

# ACPS 2020 Performance Update

## *Goal 2: Family and Community Engagement*



**School Board Meeting**  
**January 11, 2018**



***Every Student Succeeds***

# Background

- The **Board adopted the 'ACPS 2020'** strategic goals and objectives on June 11, 2015.
- A **Scorecard was developed** establishing Key Performance Indicators (KPIs) for each strategic plan objective.
- KPIs are aimed to inform division performance in the specific objective area on an annual basis through school year 2020.
- Reported **KPI outcomes were presented to the Board** by goal area from October 2016 through February 2017.
- After the first year of reporting, an in-depth review was conducted to ensure that KPIs and targets are appropriate in informing stakeholders on division progress. **KPI revisions were presented to the Board** on April 27, 2017.

# Essential Questions

## Background

- What are the Goal 2 Objectives?

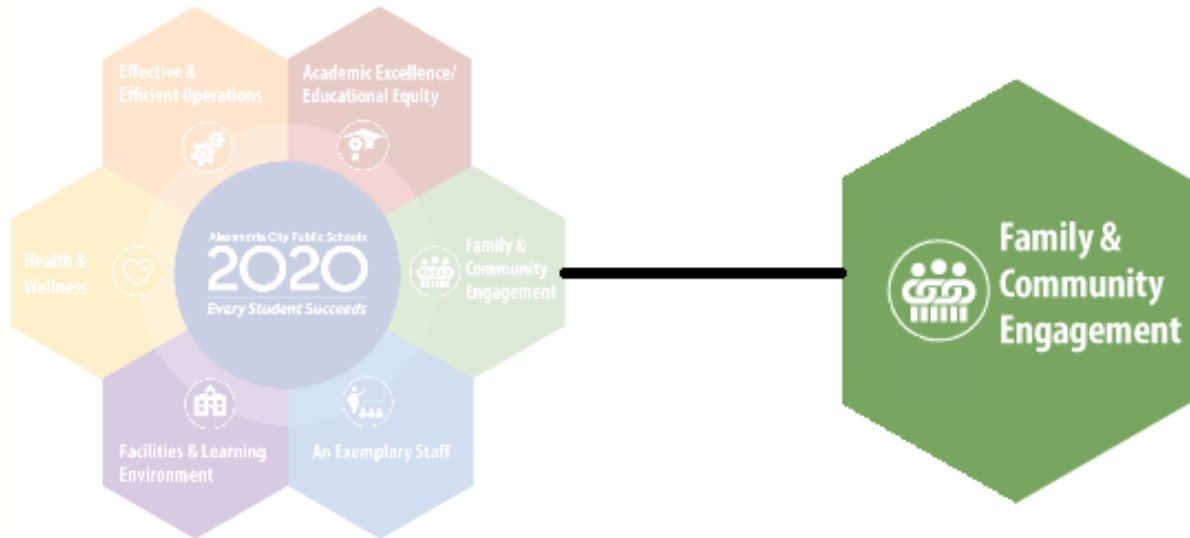
## Results

- Overall, how did ACPS perform in meeting 2016-17 targets in Goal 2?
- Which metrics showed growth/improvement? In which areas did performance remain consistent? What metrics showed regression?

## Next Steps

- How do we sustain growth in areas where targets were met?
- How do we push growth in areas where performance has remained constant?
- How do we reverse course in areas of decline?

# Goal 2 Objectives



*2.1 Family Engagement*

*2.2 School Engagement*

*2.3 Community Engagement*

*2.4 Partnerships and Civic Engagement*

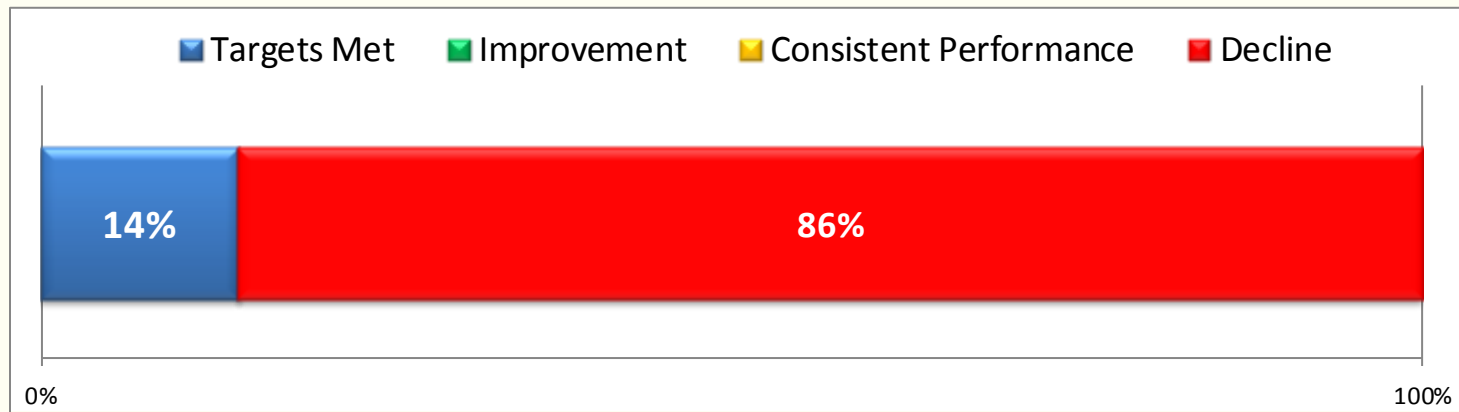
*2.5 Media and Public Outreach*

*2.6 Collaboration with Social Service Organizations*

# Results for 2016-2017

## Summary of Performance

Within Goal 2 there were a total of 7 targets associated with metrics.



- In 2016-17, one target was met.
- There was decline in performance in 86% (n=6) of all areas.

# Results for 2016-2017

## TARGET MET

*2.4.1A Number of formal partnerships*

## DECLINING RESULTS

*2.1.2 Family and community satisfaction with engagement services*

*2.2.1 Family and community reporting mutual respect and trust*

*2.2.2 Family and community reporting feeling welcome*

*2.3.1 Number of active volunteers*

*2.5.1 Family and community reporting ease in obtaining information*

*2.6.1 Assessment of ACPS collaborative efforts with social service organizations*

# Next Steps: 2.1 Family Engagement

## Establishing Baseline

### *2.1.1 Participants in FACE supported events*



- Continue to implement best practices (e.g. Department of Education Dual Capacity Framework) that focus on relationship building and are linked to student learning
- Pursue additional learning experiences for families that increase their knowledge and provide the resources needed to extend knowledge
- Support growth in the number of series and events offered by increasing community/school locations and Parent Liaison collaboration

# Next Steps: 2.1 Family Engagement

## Reversing Course

### ***2.1.2 % of families and community members satisfied with family engagement services (annual survey)***



- Analyze and reflect on multiple family engagement measurements that provide relevant data representative of family/community satisfaction
- Build Parent Liaison capacity with ongoing training, clear guidelines and aligned expectations
- Increase services that build family and community /school relationships by using the 4'Cs - Capabilities (Skills and Knowledge), Connections (networks), Cognition (beliefs, values) and Confidence (self-efficacy) framework components



# Next Steps: 2.2 School Engagement

## Reversing Course

**2.2.1 % of families and community members reporting that there is mutual respect and trust between ACPS and the community (annual survey)**

**2.2.2 % of families and community members reporting feeling welcome to attend school activities (annual survey)**



- Offer family engagement onboarding and professional development for ACPS staff members to increase knowledge of best practices
- Identify opportunities to reach out to families/ community members to create a larger network of supporters, collaborators, decision makers, encouragers and advocates
- Use multiple forms of communication and methods to inform families and community members of school activity opportunities

# Next Steps: 2.3 Community Engagement

## Reversing Course

### *2.3.1 Number of volunteers actively engaged in schools as measured by Keep-N-Track System*



- Identify meaningful volunteer experiences by matching school needs to potential opportunities
- Continue to analyze current volunteer registration guidelines/procedures to ensure clarity and highest level of customer service
- Increase volunteer outreach efforts by disseminating relevant current opportunities to families, community and partners through various digital portals (e.g. website, newsletter, social networks)



# Next Steps: 2.4 Partnerships and Civic Engagement

Sustaining Growth

## ***2.4.1 A Total Number of formal partnerships***

- Continue to nurture positive relationships with community partners
- Support partners by identifying alternative funding resources
- Serve as a connector between partners to identify shared resource opportunities
- Increase equitable opportunities for all students by identifying new partnerships and extending current partnerships to reach underserved students/schools

# Next Steps: 2.4 Partnerships and Civic Engagement

Develop Survey

## ***2.4.1 B % of schools reporting overall satisfaction with partnerships***

- Survey will be designed by Office of School, Business and Community Partners with guidance from Department of Accountability to be distributed to building leadership in Spring of 2018
- Survey will provide formalized feedback from building level administration in order to support their work moving



# Next Steps: 2.5 Media and Public Outreach

## Reversing Course

### *2.5.1 % of families and community members reporting that they can easily obtain information about ACPS services and activities (annual survey)*

- Continue to enhance ACPS Website to increase accessibility and usability
- Continue to use multiple ways to communicate with families and community members (e.g. electronic newsletters, Facebook, Twitter)
- Work collaboratively and provide support for buildings and departments to identify and disseminate information relevant to ACPS families and community members
- Ensure that all families have equal opportunity to access information through providing documents in multiple languages
- Maintain positive relationships and effective communication with local media



# Next Steps: 2.6 Collaboration with Social Service Organizations

Establish Baseline

***2.6.1 Assess ACPS collaborative efforts through a needs assessment administered every other year to city and non-profit organizations.***

- Survey has been discussed with Alexandria City Officials to create and distribute to relevant stakeholders in SY17-18



# Questions & Discussion



Kurt Huffman

Director of School, Business, and  
Community Partnerships

[kurt.huffman@acps.k12.va.us](mailto:kurt.huffman@acps.k12.va.us)

Clinton Page

Chief Accountability Officer  
[clinton.page@acps.k12.va.us](mailto:clinton.page@acps.k12.va.us)