

Summary Report: April - July 2022

PRESENTED BY:

Office of Community Partnerships & Engagement





Ask ACPS makes it easy to engage with ACPS leadership.

ASK ACPS

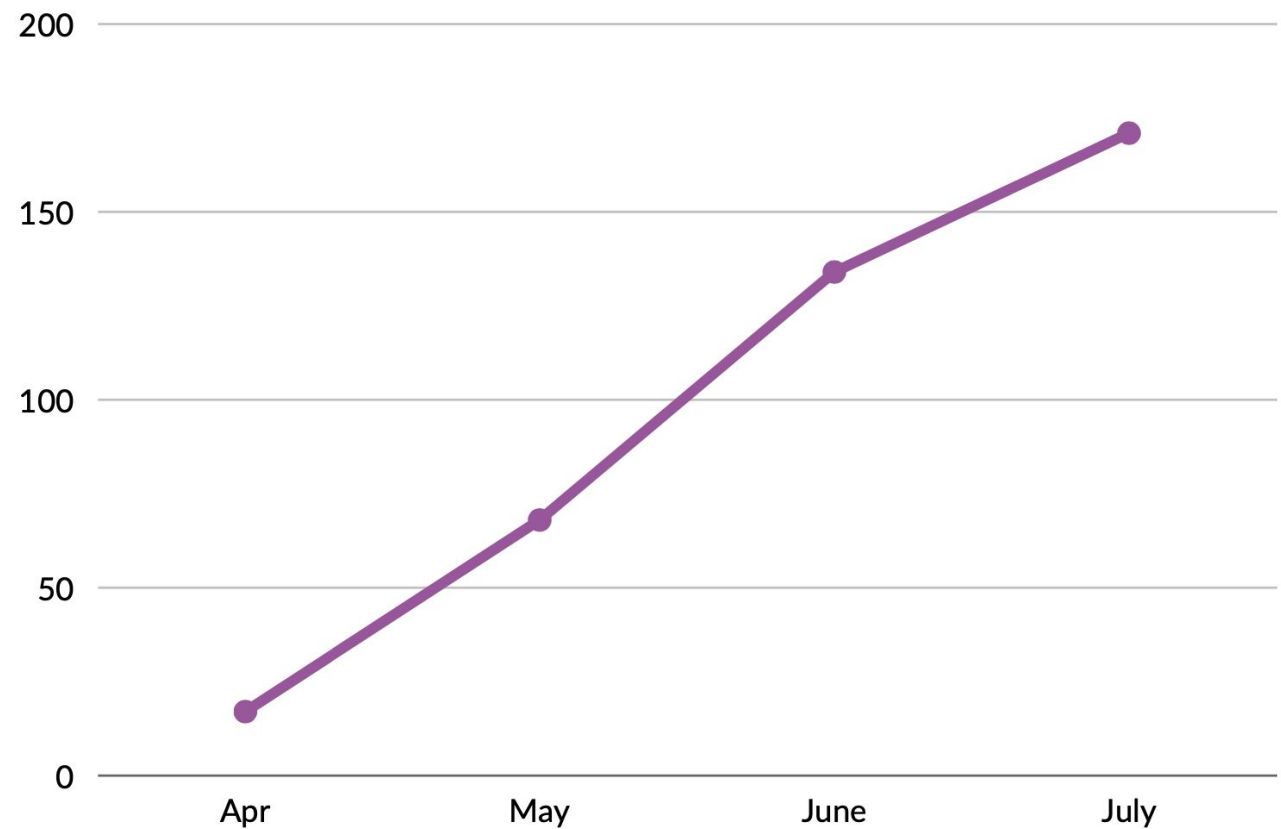


AT A GLANCE

390 INQUIRIES

Ask ACPS inquiries received April - July 2022

*not including spam

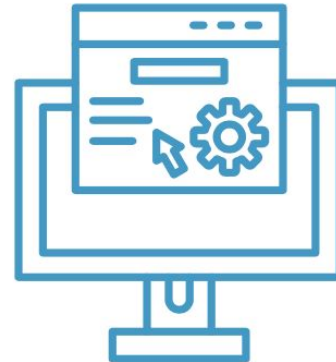




KEY SUCCESSES



Hired external relations specialist



Shifted to new customer relations management (CRM) system



Enhanced CRM system to support evolving needs



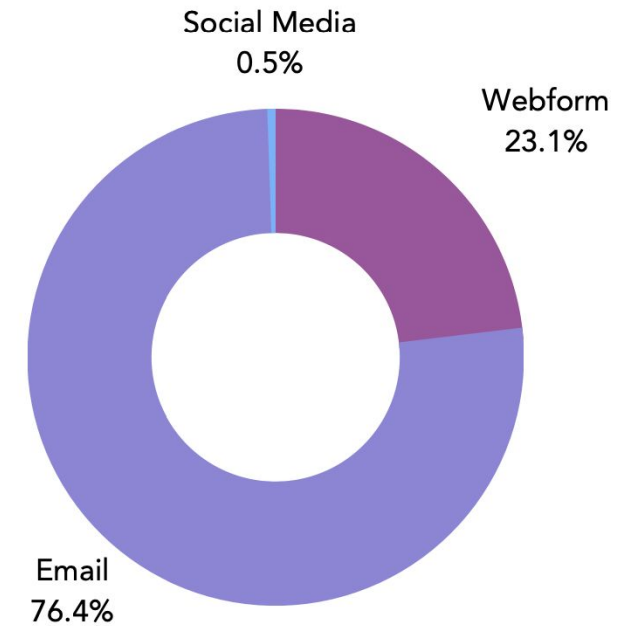
HIGHLIGHTS

TOTAL CASES*

390*

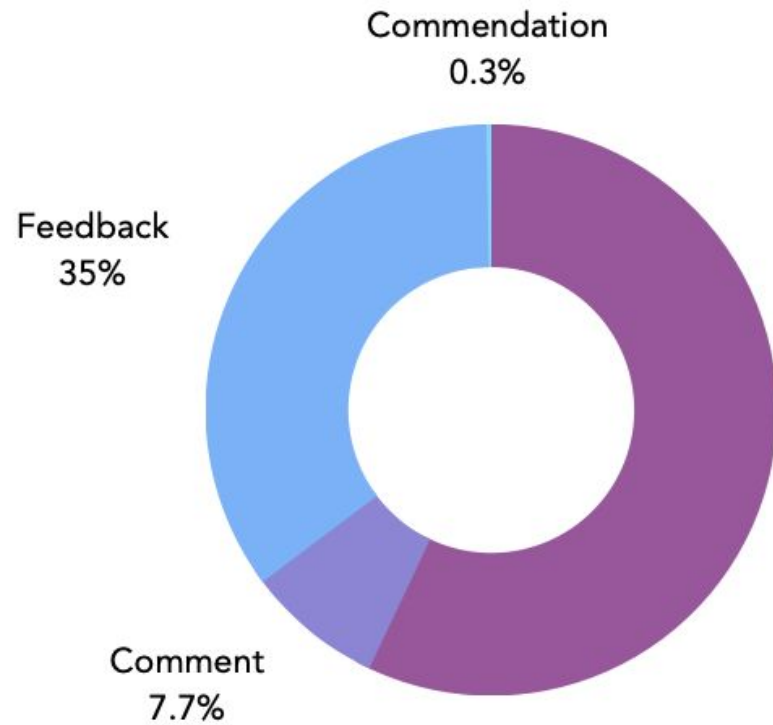
*does not include 520+ spam cases

CHANNEL





TYPE



Question
57%

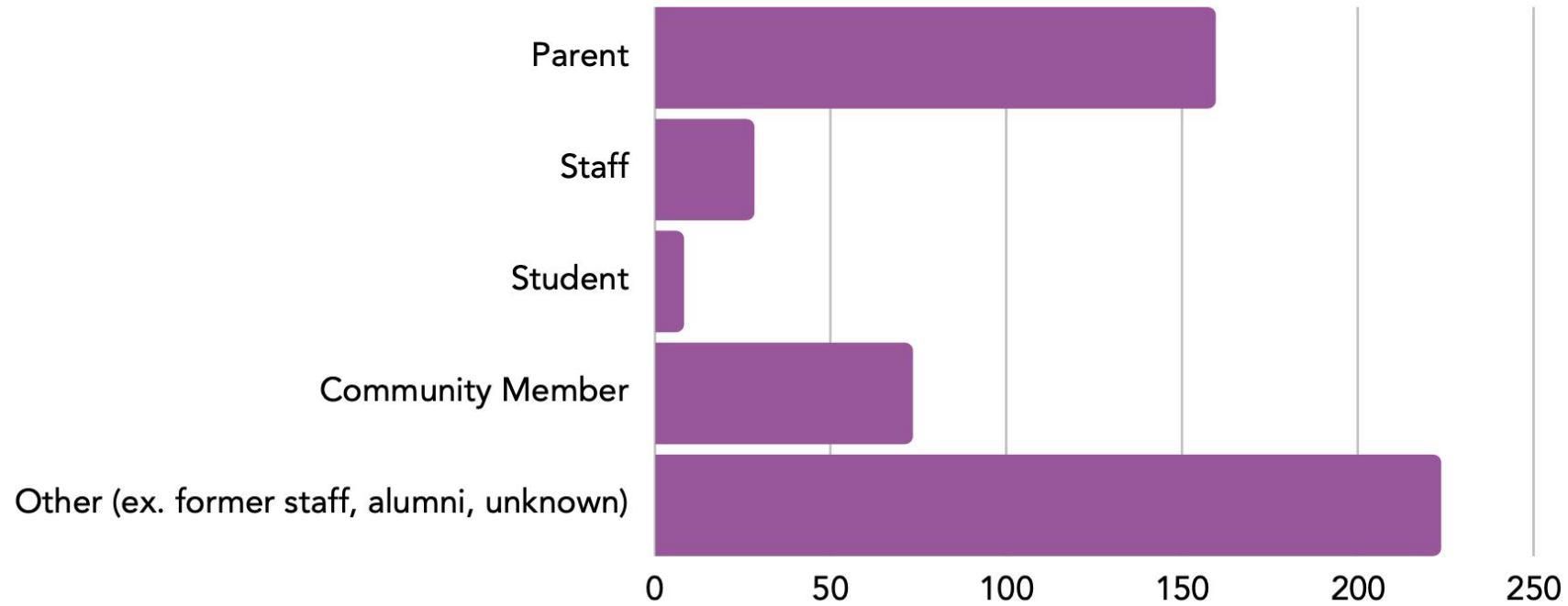
Spam
58.1%



Inquiries
41.9%

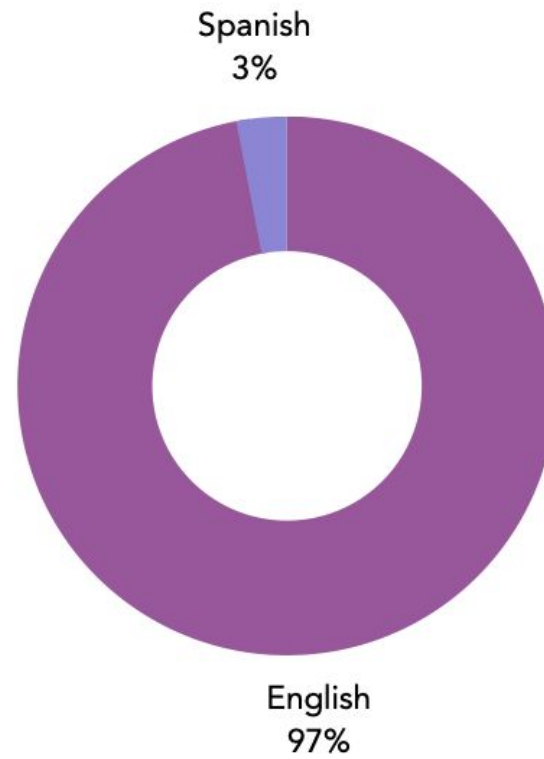


ACPS RELATIONSHIP





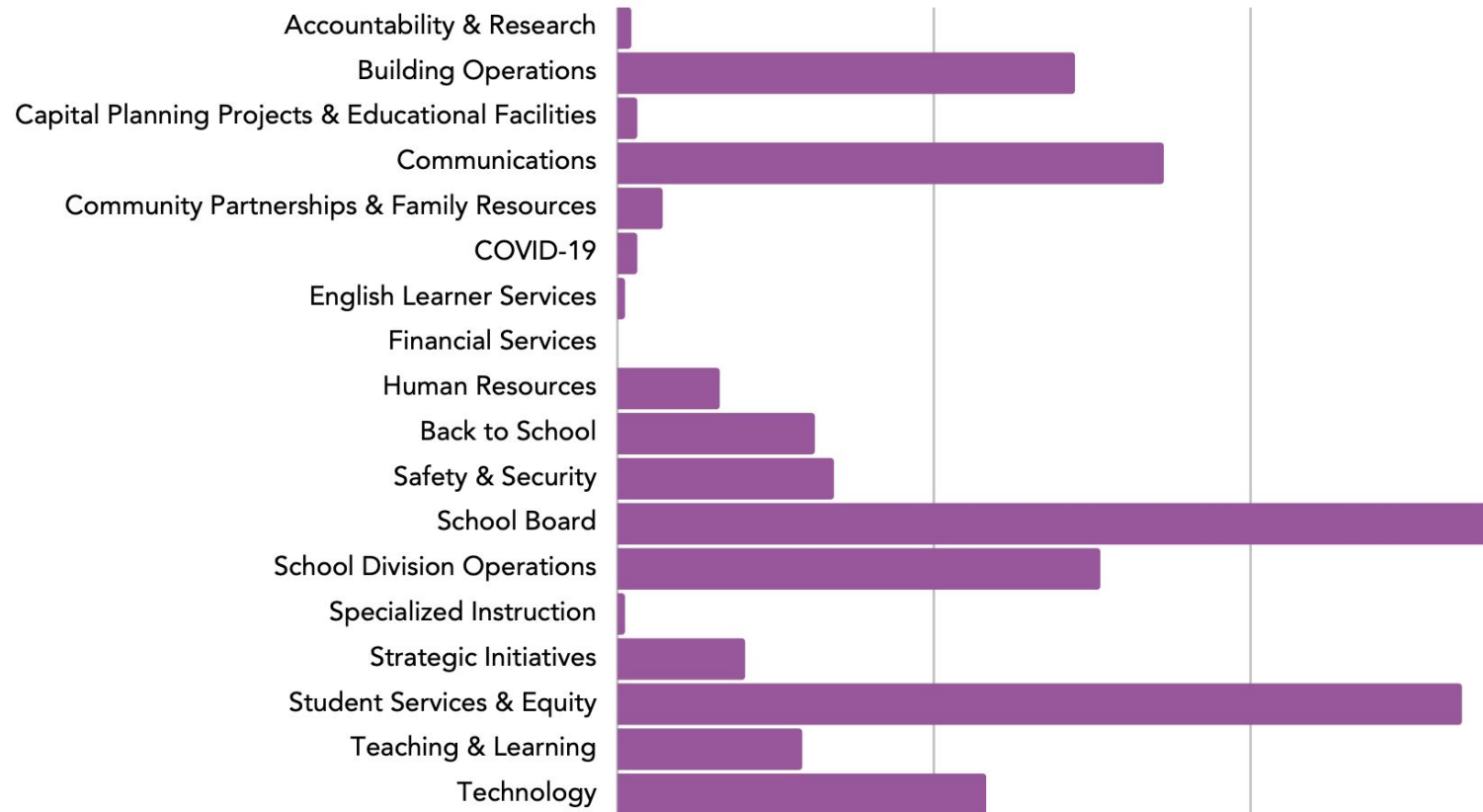
LANGUAGES





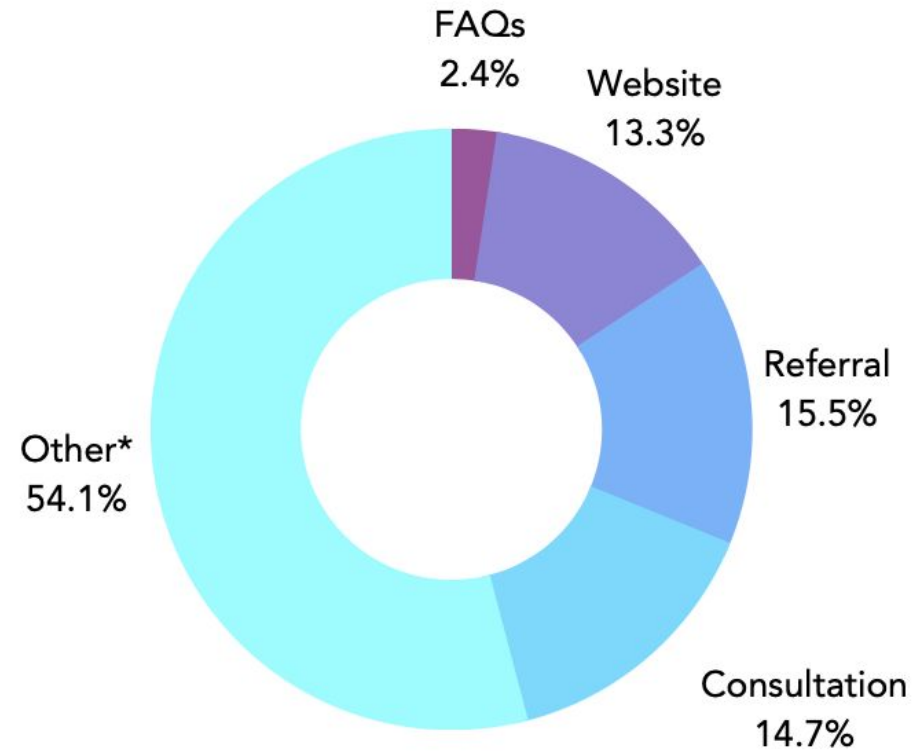
TOPIC

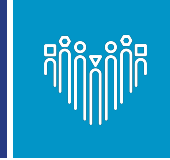
**Please note: inquiries can be flagged for multiple topics.*





RESPONSE SOURCES





DEPARTMENT/SCHOOL



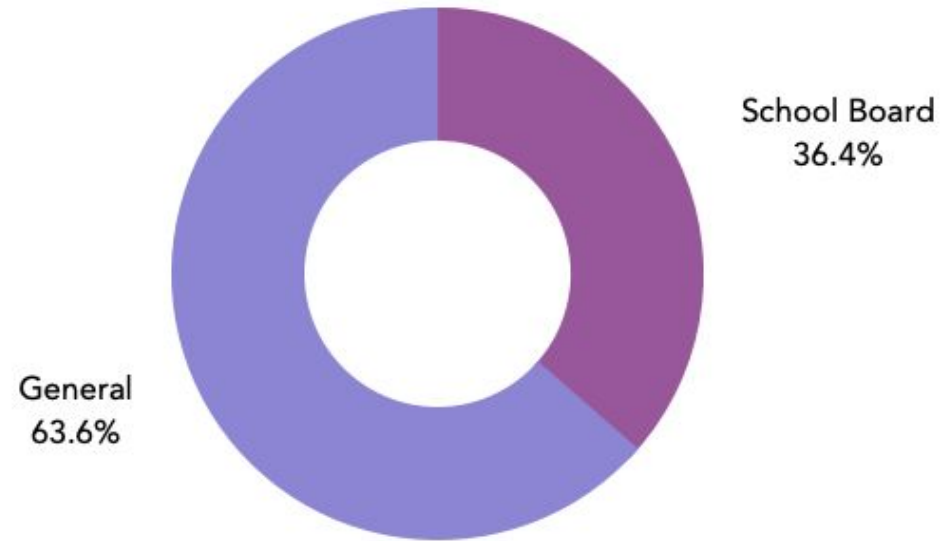


SUMMARY

- **Email** is the top used method of communicating with Ask ACPS.
- **Over 50% of the inquiries received were questions**, with feedback/suggestions right below.
- There is a **need to create and develop more resources and FAQs** that can be easily shared through our website and communication tools for parents and families.
- **Most of the inquiries received are related to division-wide issues or concerns**, which confirms that Ask ACPS is being used by stakeholders in the way it was intended.



BOARD@ACPS

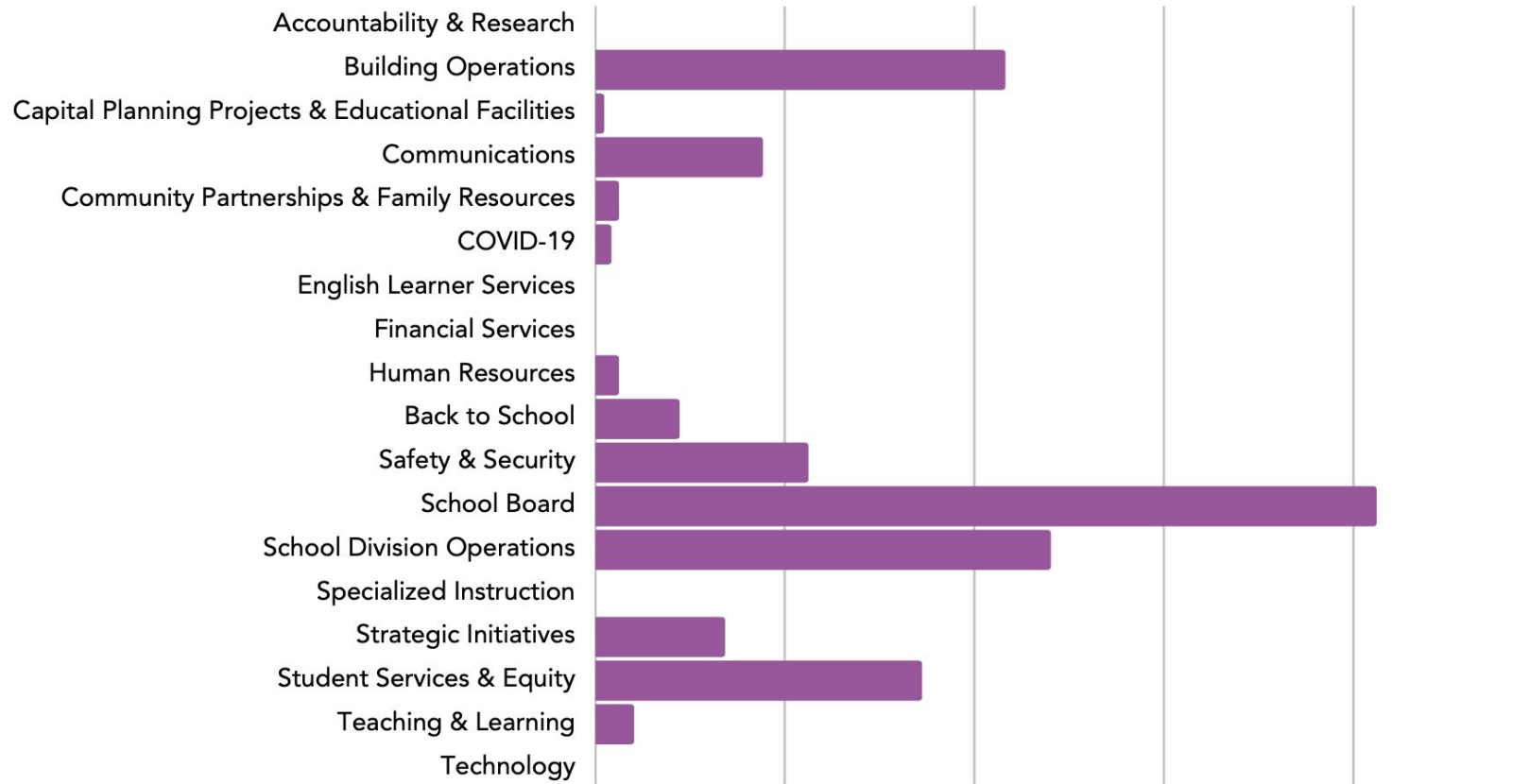


APRIL	MAY	JUNE	JULY	TOTAL CASES
3	30	88	21	142



TOPIC

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





PERFORMANCE SUMMARY

- In working with a management firm and partner to enhance aspects of the customer relations management (CRM) system, our team has **successfully made the transition to Salesforce as the primary and leading system for inquiries received through Ask ACPS.**
 - Enhancements to the platform include: the ability to mass close cases, change the status of multiple cases at once, be notified when responses are received, and automatically creating a contact in the system (as opposed to manually creating each one).





PERFORMANCE SUMMARY

- Our team will **continue to explore ways to further enhance the CRM system as our needs continue to evolve over time.**
 - Measuring average response times
 - Reporting inquiries received via social media
 - Adding and measuring subtopics
 - Addressing the influx of spam inquiries received through the webform
 - Developing additional media that could facilitate/increase use by stakeholders who speak a language other than English





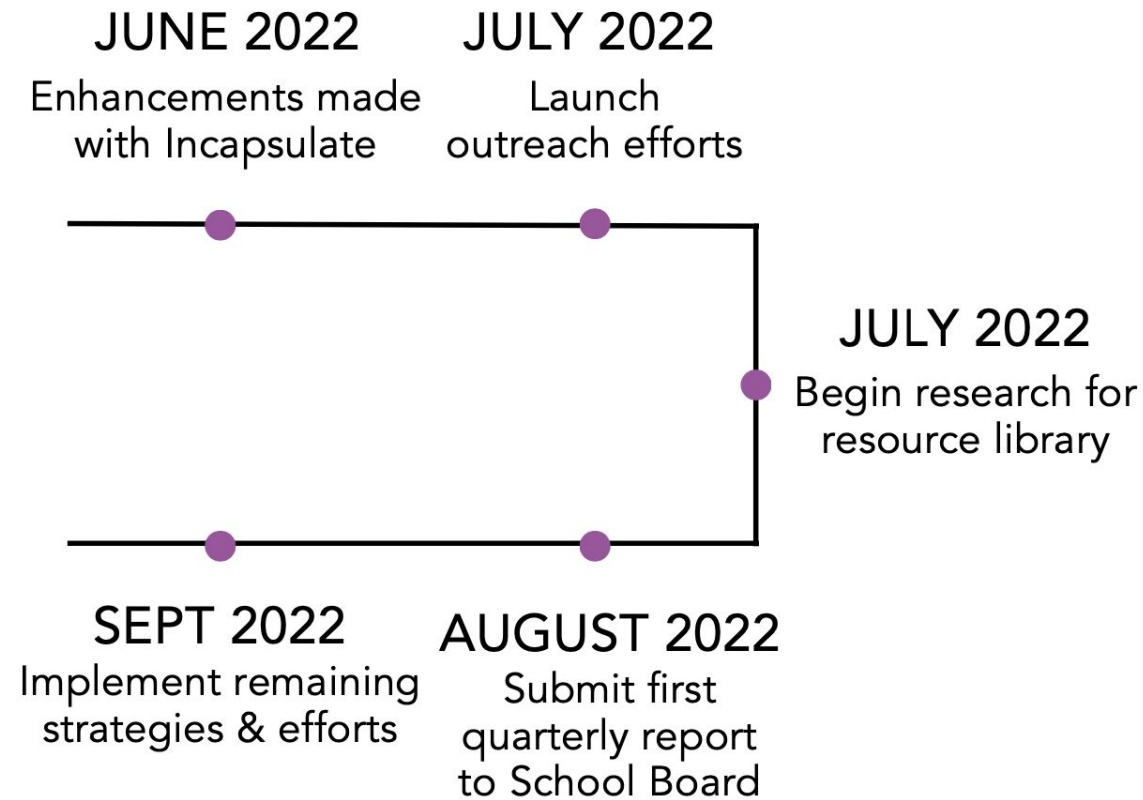
TOP FINDINGS

With over 75% of inquiries received being related to division-wide issues or concerns, this confirms that **Ask ACPS is being used in the way it was originally intended and created for – to streamline communications and provide one place to capture inquiries for timely and comprehensive responses.**

There is **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.



TIMELINE (SY 2022-23)





REPORTING

- **Monthly reports:** to be shared internally to keep track of inquiries received, highlight any trends, and identify gaps for collaboration.
- **Quarterly reports:** to be shared with the ACPS School Board that details findings, to include School Board-specific topics and inquiries.
- **Yearly reports:** will include a more detailed look at the data, performance and measurable goals for the following year.

SEPT 2022	Monthly: Aug 2022
OCT 2022	Monthly: Sept 2022
	Quarterly: Aug-Sept 2022
NOV 2022	Monthly: Oct 2022
DEC 2022	Monthly: Nov 2022
JAN 2023	Monthly: Dec 2022
	Quarterly: Oct-Dec 2022



MOVING FORWARD

*Our team continues to look ahead at opportunities for **enhancement**, **collaboration** and **outreach** as we establish Ask ACPS as a trusted resource for Alexandria City Public Schools' students, parents and families, and community members.*





Alexandria City Public Schools

Questions?

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