

BOARD BRIEF

April 22, 2022

BOARD INFORMATION: X

MEETING PREPARATION: _____

FROM: Kathy Mimberg, Executive Director of Communications
Claire Going, Media Relations Specialist

THROUGH: Julia Burgos, Chief of School and Community Relations
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: Media Relations Interim Report

ACPS 2025 STRATEGIC PLAN GOAL:

Goal 1: Systemic Alignment

Goal 2: Instructional Excellence

Goal 3: Student Accessibility and Support

Goal 5: Family and Community Engagement

SY 2021-2022 FOCUS AREA:

Supports all areas of focus.

SUMMARY:

The Office of Communications prepared an interim report outlining earned media coverage of the division from August 24, 2021, to March 31, 2022. The report contains the number of incoming media inquiries the Office of Communications received and addressed, main topics associated with ACPS in the news, the number of mentions of ACPS leadership, news coverage by school, national coverage, positive stories pitched by the Office of Communications and successfully covered by news media, how ACPS compares to nearby school divisions, and more. The Office of Communications plans to produce a similar media relations report every quarter for the new school year following the final report in June 2022.

BACKGROUND:

The 2021-25 ACPS Strategic Communications & Community Engagement Plan identifies media and public outreach as a core opportunity to engage with the community on division-wide issues that are important for all students and the future of the school division. This report shows the use of a wide variety of media to reach out effectively to the community on issues of importance to the people of Alexandria.

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A version of the report will be created by the Office of Communications to address new data gathered on a quarterly basis starting in the 2022-23 school year and will be shared with the superintendent and School Board to further the dialogue on how the narrative surrounding the school division impacts the ACPS community. A final report for the 2021-22 school year will be shared in June 2022.

RECOMMENDATION:

The superintendent recommends that the School Board review this presentation to become familiar with the work of the communications team and some key metrics, such as how often the division appears in the media and the type of earned media coverage that affects public opinion of the school division.

IMPACT:

The report will serve to address how building a rapport with reporters and shaping our message in the media can assist the division in addressing timely issues and our work within our school community, helping to foster relationships between families and staff and furthering community engagement goals as outlined in the Department of School and Community Relations plan: ensuring staff, families, students and the community have timely access to information and engagement opportunities, feel welcome and supported, and have confidence in ACPS.

Attachments:

Media Relations Interim Report

CONTACT:

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