

Office of Communications Audit Update

Presentation to the School Board

Nov. 12, 2020



EQUITY FOR ALL 2025

Essential Questions & Objectives

What progress has been made so far to implement the audit recommendation?

What areas are still under development due to COVID-19?

What are the next steps?

Audit Areas & Recommendations

Area 1: Staffing and Organization (5 recommendations)

Area 2: Emergency Communications (6 recommendations)

Area 3: Collaboration and Opportunity (7 recommendations)

Area 4: Processes and Tools (11 recommendations)

29 recommendations in total

Five Priority Recommendations

Complete

- Time study
- Implementation of project management system

Under Development due to COVID-19

- Customer service response system
- Website relaunch

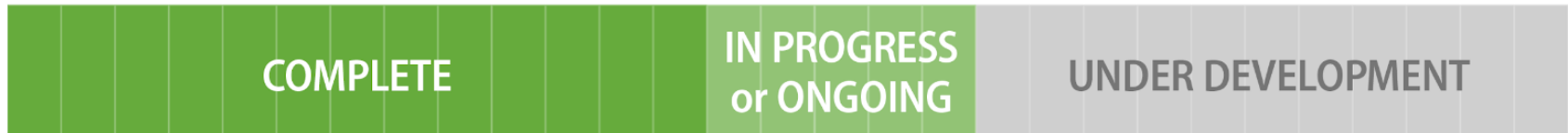
Ongoing

- Professional learning

Audit Completion to Date

Out of the 29 recommendations...

- 13 have been completed
- 6 are in progress or ongoing
- 10 are under development due to COVID-19



Completion by Area

Area 1: Staffing and Organization 3 complete; 2 under development due to COVID

Area 2: Emergency Communications 4 complete; 1 under development due to COVID; 1 ongoing

Area 3: Collaboration and Opportunity 2 complete; 4 under development due to COVID; 1 ongoing

Area 4: Processes and Tools 4 complete; 3 under development due to COVID; 4 ongoing

Completed Recommendations

- Three week time study (Jan/Feb 2020)
 - **33-50%** time spent reacting to issues/crises
 - **20+ hour per week deficiency** in hours required for media outreach/content creation
 - **43 hours** reworking content to meet expected standards
 - **50%** of community outreach role directly supported supt.
 - **Excessive amount of time** spent in AV equipment delivery

Completed Recommendations

Communications Specialist position increased by a .5 FTE in mid-August 2020

- Funded through reallocation of admin assistant funding
- Increase in outreach x100% through relationship-building
- Increase in Washington Post positive coverage
- (0 positive stories to 2/month – all front pages)

Completed Recommendations

As of July 1, 2020, Office of Communications & Office for School, Business and Community Partnerships combined into Department of School and Community Relations

- Internal reorganization: Admin Assist./Comm. Outreach
- Joint retreat
- Collaboration on reopening chats and renaming process

Completed Recommendations

- Cross-training on emergency communications
- Emergency debriefing system
- Cross-departmental event planning process established
- Weekend/holiday on-call system
- Realtor presentations and resource page

80+ realtor presentations:

www.acps.k12.va.us/realtor

Completed Recommendations

Project Management Tool

- All requests will come in through the same channel
- Events require the collaboration of the requestor
- Adjustment of basic AV delivery methods
- Launched in February: SLT and Principal presentations and ACPS Insider www.acpsk12.org/staff/partner-with-us-to-improve-your-communications/
- Under development during COVID-19/reintroduced on October 6

Completed Recommendations

Communication Survey

4 COVID-19's surveys have replaced the need for a single annual communications survey

May 2020: 11,000 responses

High percentage of parents (86%) and staff (82%) felt well-informed about decisions made by ACPS.

Jun. 2020: 10, 631 responses – up 700 in non-English language responses

Aug. 2020: 11,852 family responses and more than 2,000 staff responses

Oct. 2020: 15,451 responses - 93% families/90% staff said communications were clear & timely

Recommendations In Progress/Ongoing

City Collaboration in Emergency Planning

- January 30: City's first citywide biohazard emergency training
- COVID-19 planning has strengthened citywide communication collaboration

Citywide Meeting Attendance

- COVID-19 planning has strengthened citywide communication collaboration
- Communication planning for citywide Unified Planning Committee

Bite, Snack, Meal Format for Messaging

- Format for Express/Insider adjusted for COVID-19 to better meet this message formula
- Utilized for other forms of communications, i.e. board memos, presentation and reports, etc.

Recommendations In Progress/Ongoing

Expansion of closed captioning

- COVID-19 required a 10x increase of closed captioning and reallocation of funding
- Expansion to include student videos needs to hold for specific budget allocation

Celebration of staff

- In-the-news page created for COVID-19 stories involving principal-selected staff
- ACPS Express and Insider continue to include staff success stories

Media training of principals

- Ongoing and as needed
- Jefferson-Houston principal trained by professional parent volunteer

Recommendations Under Development due to COVID

Staffing positions

- Assistant Director
- Removal of receptionist duties from Admin Assistant
- Shift of AV to the purview of T.C. Williams
- Assigning school locations across the team

Customer complaints system

- Identifying budget for additional staffing needed to implement and operate

Professional external media training for School Board, SLT & principals

- Requires additional unbudgeted funding

Recommendations Under Development due to COVID

New website

- RFI requested of procurement in January 2020
- Process to identify funding started but not completed due to COVID-19
- New website specialist overhauled current website, maximizing use of current platform
- Built ACPS-at-Home microsite from scratch
 - Re-built ACPS-at-Home microsite into the Virtual PLUS+ site

Intranet

- On hold pending budget allocation

Pivoting in Response to COVID-19

Summer Communications Data (March 13- Sept. 8)

- **5,000** individual questions answered via FAQs in four languages
- **122** editions of ACPS Express and ACPS Insider
- **183** translated copies of ACPS Express sent in languages others than English
- **941** pages were requested to be translated into Spanish, Amharic, Arabic
- **80,000** multilingual print mailings to homes
- **325,144** visits to the two microsites: ACPS-at-Home & Virtual PLUS+
- Fulfilled **289** closed captioning requests in line with ADA requirements (**10x usual**)
- Responded to **300+** media requests (up to **30+** requests per week)

Recommendation Under Review

Assigning responsibility for media training of school staff and media interview supervision to principals

Next Steps

Winter 2020: Media training

Spring 2021: Professional learning for team

June 2021: Cross-departmental review of all platforms, including the website

Questions?

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