

## BOARD BRIEF

Date: January 19, 2024

BOARD INFORMATION:   X  

MEETING PREPARATION:       

**FROM:** Cindy Centeno, External Relations Specialist  
Gerson Paniagua, Asst. Director, School Engagement & Community Partnerships

**THROUGH:** Julia Burgos, Chief of School and Community Relations  
Dr. Melanie Kay-Wyatt, Superintendent of Schools

**TO:** The Honorable Michelle Rief, Chair, and  
Members of the Alexandria City School Board

**TOPIC:** Q2 2023-24 Ask ACPS Customer Relationship Management (CRM) System Report

### ACPS 2025 STRATEGIC PLAN GOAL:

Goal 4: Strategic Resource Allocation

Goal 5: Family and Community Engagement

### SY 2023-2024 FOCUS AREA:

Tier 1 Instruction: Alignment, Rigor, Engagement

The High School Project

Student Supports

CASEL Social Emotional Learning Competencies

Student Connection and Attendance

Staff Supports

Continue Culture Building

Recruitment and Retention

Policies Equity Audit

Redistricting

Collective Bargaining

K-8 School Analysis

Class Sizes and Capacity Transfers

Board Composition and Election Cycles

### 2024-2033 CAPITAL IMPROVEMENT PROGRAM BUDGET PRIORITY:

Family and Community Engagement: Communications Support

Family and Community Engagement: Transparency and Engagement for CIP Projects

**SUMMARY:**

The Q2 Ask ACPS Customer Relationship Management (CRM) FY2024 Report includes a summary of how stakeholders engaged with the platform from October–December 2023. Almost 85% of inquiries were received through the Ask ACPS email address. Questions and comments comprised the vast majority of inquiries, with feedback and commendations accounting for under 10 percent. The majority of inquiries were related to technology and 12 percent of inquiries were directed to the School Board or related to School Board responsibilities.

**BACKGROUND:**

Ask ACPS was launched in October 2021 to provide an easier method for families and community members to submit questions and comments on a range of division-wide issues and then receive a timely response. Since then, stakeholders have submitted over 4,000 inquiries and comments to Ask ACPS by emailing [ask@acps.k12.va.us](mailto:ask@acps.k12.va.us) or by visiting [www.acps.k12.va.us/ask](http://www.acps.k12.va.us/ask) to complete a feedback form available in English, Spanish, Amharic, Arabic and Dari. The attached report provides updated data points on stakeholder inquiries. The report also provides a summary of the performance of the customer relationship management system from October–December 2023.

**IMPACT:**

Ask ACPS advances our work toward the goals stated in the ACPS 2021-25 Strategic Communications and Community Engagement Plan and the department improvement plan goals for the Department of School and Community Relations.

**RECOMMENDATION:**

The Superintendent recommends that the School Board review the information above and all attachments regarding the Q2 Ask ACPS FY2024 Customer Relationship Management (CRM) Report.

**ATTACHMENTS:**

1. Q2 Ask ACPS Customer Relationship Management (CRM) FY2024 Report

**CONTACT:**

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