

Date: January 11, 2018

For ACTION \_\_\_\_\_  
For INFORMATION  X

Board Agenda: Yes  X   
No \_\_\_\_\_

**FROM:** Clinton Page, Chief Accountability Officer  
Kurt Huffman, Director of School, Business, and Community Partnerships

**THROUGH:** Lois Berlin, Ed.D., Interim Superintendent of Schools

**TO:** The Honorable Ramee Gentry, Chair, and Members of the Alexandria City School Board

**TOPIC:** Performance Update to ACPS 2020 - Goal 2: Family and Community Engagement

**BACKGROUND:**

The Code of Virginia § 22.1-253.13:6 provides that each local school board shall adopt a division-wide comprehensive, unified, long-range plan based on data collection, an analysis of the data, and how the data will be utilized to improve classroom instruction and student achievement. The plan is to be developed with staff and community involvement and is to include, or be consistent with, all other division-wide plans required by state and federal laws and regulations. Each local school board is to review the plan biennially and adopt any necessary revisions. ACPS Board policy, AF - Comprehensive Plan, implements the Code of Virginia's requirement.

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. These KPIs are aimed to inform division performance in the specific objective area on an annual basis and ultimately, if ACPS reaches the goal established for school year 2020. On May 20, 2016, the Board was provided with an update to the ACPS 2020 Scorecard, along with documented methodologies regarding how targets were selected.

Reported KPI outcomes for the 2015-16 school year 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.

The attached document includes Goal 2 results for the 2016-2017 school year and the ultimate targets for 2020 ("ACPS 2020 Goal 2 Scorecard").

**RESULTS:**

Within Goal 2, for 2016-17 there were seven targets associated with metrics. One target was met and performance declined in the remaining six indicators.

**Targets Met:**

One target was met in Goal 2 in 2016-17 as the total number of formal partnerships exceeded the target.

For two KPIs, 2016-2017 served as the first year of data collection. These KPIs focus on participation in FACE workshop series.

### **Areas of Decline:**

There were 6 out of 7 metrics (86%) in which performance declined. Four KPIs were related to family and community reports of satisfaction with family engagement services, mutual respect and trust, feeling welcome, and easy access to information. Remaining indicators in decline include active volunteers and collaborative efforts with social service organizations.

### **NEXT STEPS:**

#### **1. Sustaining Growth Areas:**

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

- Continue to nurture positive relationships
- Identify alternative funding resources and collaborative grants
- Serve as a connector to identify shared resource opportunities
- Increase equitable opportunities for all students by identifying new and extending existing partnerships

#### **2. Reversing the Course of Areas of Decline:**

##### *2.1.2 % of families and community members satisfied with family engagement services*

- Analyze and reflect on relevant data that is representative of ACPS
- Build Parent Liaison capacity
- Continue and expand services using Department of Education Family Engagement Framework

##### *2.2.1 % of families and community members reporting that there is mutual respect and trust between ACPS and the community*

##### *2.2.2 % of families and community members reporting feeling welcome to attend school activities*

- Provide family engagement professional development and onboarding opportunities for ACPS staff members
- Identify opportunities to connect with families to create a larger network of supporters, collaborators, decision makers, encouragers and advocates
- Use multiple forms of communication to inform families of school activity opportunities

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

- Identify meaningful volunteer experiences at the building level and match need with opportunity
- Analyze current volunteer registration guidelines/procedures to ensure 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)

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

- Continue enhancement of website to increase accessibility and usability
- Use multiple ways to communicate with families and community members

- Work collaboratively with buildings/departments to identify and disseminate relevant information to families/departments
- Ensure that all families have equal opportunity to access information
- Maintain positive relationships and effective communication with local media

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

- Survey discussions are ongoing with City Officials to create and distribute to relevant stakeholders in SY17-18

**TARGETS SET & ADJUSTMENTS**

*2.1.1 A & B Participation in FACE-supported events*

In 2016-2017 FACE continued to explore and implement best family engagement practices. This research confirmed the importance of providing workshop series that are focused on relationship building and are directly linked to student learning. In 2016-17, 199 enrolled participants took part in math/literacy, social/emotional and parent education classes. Of those participants, 84% regularly completed the series at an 80% or higher attendance rate. Out year targets increase as FACE extends their workshop series to additional school buildings and community centers.

Key Performance Indicator	2016-17	2017-18	2018-19	2020
	Actual	Target	Target	Target
2.1.1 Participation in FACE-supported events				
A. Total number of enrolled participants of FACE workshop series sessions	199	250	300	<b>350</b>
B. % of participants that regularly participate and complete FACE workshop series sessions	84%	85%	87%	<b>89%</b>

**RECOMMENDATION:**

The Superintendent recommends that the School Board review the attached materials for possible planning, procedural, programmatic, and/or budgetary changes.

**IMPACT:**

KPIs and targets may warrant revisiting to validate their appropriateness in informing stakeholders on division progress.

- ATTACHMENTS:**
1. “ACPS 2020 Goal 2 Scorecard”
  2. “ACPS 2020 Goal 2 Performance Update”

**CONTACT PERSON:**

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