

Date: June 22, 2016

For ACTION _____

For INFORMATION X

Board Agenda: Yes _____
No X

FROM: Clinton Page, Chief Accountability Officer, Department of Accountability

THROUGH: Alvin L. Crawley, Ed.D., Superintendent of Schools

TO: The Honorable Karen Graf, Chair, and Members of the Alexandria City School Board

TOPIC: Preliminary ACPS 2020 Survey Results

BACKGROUND:

ACPS recently conducted a survey of parents and community members aimed to measure perceptions of the division both overall and in relation to critical areas outlined in the division's new strategic plan, 'ACPS 2020'. The survey was available from May 16th through June 6th. It was accessible online in English, Spanish, and Arabic. Paper versions of the survey were also available at ACPS schools in all three of the online languages as well as Amharic.

ACPS encouraged parents and community members to participate through various means. Current ACPS parents with valid email addresses on file received an email invitation to participate in the survey and reminders were sent out periodically throughout the survey administration window. Elementary schools received letters for parents regarding the survey. The FACE Center encouraged participation through its channels. The survey was publicized through ACPS Express and social media (including Twitter and Facebook) as well as through community listservs (for example, the Department of Recreation, Parks & Cultural Activities). ACPS also reached out to civic associations and senior centers. Moving forward, additional avenues will be explored to solicit increased community member participation, as well as additional targeted outreach to populations underrepresented within this first survey administration.

Participation

There were 1,599 respondents to the survey, 92% of which were current ACPS parents. Sixty percent of respondents identified themselves as white, followed by Black or African American (17%), Hispanic or Latino (11%), Multiracial (6%), and Asian (5%). Seventy-three percent of respondents have lived in Alexandria for six or more years.

Limitations

Survey limitations include sample representativeness and response bias. Based on limited response from non-parent community members, aggregate results are largely (92%) indicative of ACPS parent respondents. With that being said, the response rate among ACPS parents was strong with 1,450 current parents participating. With the exception of participation from respondents who identified themselves as Asian, the sample is not representative of the demographics of either the city's population or that of

ACPS. As with all surveys, there is the potential for bias in the survey results; however, inherent differences between respondents and non-respondents cannot be measured.

Results

Preliminary aggregate results indicate a favorable perception of ACPS on the whole and within many of the objectives identified in the new strategic plan. Two-thirds of respondents reported perceiving the quality of the school system as “excellent” or “good”, while an additional 25% reported perceiving the system as “fair”. Additional key takeaways as related to ACPS 2020 goal areas are as follows:

- Eighty-one percent of respondents felt that **Academic Excellence** is offered in ACPS. A majority of respondents (74%) agreed that “ACPS provides each student with opportunities to be challenged and supported.”
- Survey items regarding **Family and Community Engagement** measures ranged from 96% in agreement (“Information from ACPS is in a language I can understand”) to 59% agreement (“ACPS has a positive public image”). Also worth noting, 92% reported feeling welcome to attend school events and 78% agreed that ACPS partners with families and the community.
- Seven out of ten respondents agreed that ACPS has **An Exemplary Staff** that meets the needs of every student.
- With the exception of the proportion of respondents who agreed that playground and outdoor facilities are accessible and appealing to the community (74%), agreement was generally reported at lower frequencies on items related to the strategic goal of **Facilities and the Learning Environment**. Fifty-four percent of respondents agreed that “ACPS provides optimal learning environments within each school.”
- Seventy-six percent of respondents agreed that ACPS promotes **Health and Wellness** of students.
- Parent and community member views on **Effective and Efficient Business Operations** indicate that a larger percentage (23-39%) of respondents “did not know” how to respond, the second largest response category after agree. Fifty-one percent of respondents agreed that “ACPS is efficient, effective, and transparent in its business operations” while 23% responded “I Don’t Know”.

The attached PowerPoint provides additional preliminary quantitative results.

Next Steps

Additional analyses will be conducted, including disaggregating data by school level (elementary, middle, high), language, race/ethnicity, parent/community member, special programs (ELL, SWD, TAG), and/or zip code. Open-ended responses will be analyzed for major themes that were expressed by respondents regarding how ACPS can continue to improve. After disaggregation and trend analysis, additional quantitative and qualitative results will be provided to the School Board and community at large in the coming weeks.

These results will help to inform stakeholders regarding how parents and community members perceive the division across a range of areas. This is the first year of the survey

administration and serves as the baseline year. The survey will be administered annually and will be utilized to track progress longitudinally in coming years to gauge performance towards the objectives in the ACPS 2020 strategic plan.

RECOMMENDATION:

Review the Preliminary ACPS 2020 Survey Results for an understanding of parent and community perceptions of ACPS and progress towards the division's strategic objectives.

IMPACT:

This year's ACPS 2020 Survey results serve as the baseline year and will be inserted into the ACPS 2020 Scorecard. Targets will be established for the critical areas identified within the division's strategic plan and progress monitored on an annual basis.

CONTACT PERSON: Clinton Page

ATTACHMENTS: 1. *Preliminary ACPS 2020 Survey Results*