

BOARD BRIEF

Date: October 29, 2021

BOARD INFORMATION: X

MEETING PREPARATION:

FROM: Julia Burgos, Chief of School & Community Relations

THROUGH: Gregory C. Hutchings, Jr., Ed.D., Superintendent of Schools

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

TOPIC: New Master Slide PowerPoint Template for Strategic Plan

ACPS 2025 STRATEGIC PLAN GOAL:

Goal 1: Systemic Alignment

Goal 2: Instructional Excellence

Goal 3: Student Accessibility and Support

Goal 4: Strategic Resource Allocation

Goal 5: Family and Community Engagement

SY 2021-2022 FOCUS AREA:

Focus Area 1: Social Emotional and Academic Learning Recovery

Focus Area 2: Hispanic Males

Focus Area 3: Middle School Educational Experience

Focus Area 4: Early College

Focus Area 5: Talented and Gifted

FY 2022 BUDGET PRIORITY:

Implementation of 2025 Strategic Plan

SUMMARY:

As part of the efforts to rebrand ACPS and support the work of the Strategic Plan, the Department of School & Community Relations has developed a new ACPS master slide template for 2021-22. This new template helps us promote our Strategic Plan and its core values. Attached is the PPT version, and a Google Docs version has also been created and shared with staff. Staff will begin using this template for their presentations moving forward in an effort to spread the message about our Strategic Plan and create a better brand and consistency across the division.

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The template is designed to use the appropriate core value slide that coincides with the information that is being presented. We have also designed a slide that includes all the core values in the event that the item being presented aligns with all the core values.

BACKGROUND:

Last year, we created a one-page PowerPoint template to begin promoting the Strategic Plan that highlighted “Equity for All.” This was a short-term solution for the first year. We received feedback that the Equity for All template was limiting and that staff wanted a more robust slide template to promote the various aspects of the Strategic Plan. The Department of School & Community Relations worked with the Accountability & Research and Equity teams to design this template and the icons that are represented on the slides. We also shared the template and icons with the Strategic Plan Annual Review Committee (SPARC) before finalizing the template which was subsequently approved by the Senior Leadership Team.

RECOMMENDATION: The Superintendent recommends that the School Board review the new template and begin to take advantage of this new master slide format for presentations being presented by the School Board.

IMPACT:

The new template helps staff to spread the message about our Strategic Plan and create a better brand across the division with the use of a consistent template for all presentations.

ATTACHMENTS:

New Master Slide PowerPoint Template for Strategic Plan

CONTACT:

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