

BOARD MEMO

Date: November 28, 2022

For ACTION

For INFORMATION

Board Agenda: Yes

No

FROM: Cindy Centeno, External Relations Specialist
Taneika Tukan, School Engagement & Community Outreach Manager

THROUGH: Julia Burgos, Chief of School and Community Relations
Dr. Melanie Kay-Wyatt, Interim Superintendent of Schools

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

TOPIC: Q1 Ask ACPS Customer Relationship Management (CRM)
System FY2023 Report

ACPS 2025 STRATEGIC PLAN GOAL:

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

Middle School Educational Experience

Early College

Talented and Gifted

Continued SST Support Expansion

Strategic Plan Implementation

Policy Equity Audit

Implementation of Student with Disabilities Plan

Continuous Improvement in KPI Disparities

FY 2023 BUDGET PRIORITY:

Implementation of Customer Relationship Management System

SUMMARY:

The Q1 Ask ACPS Customer Relationship Management (CRM) FY2023 Report includes a summary of how stakeholders engaged with the platform from July 2022 – September 2022. Nearly three-quarters of inquiries were received through the Ask ACPS email address. Questions and comments comprised the vast majority of inquiries, with feedback and commendations accounting for less than 10 percent. 47.9% of all inquiries were related to technology; overall, 7.5 percent of inquiries were directed to the school board or related to school board responsibilities.

BACKGROUND:

Ask ACPS was launched in October 2021 to make it easier for families and community members to submit questions and comments on a range of division-wide issues and get a timely response. Since then, stakeholders have submitted 1,500+ inquiries and comments to Ask ACPS by emailing ask@acps.k12.va.us or by visiting www.acps.k12.va.us/ask to complete a feedback form available in English, Spanish, Amharic and Arabic. The attached report provides updated data points on stakeholder inquiries. The report also provides a summary of the performance of the customer relationship management system from July 2022 – September 2022.

IMPACT:

Advances work toward goals stated in the ACPS 2021-25 Strategic Communications and Community Engagement Plan and the Department Improvement Plan goals for the Department of School and Community Relations.

RECOMMENDATION:

The Superintendent recommends that the School Board review the information above and all attachments regarding the Q1 Ask ACPS FY2023 Customer Relationship Management (CRM) Report in preparation for the Nov. 28, 2022 school board work session.

ATTACHMENTS:

1. Q1 Ask ACPS Customer Relationship Management (CRM) FY2023 Presentation
2. Q1 Ask ACPS Customer Relationship Management (CRM) FY2023 Report

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