

October 2023

ASK ACPS

Q1 2023-24 QUARTERLY REPORT

July - September 2023

PRESENTED BY

Office of Community
Partnerships & Engagement



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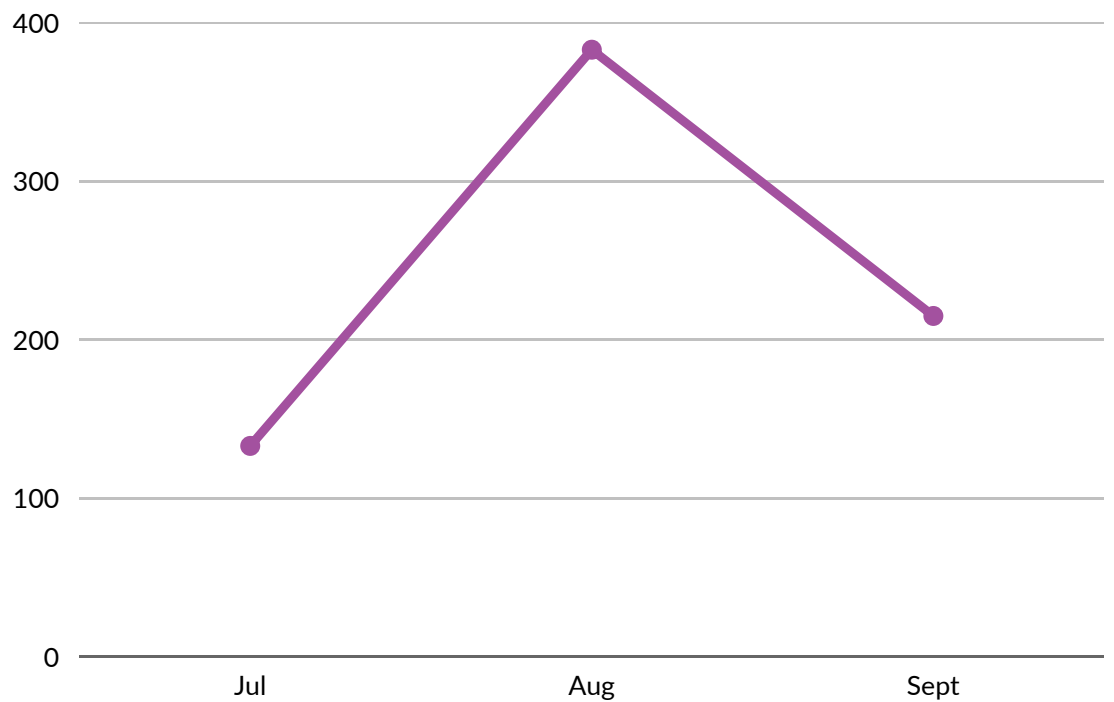
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AT A GLANCE

731* INQUIRIES

Ask ACPS inquiries received July 1 - September 30, 2023

*not including spam



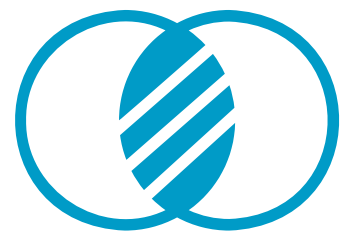
KEY SUCCESSES



Updated marketing materials to include Dari translation



Named a NSPRA 2023 Golden Achievement Award Winner!

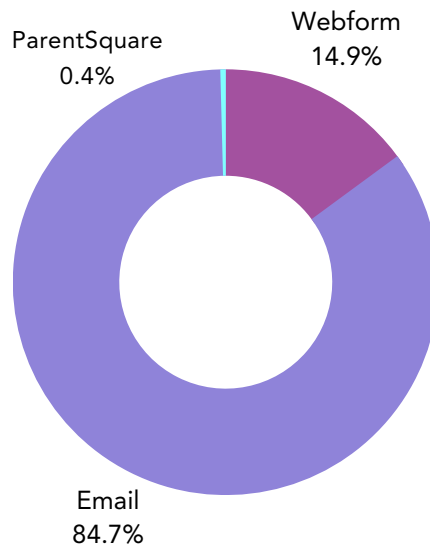


Enhancement: Merge Cases from same user re: the same concern/question

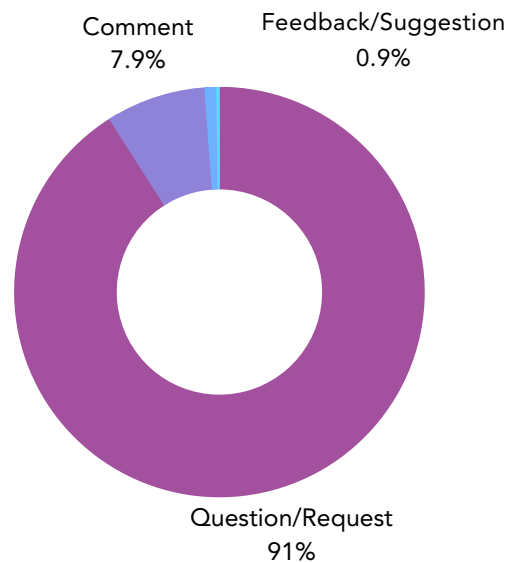
HIGHLIGHTS

AVG CASE CLOSURE DURATION	
Q1 2022-23	Q1 2023-24
4.94 days	4.51 days

CHANNEL



TYPE



HIGHLIGHTS

ACPS RELATIONSHIP

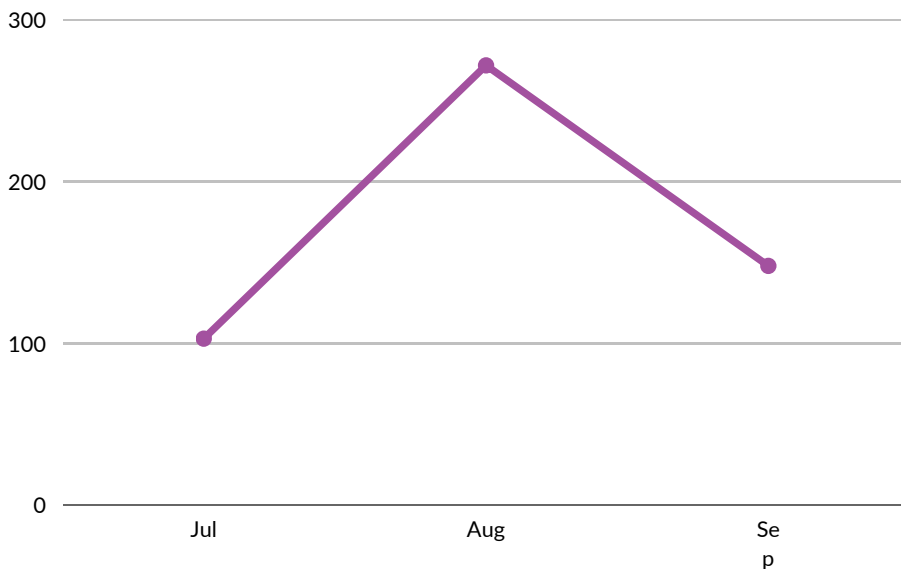
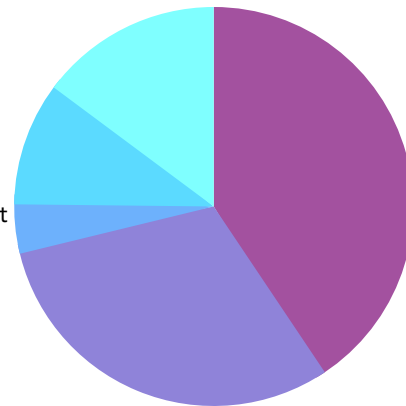
Other (i.e. former staff, alumni, unknown)
14.8%

Community Member
10%

Student
4%

Staff
30.6%

Parent
40.6%



FIRST TIME USERS

July: 103

August: 272

September: 148

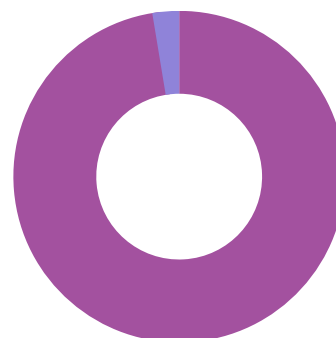
Quarterly Ratio*

9:1

*first time users vs. repeat users for the quarter

LANGUAGES

Spanish
2.6%



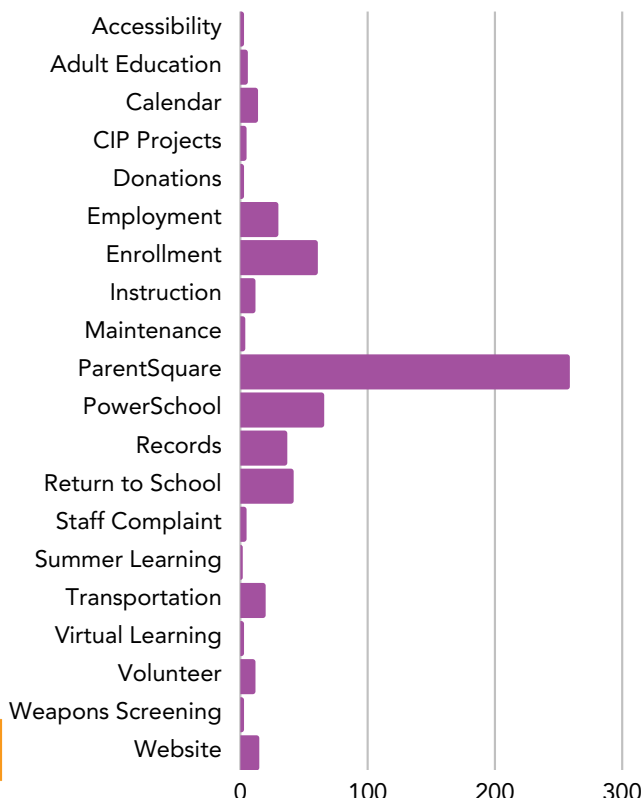
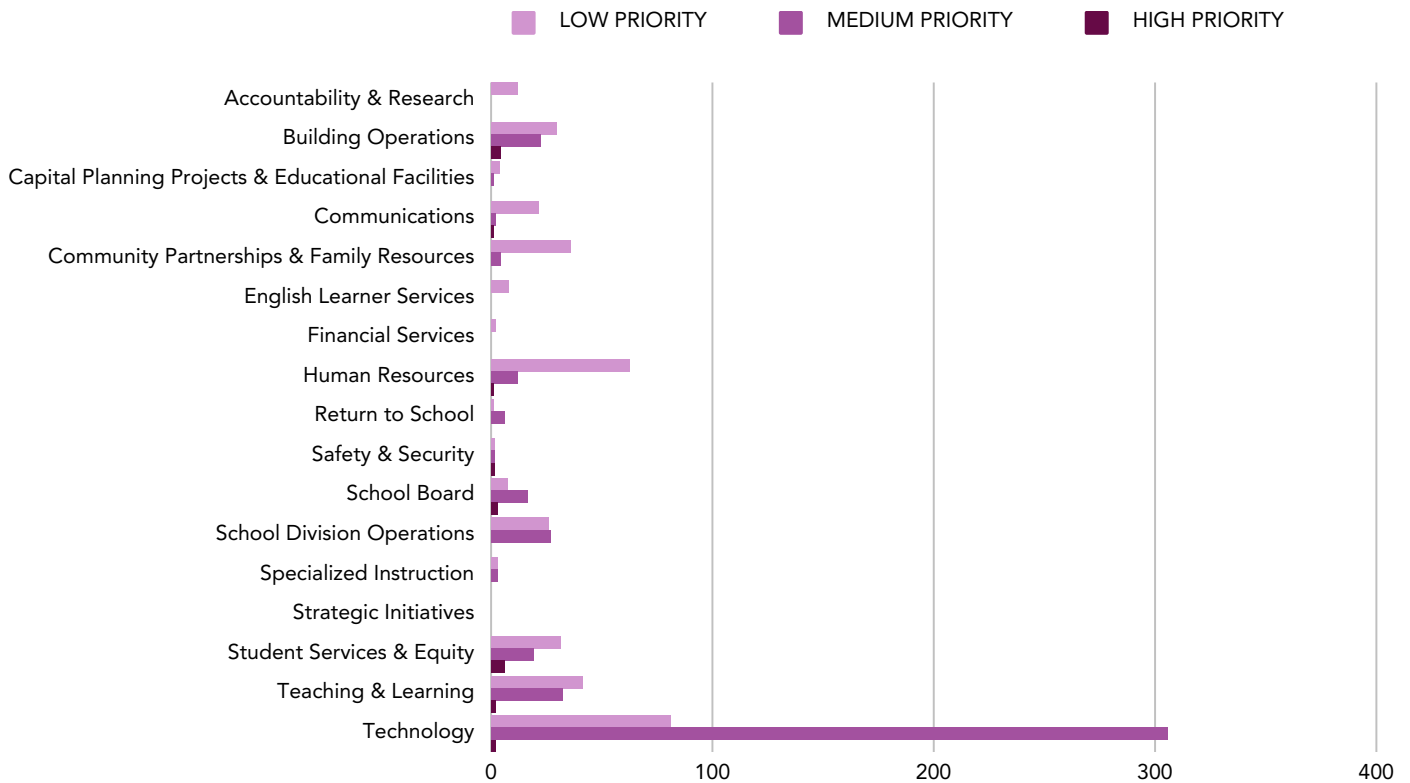
English
97.4%



HIGHLIGHTS

TOPIC

Please note: inquiries can be flagged for multiple topics.



SUBTOPICS

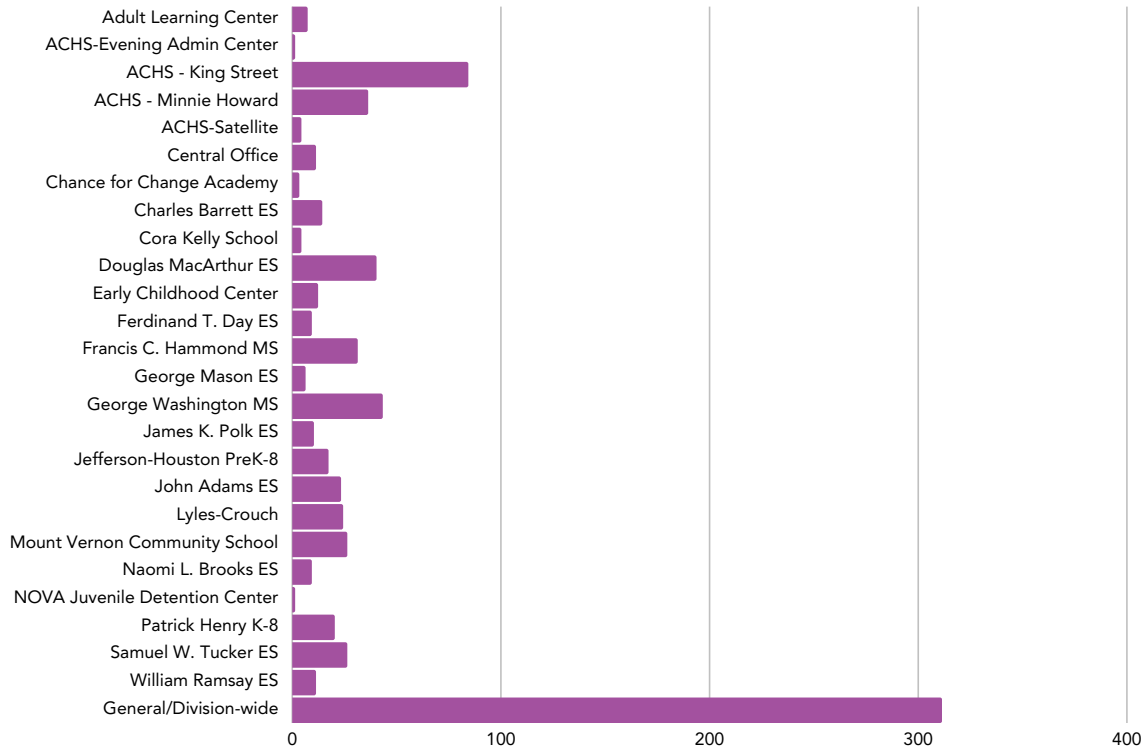
The leading topics that Ask ACPS received inquiries about were related to Technology, Human Resources, Teaching & Learning and Student Services & Equity.

Almost half of cases were resolved through being referred to other ACPS staff. Close to another 40% of cases were resolved either through sourcing information from the website, through consulting with an ACPS staff member or troubleshooting from the Ask ACPS team. There were 42 unresolved cases - mostly due to the lack of response from ACPS staff.



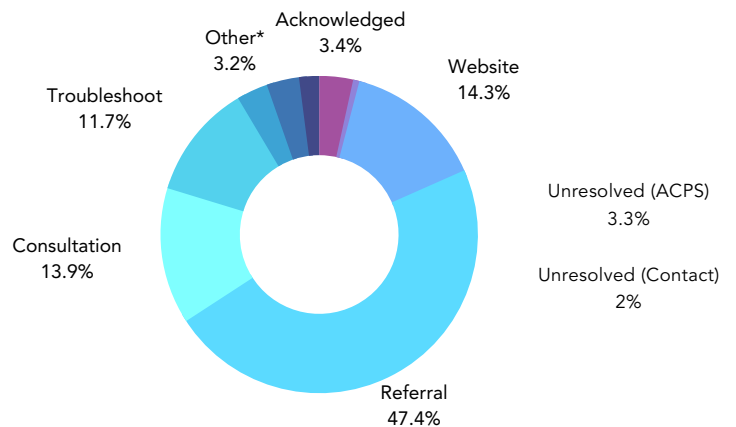
HIGHLIGHTS

SCHOOL



RESOLUTION TYPE

Please note: inquiries can be tagged multiple resolution types.

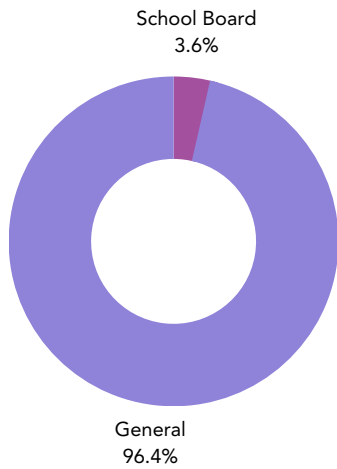


Q1 SUMMARY

- Email (almost 85%) was the top used method of communicating with Ask ACPS.
- Over 90% of inquiries received were questions. The remaining were mainly comments.
- A majority of cases were related to ParentSquare, PowerSchool, Enrollment and Return to School.
- The leading topics of inquiries were related to Technology, Human Resources, Teaching & Learning and Student Services & Equity.
- Most inquiries received were related to general concerns or division-wide issues.

BOARD@ACPS

From July 1 - September 30, 2023

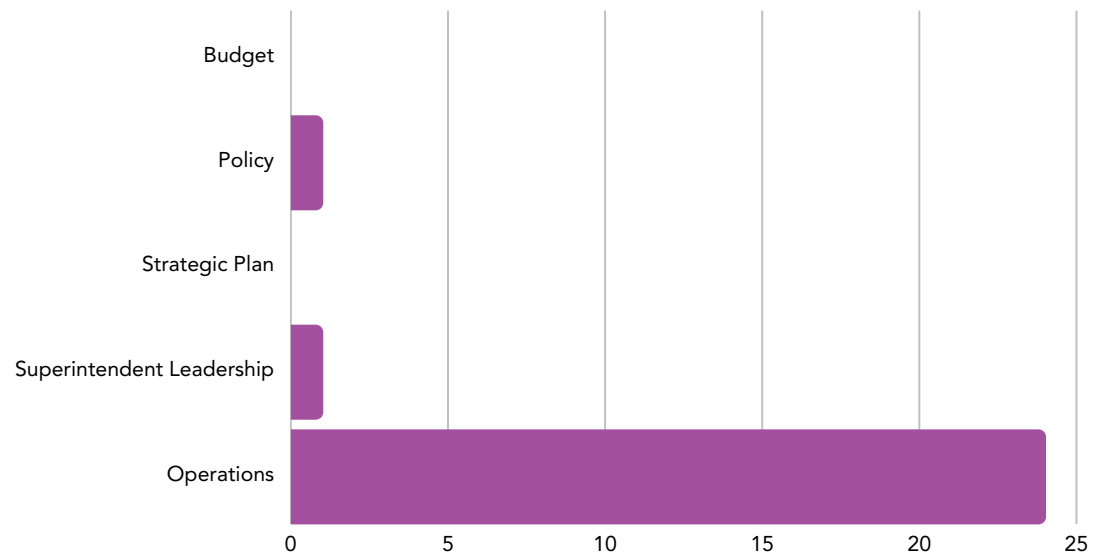


JUL	AUG	SEPT	TOTAL CASES
5	5	16	26

In Q1, the majority of inquiries were related to operations. The two “common trends” that inquiries were related to were ACPS’ statement in response to Gov. Youngkin’s model policies affecting transgender students (3), and the concern for a lack of science/STEM teachers at ACHS (3).

TOPIC

Please note: inquiries can be flagged for multiple topics.



SUMMARY

Ask ACPS continues to successfully and directly field inquiries sent to the School Board. All cases received by the School Board and forwarded to Ask ACPS are tagged "School Board". Over 90% of the cases received were related to operations, while the remaining were one (1) related to school policy and one (1) related to superintendent leadership.

PERFORMANCE SUMMARY

From July 1 - September 30, 2023

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 in Q1 included:

- Adding the ability to merge cases from a same user regarding the same question, comment or concern.
- Adding Ask ACPS to ParentSquare to provide direct response to parent inquiries.

In addition, our team celebrated the first full school year use of the CRM system for Ask ACPS, as well as earning recognition as a National School Public Relations Association (NSPRA) 2023 Golden Achievement Award Winner!

We continue to evaluate and explore ways to further enhance the system to meet our needs. The team continues to work across departments and teams to streamline communications and ensure that inquiries are being responded to in a timely manner.



BRIDGING SCHOOL & COMMUNITY RELATIONS THROUGH 

OVERVIEW

The relationship between parents, families, community members and schools is pivotal in ensuring that all students are set up for success. Without open lines of communication and trust, school systems are challenged to meet families and their students where they are. To this end, Alexandria City Public Schools (ACPS) fully launched **Ask ACPS** in October 2021, a customer relationship engagement platform. **Ask ACPS** makes it easier for families and community members to submit questions and comments on a range of division-wide issues and get a timely and consistent response.

THE MAIN OBJECTIVES OF ASK ACPS WERE TO:

- 1 RESPOND TO STAKEHOLDER INQUIRIES WITHIN TWO BUSINESS DAYS, AND
- 2 FIELD INQUIRIES RELATED TO DIVISION-WIDE ISSUES, RATHER THAN SCHOOL-BASED CONCERNS.

PLANNING

The Department of School and Community Relations worked with the Department of Technology Services and a management consulting firm starting in December 2020 to configure a Salesforce Service Cloud customer service management system to create workflows that: increase the division's ability to ensure follow through, reduce unmet or unmet requests in inboxes, and establish a repeatable system for questions, complaints and issues.

IMPLEMENTATION

Families, staff, students and community members are invited to submit their inquiries and comments to **Ask ACPS** by:

- Emailing ask@acps.k12.va.us,
- Visiting www.acps.k12.va.us/ask to complete a form available in English, Spanish, Amharic, Arabic and Dari.

Our team implemented a community strategy with families through various materials and channels, including:

- Ask ACPS postcards
- A "How to Communicate with ACPS" flier that was distributed across schools
- Sharing via our newsletter and social media channels



In addition, general inquiries sent to the School Board and/or superintendent are reviewed and forwarded to Ask ACPS for response. Our team regularly attends senior leadership team meetings and has established direct contact with departmental and office leaders to obtain accurate responses and draft standard responses to current issues as they arise. The team also works closely with School Board members and/or the superintendent to address inquiries that require particular attention.

QUESTIONS? CONTACT: **Cindy Centeno**
External Relations Specialist, Office of Community Partnerships & Engagement
cindy.centeno@acps.k12.va.us



TOP FINDINGS

From July 1 - September 30, 2023

Most inquiries received were related to general concerns or division-wide issues.

Over 90% of the inquiries sent to the School Board were operational concerns.

As expected at the start of a new school year, most cases were related to ParentSquare, PowerSchool, Enrollment and Return to School. Therefore, almost half of cases were resolved by being referred to other departments/staff for further assistance.



TIMELINE

For SY 2023-24

Our continued focus will be on evaluating and exploring ways to further enhance the system to meet our needs. We are also working across departments to streamline communication and ensure that inquiries are being responded to in a timely manner.

We will also continue to identify new tactics to connect the ACPS community to Ask ACPS and better communicate the purpose of the channel.

OCTOBER 2023

Distribute new/updated Ask ACPS marketing materials across schools

NOVEMBER 2023

Begin audit of all FAQs found on ACPS website and provide recommendations/changes

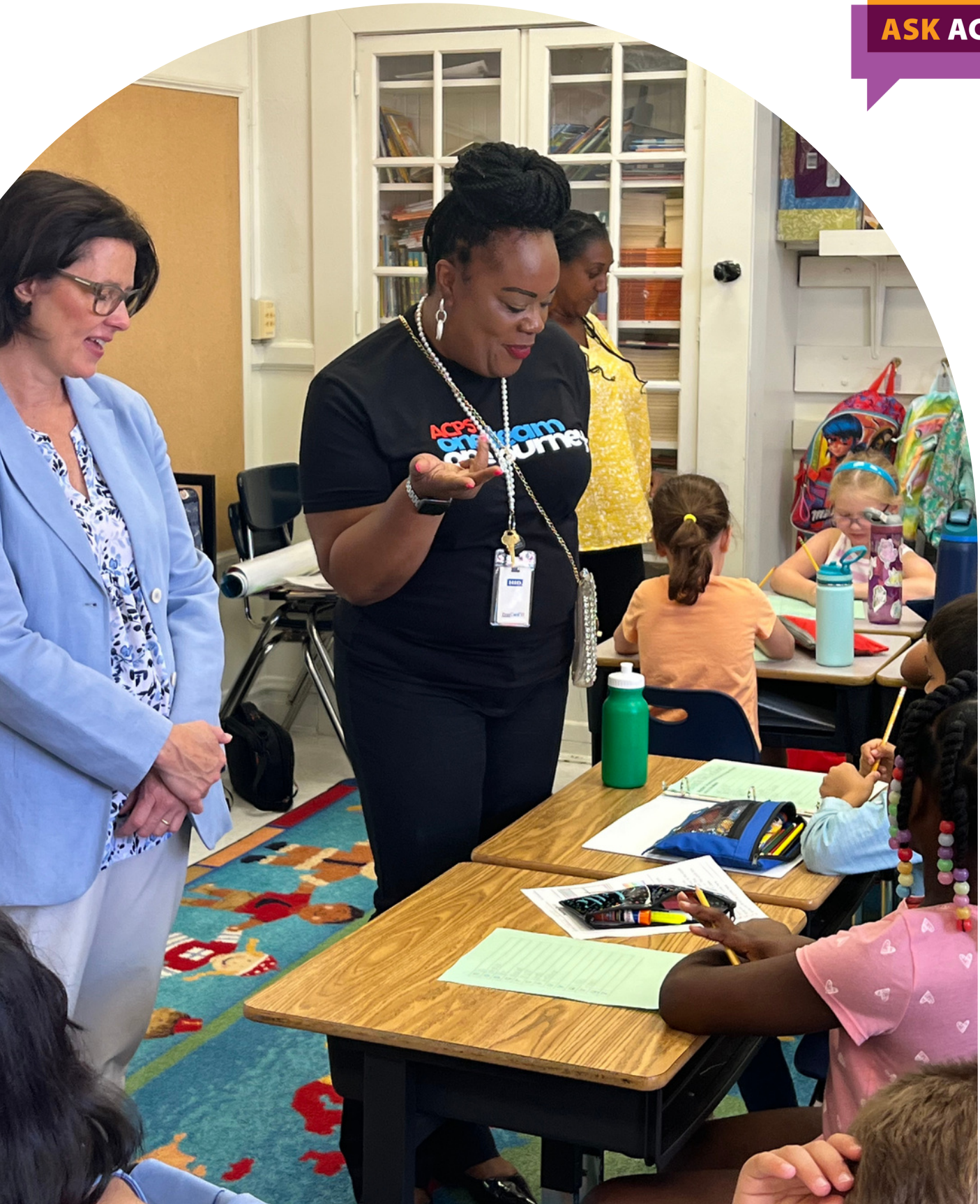
DECEMBER 2023

Create and distribute an Ask ACPS information guide to share with leadership

REPORTING

Monthly reports continue to be shared with our School & Community Relations team to keep track of inquiries received and highlight any trends.

The Ask ACPS Q2 2023-24 Quarterly Report to the School Board will be shared in January 2024 and will cover the months of October - December 2023.



QUESTIONS? CONTACT:

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