

January 2024

ASK ACPS

Q2 2023-24 QUARTERLY REPORT

October - December 2023

PRESENTED BY

Office of Community
Partnerships & Engagement



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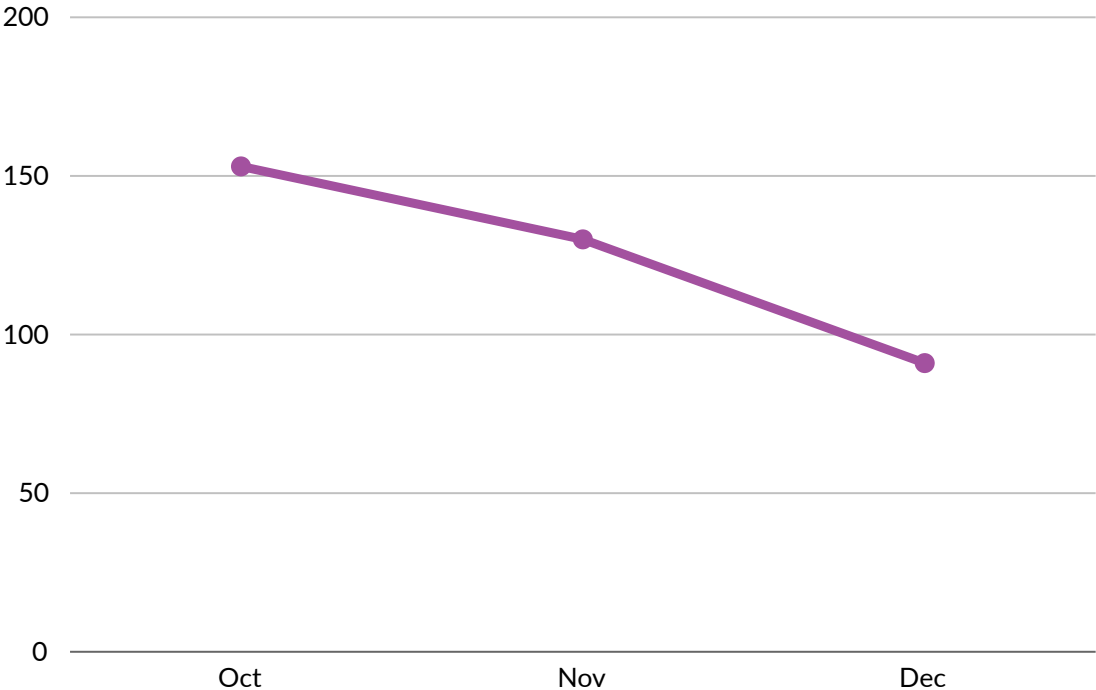


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AT A GLANCE

382* INQUIRIES

Ask ACPS inquiries received October 1 - December 31, 2023
*not including spam



KEY SUCCESSES



Began distribution of new Ask ACPS marketing materials

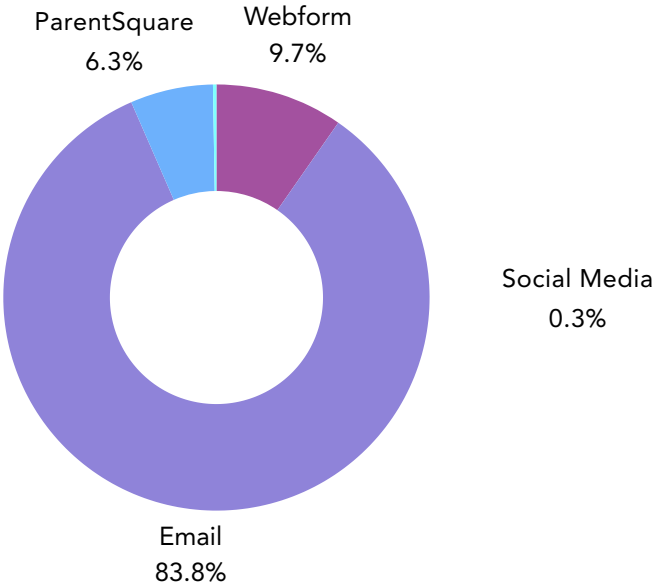


Began use of assigning cases to different "Case Owners"

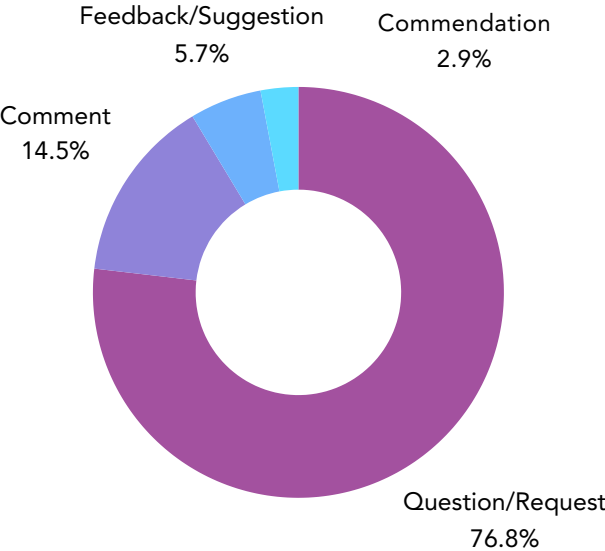
HIGHLIGHTS

AVG CASE CLOSURE DURATION	
Q2 2022-23	Q2 2023-24
5.33 days	4.62 days

CHANNEL

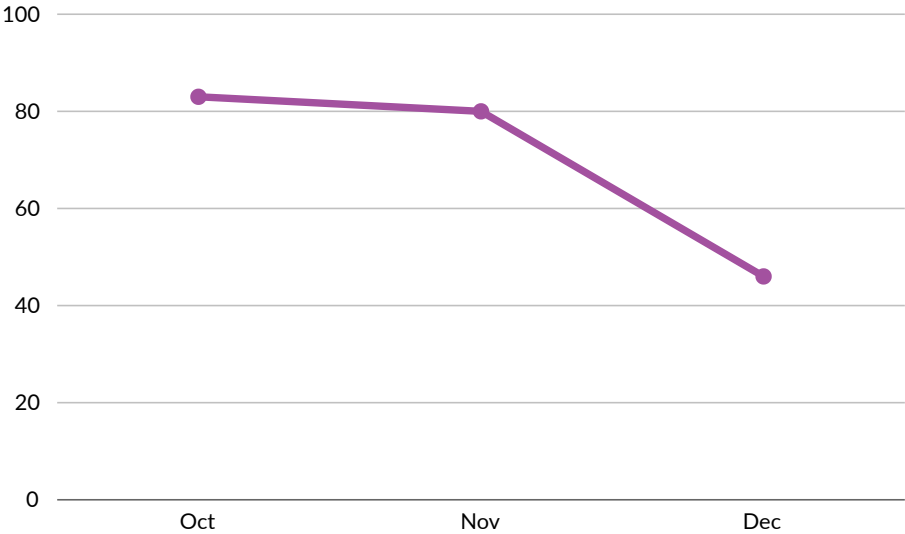
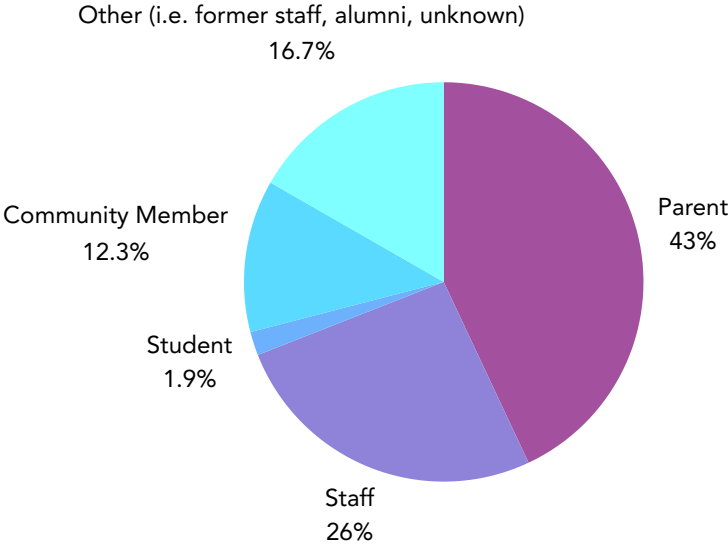


TYPE



HIGHLIGHTS

ACPS RELATIONSHIP



FIRST TIME USERS

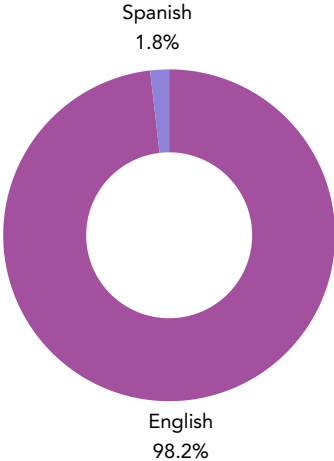
October: 83
 November: 80
 December: 46

Quarterly Ratio*

16:1

*first time users vs. repeat users for the quarter

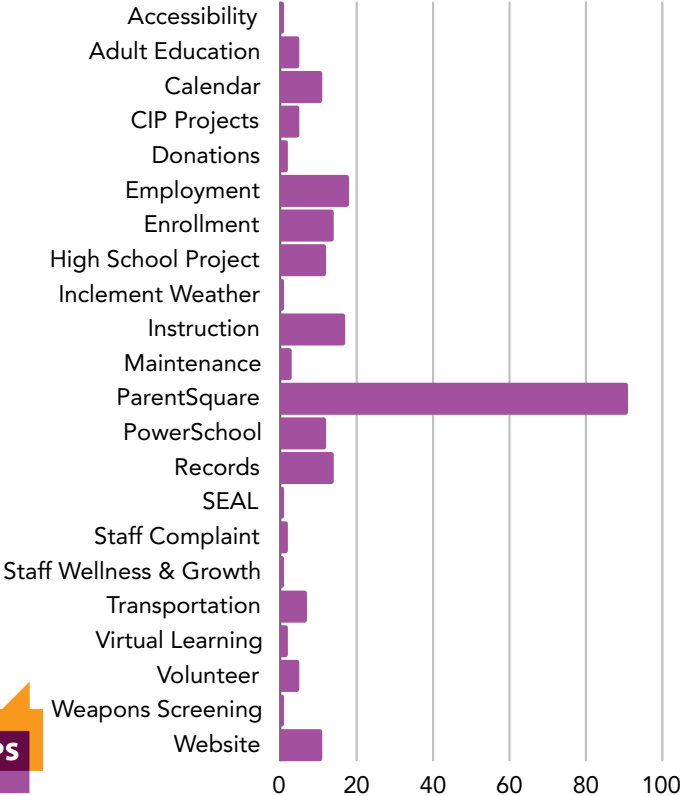
LANGUAGES



HIGHLIGHTS

TOPIC

Please note: inquiries can be flagged for multiple topics.



SUBTOPICS

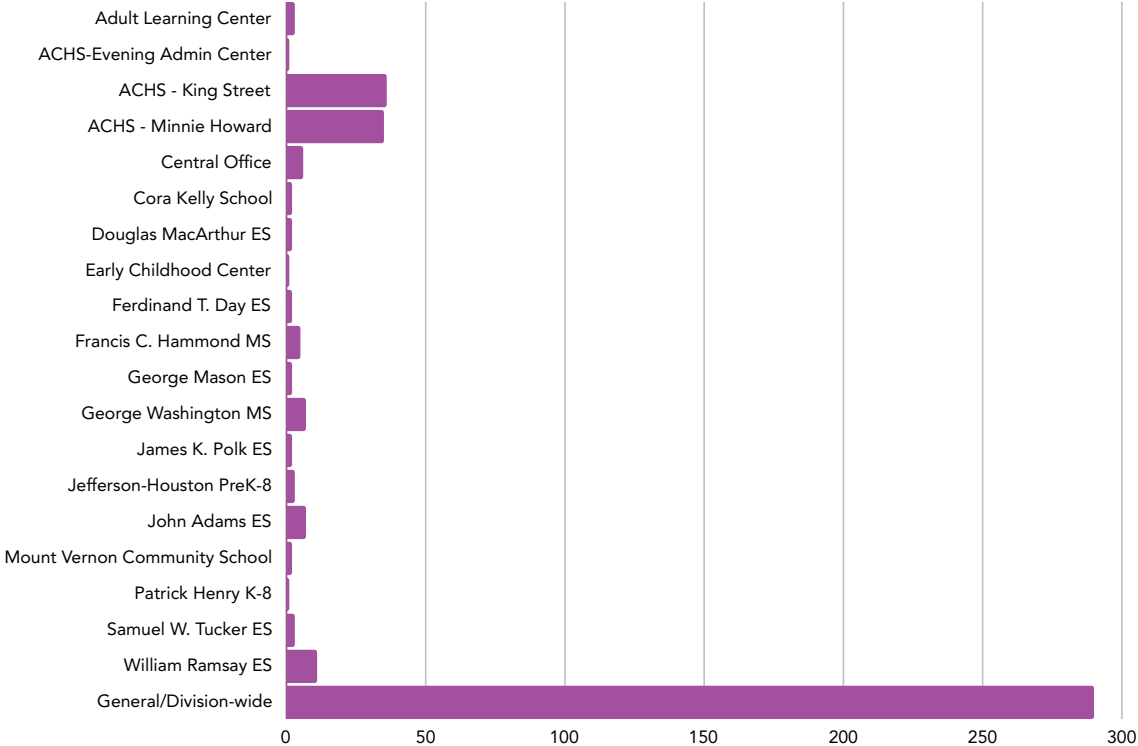
The leading topics that Ask ACPS received inquiries about were related to Technology, Teaching & Learning, Human Resources and the School Board.

Over 30% of cases were resolved through being referred to other ACPS staff. Over 45% of cases were resolved either through sourcing information from the website, through consulting with an ACPS staff member or troubleshooting from the Ask ACPS team. There were 28 unresolved cases - mostly due to the lack of response from ACPS staff.



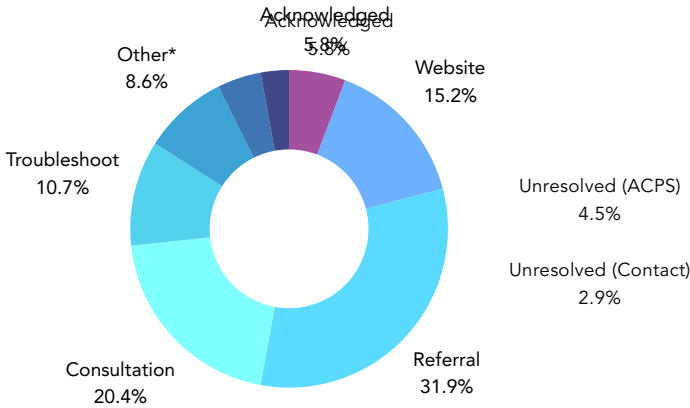
HIGHLIGHTS

SCHOOL



RESOLUTION TYPE

Please note: inquiries may be tagged as being resolved in multiple ways.



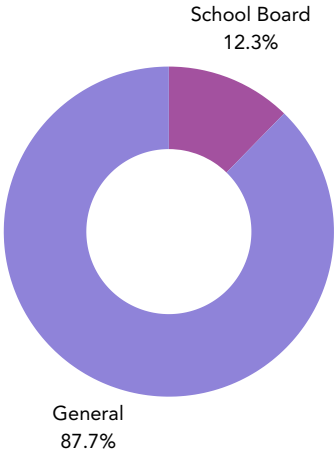
Q2 SUMMARY

- Email (almost 85%) was the top used method of communicating with Ask ACPS.
- Over 75% of inquiries received were questions. The remaining were mainly comments.
- A majority of cases were related to ParentSquare, employment and instruction.
- The leading topics of inquiries were related to Technology, Teaching & Learning, Human Resources and the School Board.
- Most inquiries received were related to general concerns or division-wide issues.



BOARD@ACPS

From October 1 - December 31, 2023

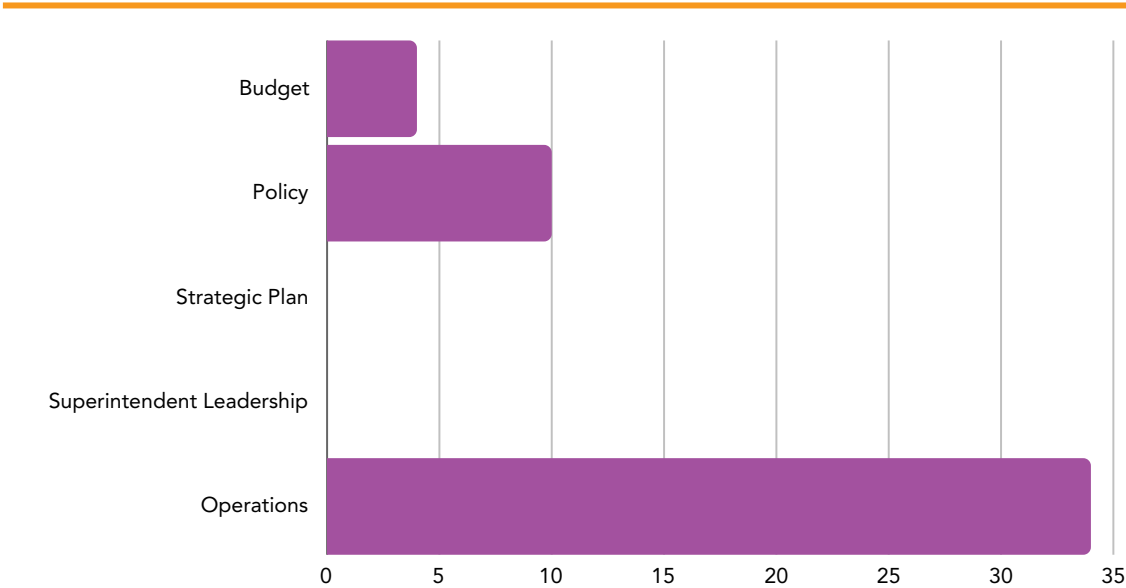


OCT	NOV	DEC	TOTAL CASES
17	27	3	47

In Q2, the majority of inquiries were related to operations. The two "common trends" that inquiries were related to were the ACHS student walkout (4), and budget feedback (4).

TOPIC

Please note: inquiries can be flagged for multiple topics.



SUMMARY

Ask ACPS continues to successfully and directly field inquiries sent to the School Board. All cases received by the School Board and forwarded to Ask ACPS are tagged "School Board". Over 70% of the cases received were related to operations, while the remaining were four (4) related to budget and ten (10) related to policy.



PERFORMANCE SUMMARY

From October 1 - December 31, 2023

The customer relations management (CRM) system continues to operate as the primary and leading system for inquiries received through Ask ACPS.

No enhancements were made to the platform in Q2. The team began the use of assigning cases to different "Case Owners" and working with experimenting different workflows.

We continue to evaluate and explore ways to further enhance the system to meet our needs. The team continues to evaluate how to streamline communications and ensure that inquiries are being responded to in a timely manner.

TOP FINDINGS

From October 1 - December, 31 2023

Most inquiries continue to be related to general concerns or division-wide issues.

Over 75% of the inquiries sent to the School Board were operational concerns.

As expected at the start of a new school year, most cases were related to ParentSquare, PowerSchool, Enrollment and Return to School. Therefore, almost half of cases were resolved by being referred to other departments/staff for further assistance.



TIMELINE

For SY 2023-24



Our continued focus will be on evaluating and exploring ways to further enhance the system to meet our needs. We are also working across departments to streamline communication and ensure that inquiries are being responded to in a timely manner.

We will also continue to identify new tactics to connect the ACPS community to Ask ACPS and better communicate the purpose of the channel.

JANUARY 2024

Distribute new/updated Ask ACPS marketing materials across schools.

FEBRUARY 2024

Begin audit of all FAQs found on ACPS website and provide recommendations/changes.

MARCH 2024

Continue audit of FAQs found on website and provide recommendations/changes.



REPORTING



Monthly reports continue to be shared with our School & Community Relations team to keep track of inquiries received and highlight any trends.

The Ask ACPS Q3 2023-24 Quarterly Report to the School Board will be shared in March 2024 and will cover the months of January - March 2024.





QUESTIONS? CONTACT:

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