

# Q1 2022-23 Quarterly Report: July - Sept

PRESENTED BY:

Office of Community Partnerships & Engagement



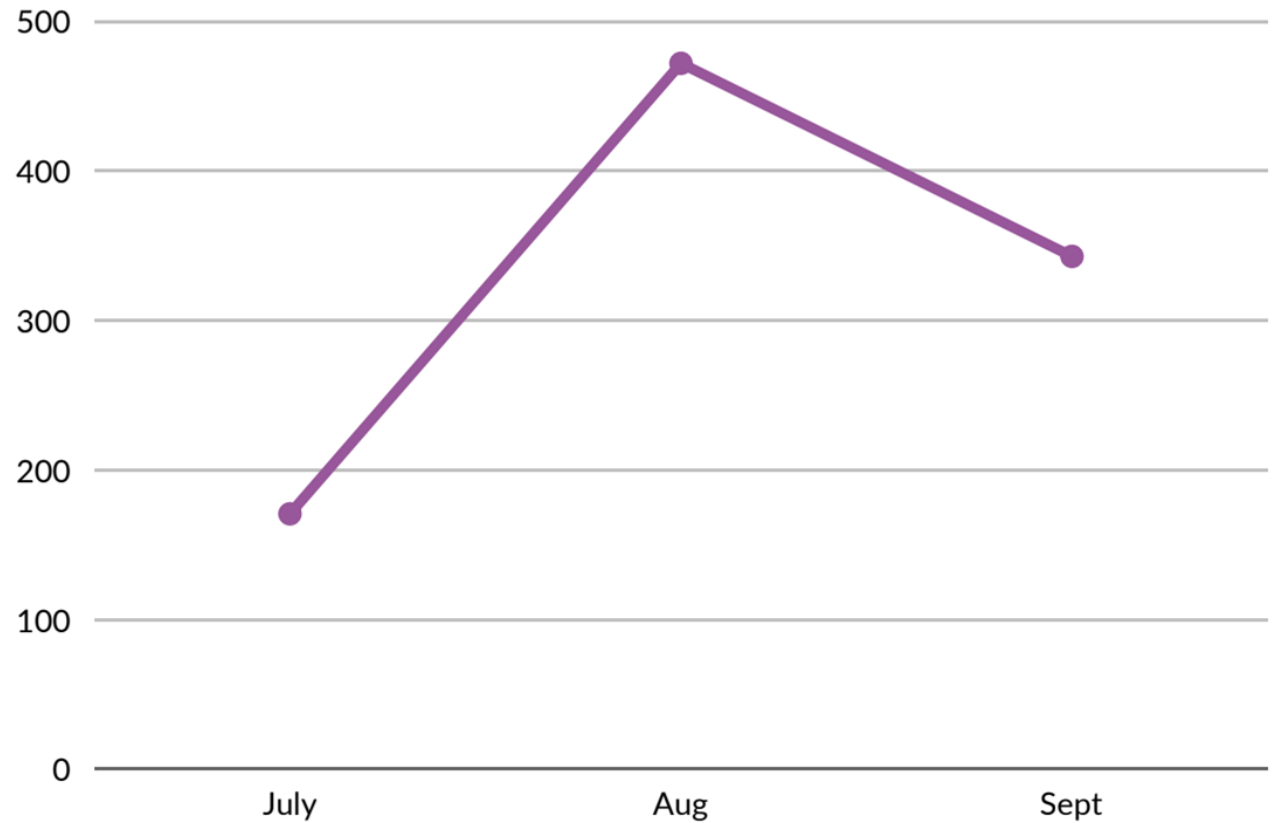


# AT A GLANCE

## 987\* INQUIRIES

Ask ACPS inquiries received July 1 - September 30, 2022  
\*not including spam

Total estimate of cases for 2021-22 SY: **714**





# KEY SUCCESSES

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Added enhancement to tag subtopics related to the School Board



Began tracking case closure duration



Discussed changes to SB and Superintendent contact forms



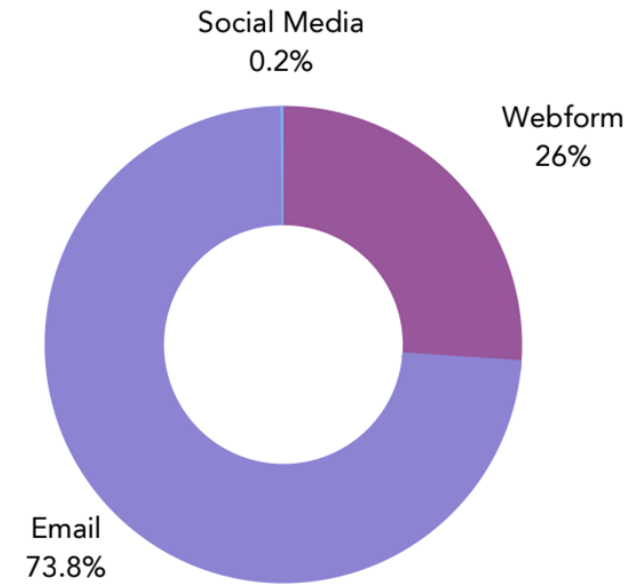
# HIGHLIGHTS

## AVG CASE CLOSURE DURATION

4.94 days

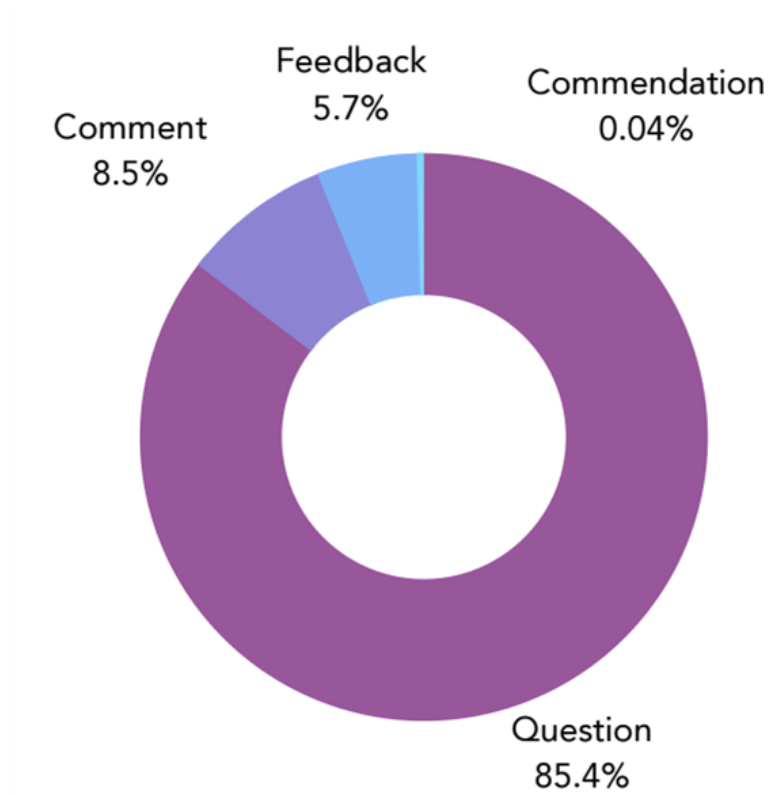
*Please note: Case closure does **not** equate to initial response.*

## CHANNEL





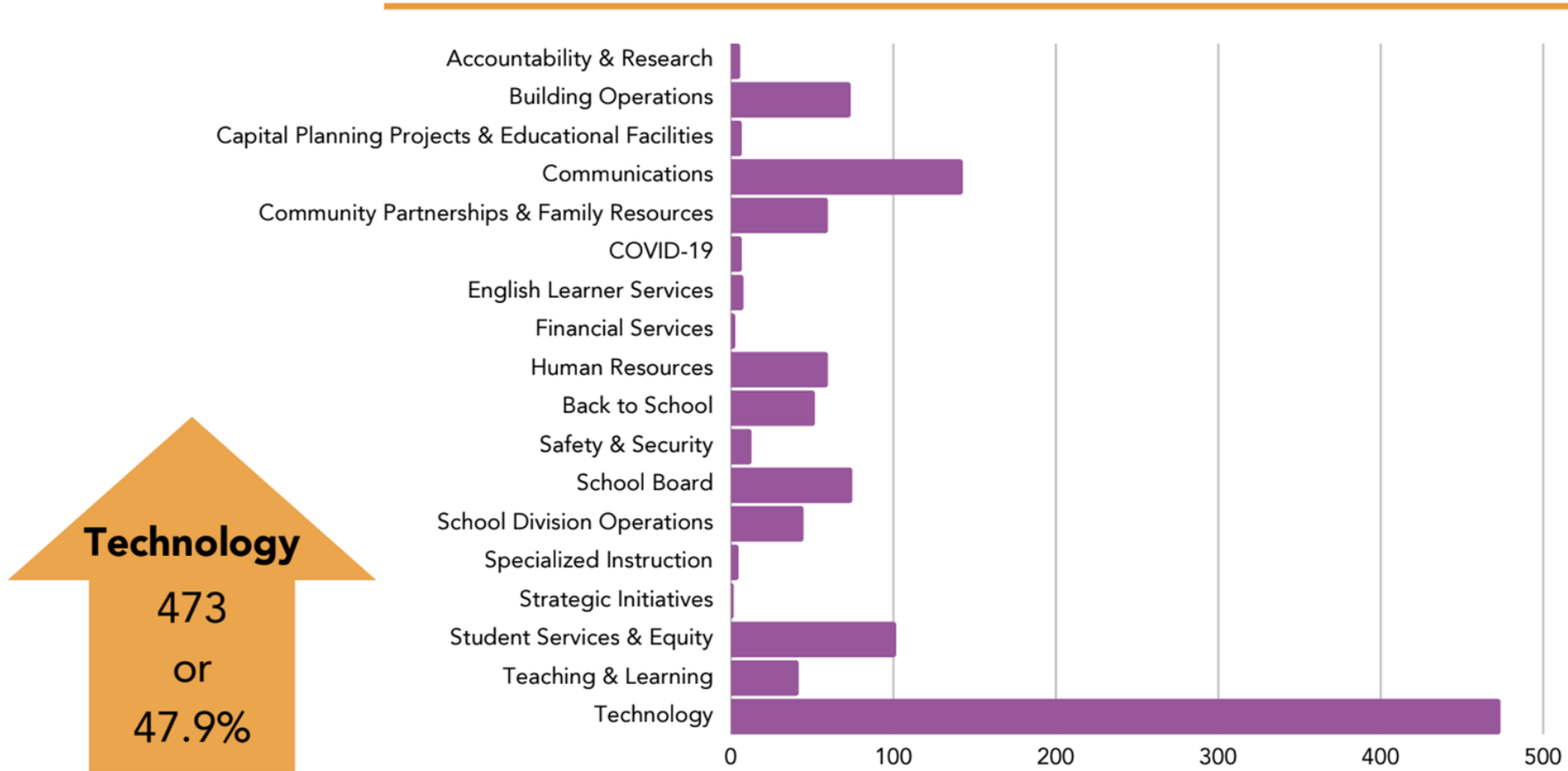
## TYPE





## TOPIC

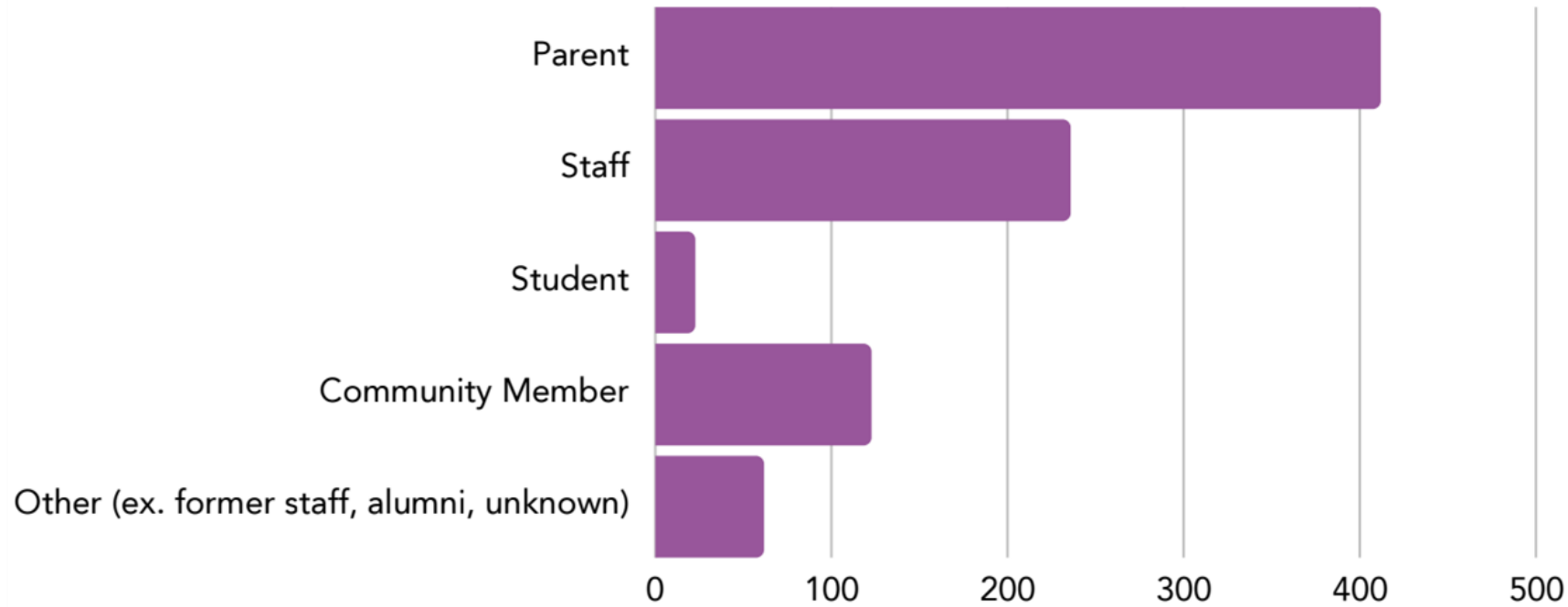
*\*Please note: inquiries can be flagged for multiple topics.*



**Technology**  
473  
or  
47.9%



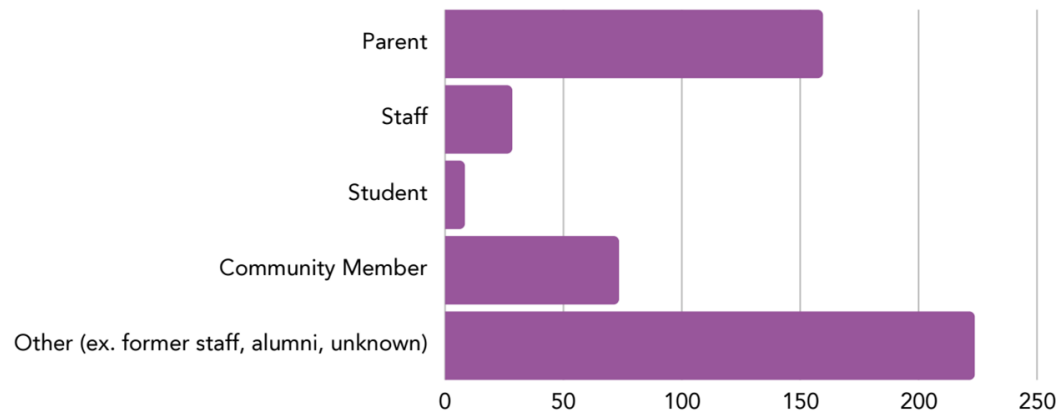
# ACPS RELATIONSHIP



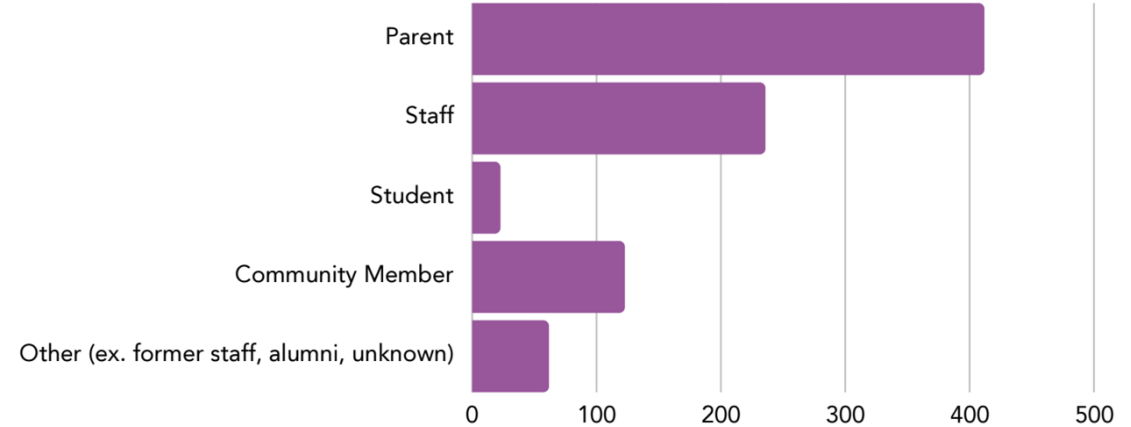


# ACPS RELATIONSHIP

## Q4 2021-22



## Q1 2022-23

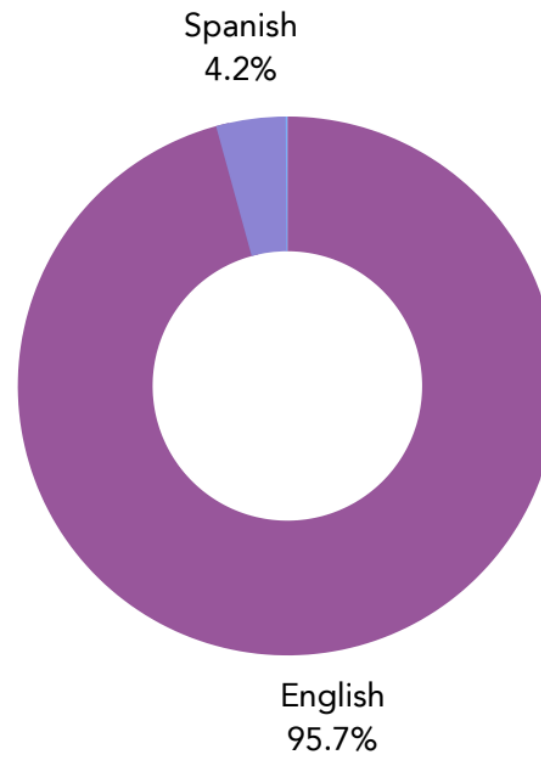






## LANGUAGES

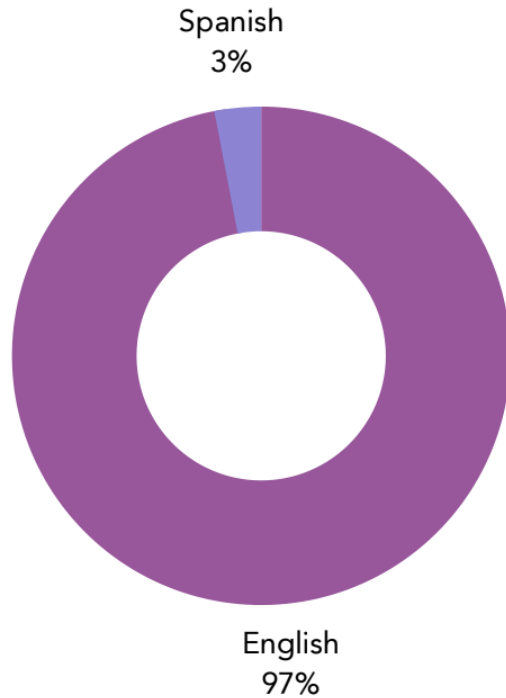
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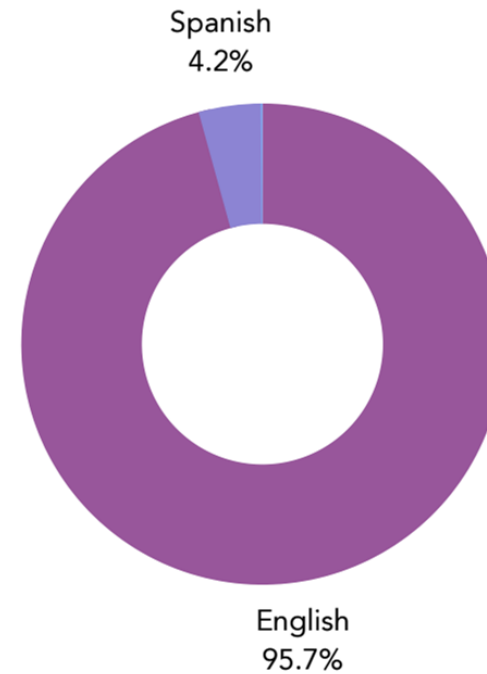


# LANGUAGES

## Q4 2021-22

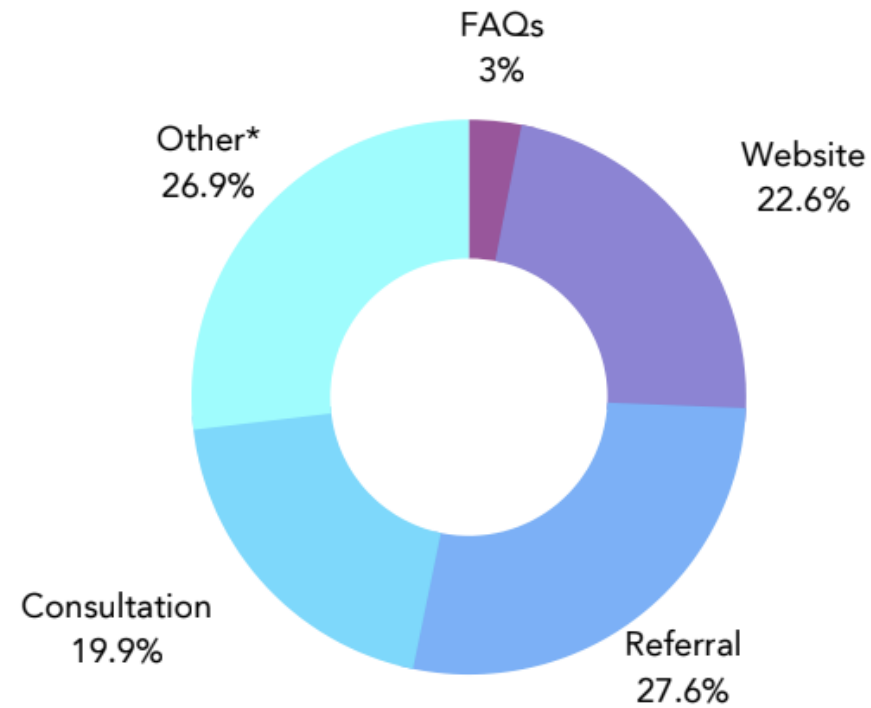


## Q1 2022-23



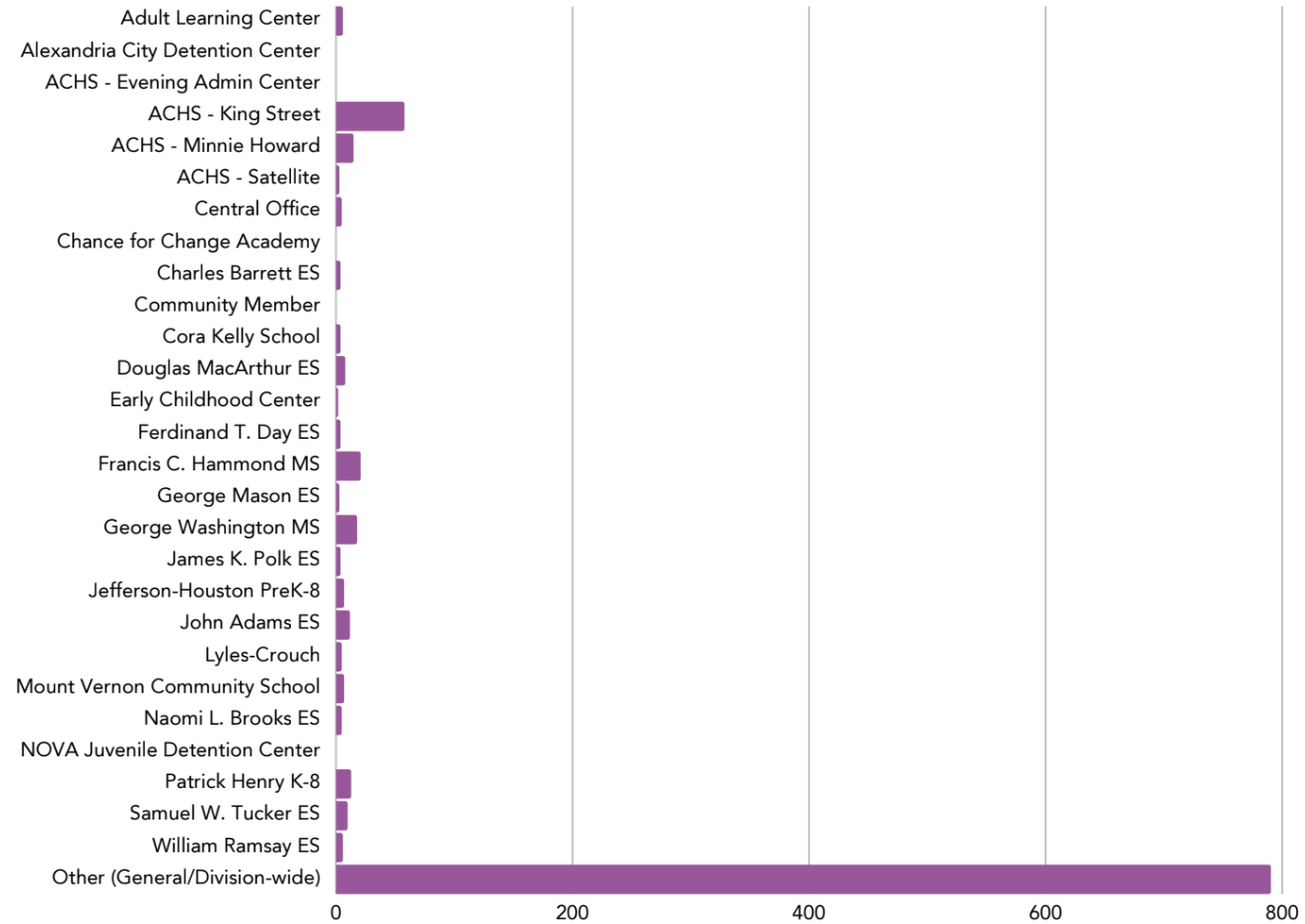


## RESPONSE SOURCES





## DEPARTMENT/SCHOOL



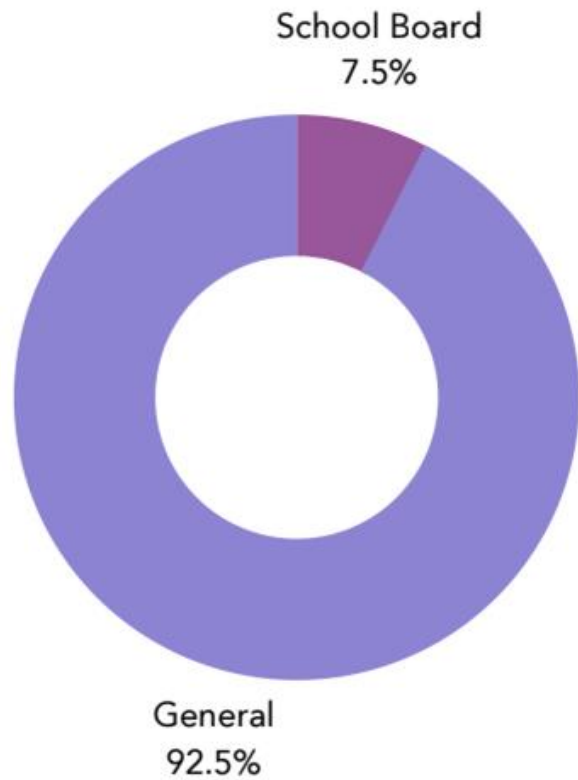


# SUMMARY

- **Email** continues to be the top used method of communicating.
- **85% of the inquiries received were questions.** The remaining were comments and feedback.
- The **increase** in cases received in August were related to technical questions about **PowerSchool** and **ParentSquare**.
- Due to the volume and additional troubleshooting needed for cases related to ParentSquare and PowerSchool, the duration for a case to be closed averaged higher than normal.
- **Most inquiries received** were related to **general concerns or division-wide issues.**



# BOARD@ACPS

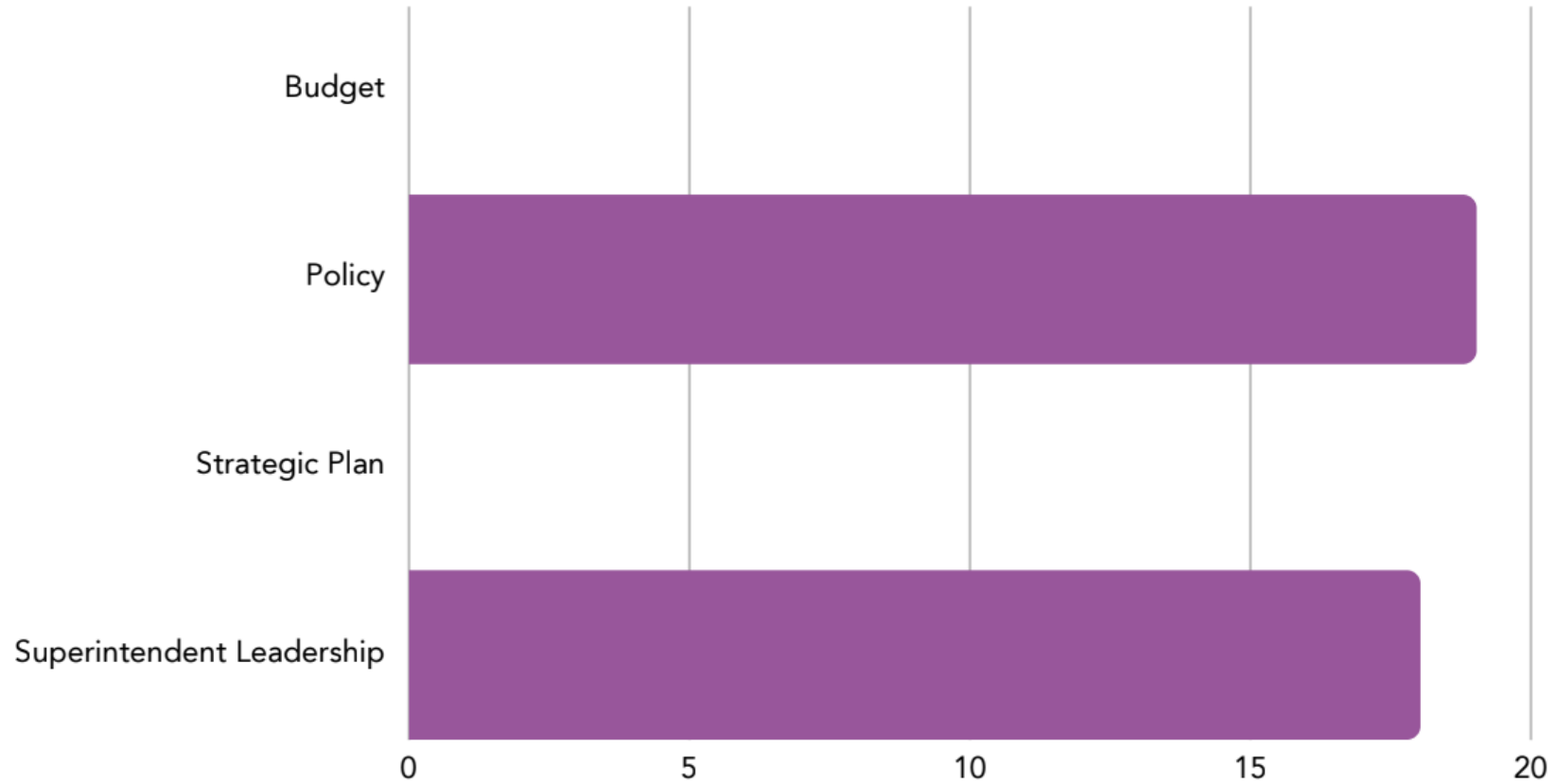


JULY	AUG	SEPT	TOTAL CASES
21	24	29	74



# TOPIC

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





# PERFORMANCE SUMMARY

- The customer relations management (CRM) system continues to operate as the primary and leading system for inquiries received through Ask ACPS.
- **Enhancements to the platform** this quarter included:
  - Measuring average response times
  - Reporting inquiries received via social media
  - Adding and measuring subtopics related to the School Board
  - Discussed changes to Superintendent and School Board contact forms





# PERFORMANCE SUMMARY

- Our team continues to explore ways to further enhance the CRM system as our needs continue to evolve over time.
- Some that are **in progress** include:
  - Addressing the influx of spam inquiries received through the webform
  - Developing and inputting templates directly to Salesforce for the use of multiple general inquiries received
  - Identifying additional markers/tags to use for cases as informative data needs evolve



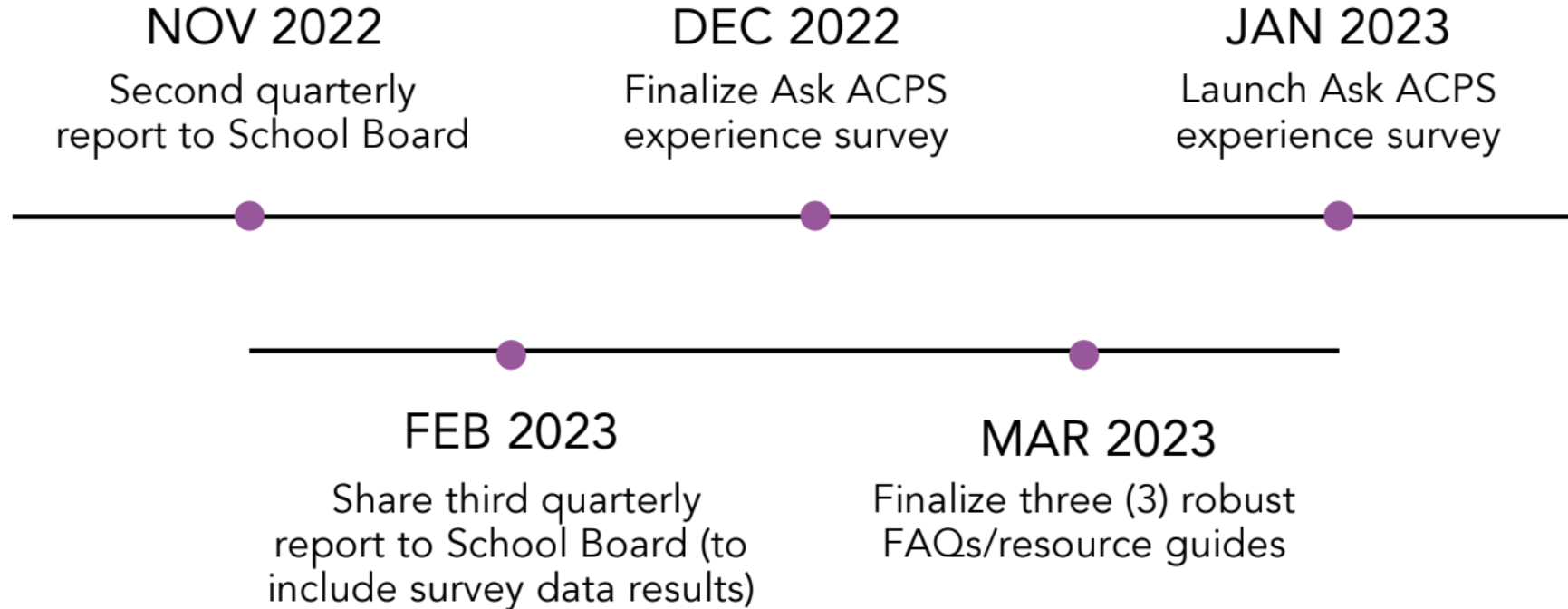
# PERFORMANCE SUMMARY

- In addition, our team developed an **updated and accessible resource for families to reference** to when wanting to communicate with ACPS.
- Our team continues to feel confident in the ability to streamline communications with the ACPS community through Salesforce and leverage its functions to use data in supporting our work.





# TIMELINE (SY 2022-23)





# REPORTING

- **Monthly reports** continue to be shared with our School & Community Relations team to keep track of inquiries received and highlight any trends.
- The next **Ask ACPS Report to the School Board** will be shared **February 16, 2023** and will cover the months of **October through December**.



# Questions?

**Cindy Centeno**

External Relations Specialist

[cindy.centeno@acps.k12.va.us](mailto:cindy.centeno@acps.k12.va.us)

**Taneika Taylor Tukan**

School Engagement & Community Outreach Manager

[taneika.tukan@acps.k12.va.us](mailto:taneika.tukan@acps.k12.va.us)



**Interim Superintendent**

Dr. Melanie Kay-Wyatt

**School Board**

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Jacinta Greene, Vice Chair

Willie F. Bailey, Sr.  
Kelly Carmichael Booz  
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