve the new ACPS logo option 1, based on community input, that aligns with the school division's goals and contributes to the overall brand refresh.

### **IMPACT:**

The process has produced a modern and refreshed logo that unifies the school division through a clear and concise visual representation of ACPS.

### **ATTACHMENTS:**

ACPS Logo Redesign Recommendation Presentation

### **CONTACT:**

Julia Burgos, [julia.burgos@acps.k12.va.us](mailto:julia.burgos@acps.k12.va.us)