

BOARD BRIEF

Date: May 7, 2021

BOARD INFORMATION: X

MEETING PREPARATION:

FROM: Dr. Alicia Hart, PMP, Executive Director of Facilities and Operations
Julia Burgos, Chief of School and Community Relations

THROUGH: Stephen M. Wilkins, Ed.D., Chief of Staff
Gregory C. Hutchings, Jr., Ed.D., Superintendent of Schools

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

TOPIC: Name Changes, Signage and Communications Updates

ACPS 2025 STRATEGIC PLAN GOAL:

Goal 1: Systemic Alignment

Goal 5: Family and Community Engagement

SY 2020-2021 FOCUS AREA:

Focus Area 3: Strategic Plan Implementation

FY 2021 BUDGET PRIORITY:

Improving Customer Relationship Services and Management

Communications and Customer Service for Internal Stakeholders

SUMMARY:

On April 8, 2021, the School Board approved name changes for both T.C. Williams High School and Matthew Maury Elementary School. The Departments of Facilities and Operations and School and Community Relations are moving forward with applicable tasks to update school names within (and outside of) these facilities and to provide communication/ceremonial services to celebrate the updates.

Name Changes- Facility Updates

The Department of Facilities and Operations is in the process of updating signage at both T.C. Williams High School and Matthew Maury Elementary School. Updates are provided below:

- T.C. Williams High School:
 - o Painting Update: Awaiting an updated quote from the vendor on all painting changes. Once received, will proceed with scheduling. Goal is to begin work prior to the end of the current school year with a mid-July 2021 completion.
 - o Gym Floor Update: Awaiting an updated quote from the vendor on the refinishing of the gym floor. Once received, will proceed with scheduling. The goal is to begin

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work prior to the end of the current school year with an end-of-June 2021 completion.

- o Marquee Update: Awaiting an updated quote from the vendor on the marquee changes. Once received, will proceed with scheduling. The goal is to have marquee changes complete in time for the name change ceremony on June 23, 2021.
- Matthew Maury Elementary School
 - o Marquee Update: Awaiting quote from the vendor on replacement of plastic panel. Once received, will proceed with scheduling. The goal is to have the marquee changes complete in time for the name change ceremony on June 24, 2021.
 - o Pin Lettering Update: Awaiting a quote from the vendor on replacement lettering. Once received, will proceed with scheduling. The goal is to begin work prior to the end of the current school year with an end-of-June 2021 completion.

Communications Updates

The Department of School and Community Relations (SCR) has worked with both schools to plan for a sign removal ceremony on the last day of school where the school community and media outlets will be invited to participate in person and through social media platforms. Post ceremony, the Department of Facilities and Operations will facilitate the installation of the new signage. SCR also plans to have additional events in the fall to unveil the new signage in various parts of both schools once all the signage and painting is complete. Gen. Brooks, husband of Naomi L. Brooks, will also be invited to participate in all events.

BACKGROUND:

The process for Phase I required considerable community engagement to involve the public, understand the history and make informed decisions. Phase II of the Identity Project focused on community engagement to find new names after the Board voted to change the school names on Nov. 23, 2020. Phase II included a wide-reaching community engagement effort to narrow down new naming options that meet all School Board policies and be inclusive. The School Board voted on the new names on April 8, 2021.

Phase II of the Identity Project moved forward with community engagement around the new name selection process following this timeline:

- Dec. 8, 2020-Jan. 8, 2021: Student Essay and Poster Submission Opportunity
- Jan. 11-13, 2021: Renaming Poll Number One which allowed the public to choose one of the student submissions or to add their own nomination.
- Feb. 5-Feb. 19, 2021: Renaming Poll Number Two which allowed the public to choose one name between the nine semi-finalists for each school.
- March 4, 2021: School Board is presented with the top three names for each school and a recommendation from the superintendent for a final name for each school.
- March 18, 2021: Public Hearing on name recommendations
- April 8, 2021: Action Item: School Board approval of new school names
- July 1, 2021: Implementation of the new school names

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RECOMMENDATION:

The Superintendent recommends that the School Board review the board brief on name change activities and updates.

IMPACT:

Furthers the ACPS “Equity for All 2025” Strategic Plan and completes the robust public community engagement process that was launched in the midst of the pandemic to rename T.C. Williams High School and Matthew Maury Elementary School as part of The Identity Project.

REFERENCES:

- [September 25, 2020 Board Brief—The Identity Project: Renaming Our Schools Working Plan for Communications and Engagement](#)
- [November 16, 2020 Work Session—Superintendent’s recommendation for Renaming T.C. Williams High School](#)
- [March 4, 2021 School Board Meeting—Superintendent’s Recommendations for Renaming Matthew Maury Elementary School and T.C. Williams High School](#)

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