

April 2024

**ASK ACPS**

# Q3 2023-24 QUARTERLY REPORT

January - March 2024

**PRESENTED BY**

Office of Community  
Partnerships & Engagement



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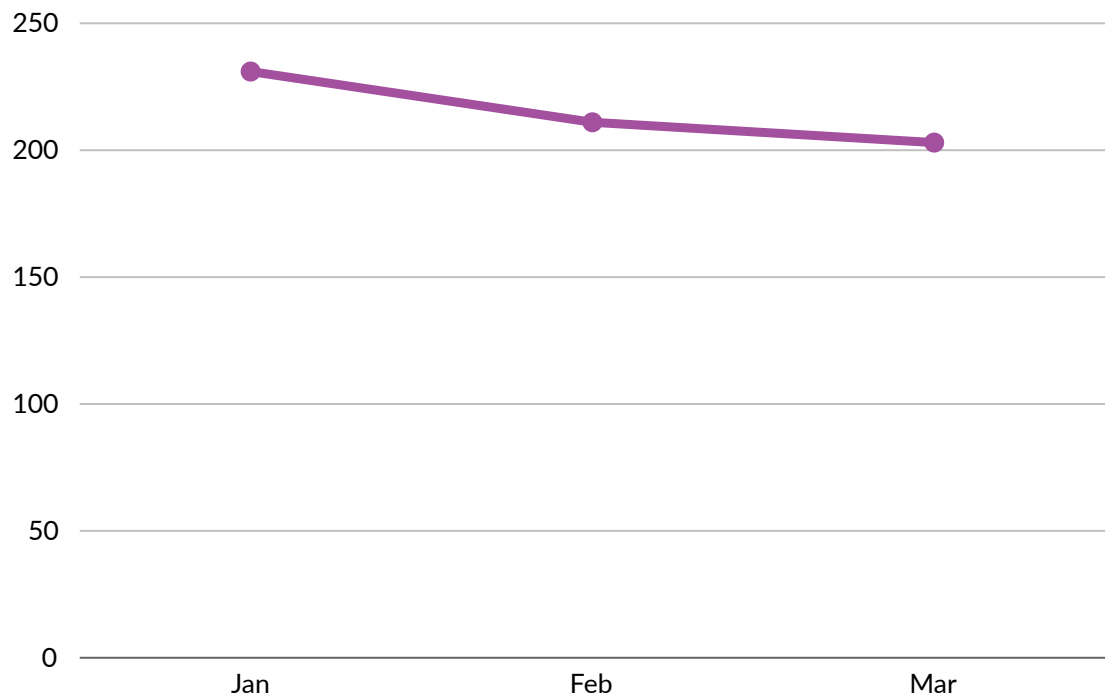
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# AT A GLANCE

## 645\* INQUIRIES

Ask ACPS inquiries received January 1 - March 31, 2024

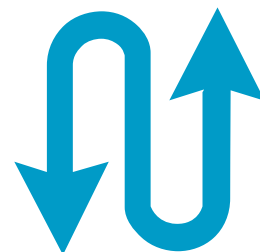
\*not including spam



## KEY SUCCESSES



Expanded subtopics list to include collective bargaining and the exchange program

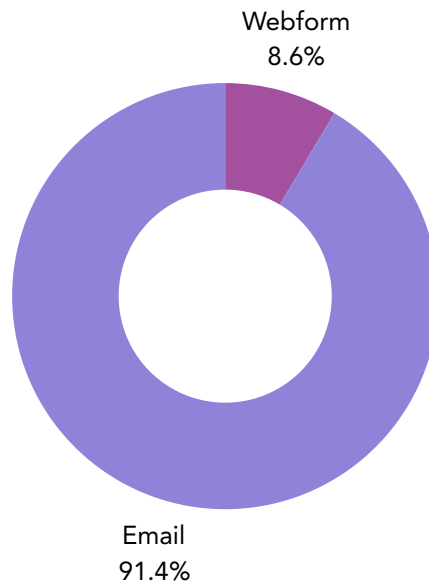


Created automated reroute of common Spam contacts to limit congestion in the queue

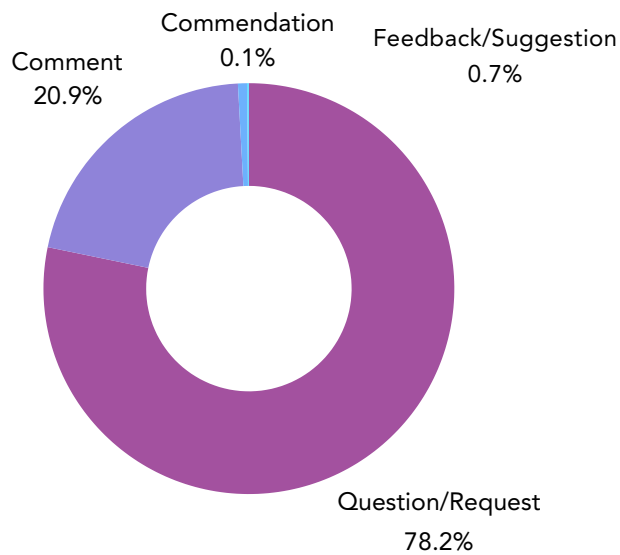
# HIGHLIGHTS

AVG CASE CLOSURE DURATION	
<b>Q3 2022-23</b>	<b>Q3 2023-24</b>
3.74 days	4.56 days

## CHANNEL



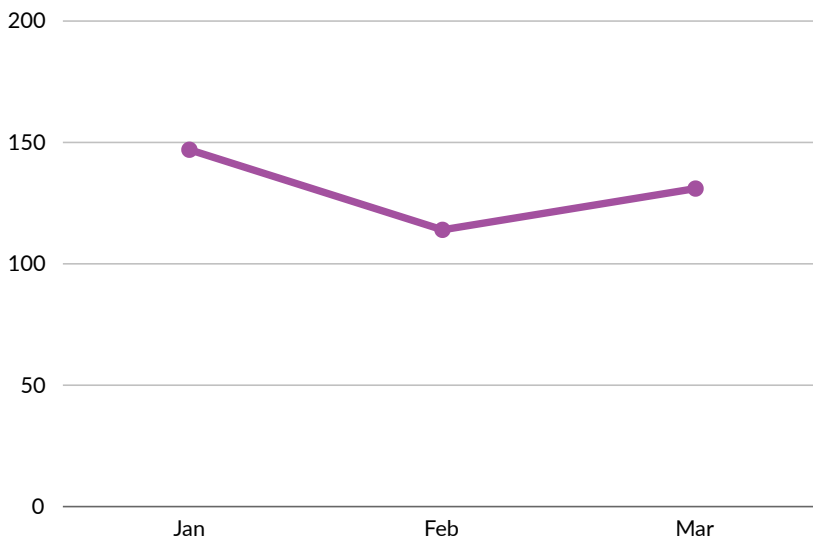
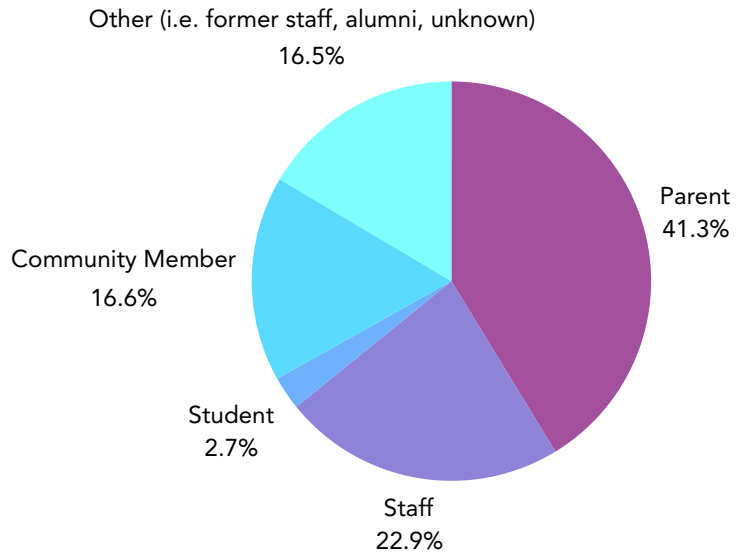
## TYPE





# HIGHLIGHTS

## ACPS RELATIONSHIP



## FIRST TIME USERS

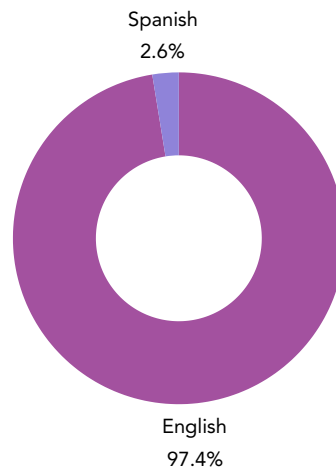
January: 147  
February: 114  
March: 131

Quarterly Ratio\*

# 12:1

\*first time users vs. repeat users for the quarter

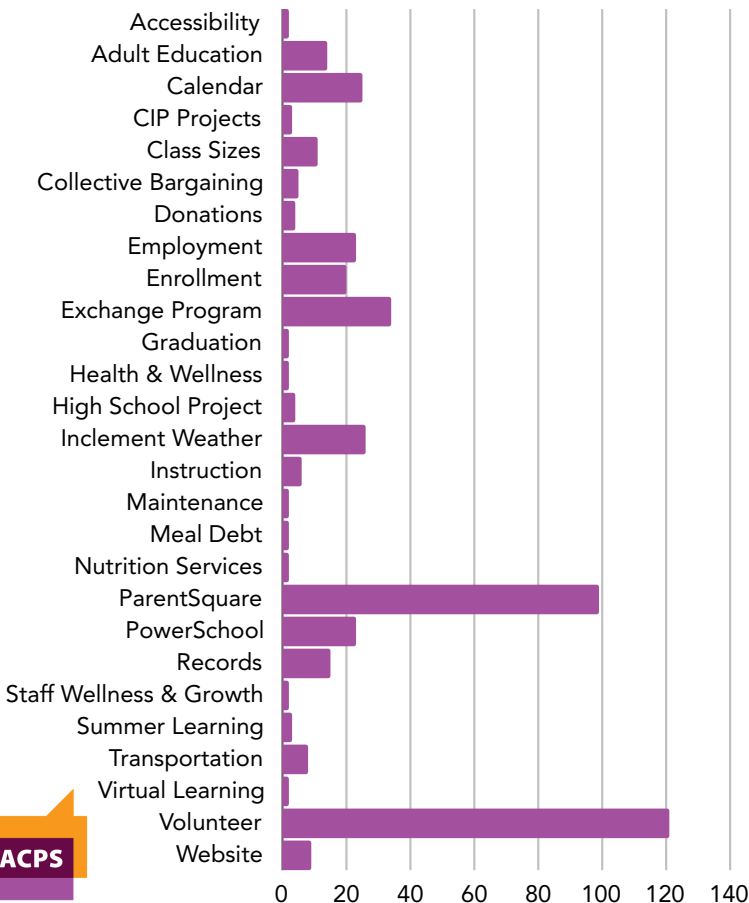
## LANGUAGES



# HIGHLIGHTS

## TOPIC

Please note: inquiries can be flagged for multiple topics.



## SUBTOPICS

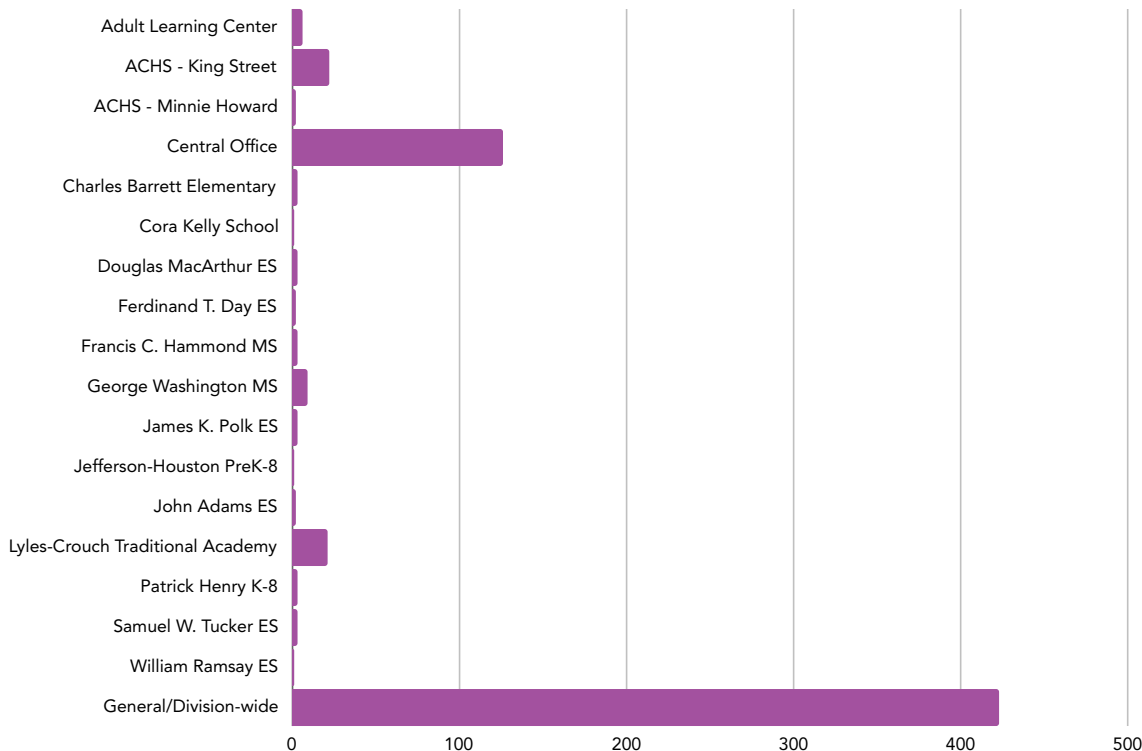
The leading topics that Ask ACPS received inquiries about were related to Technology, Community Partnerships & Family Resources, the School Board, and Teaching & Learning.

45% of cases were resolved through our team's troubleshooting or being referred to other ACPS staff. Almost 30% of cases were resolved either through sourcing information from the website or through consulting with an ACPS staff member. There were 48 total unresolved cases - mostly due to no response from across ACPS departments (30).



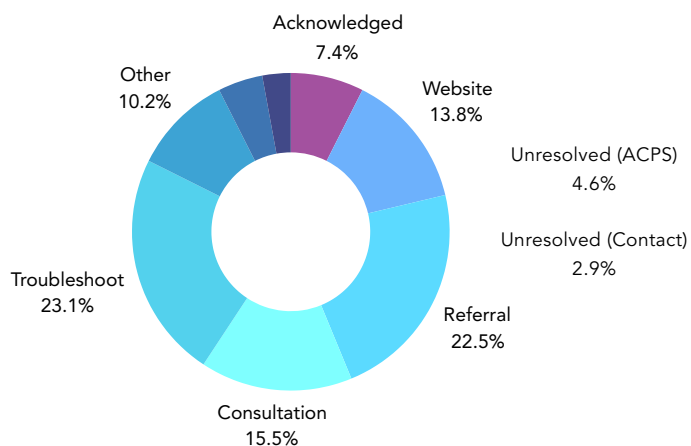
# HIGHLIGHTS

## SCHOOL



## RESOLUTION TYPE

**Please note:** inquiries may be tagged as being resolved in multiple ways.

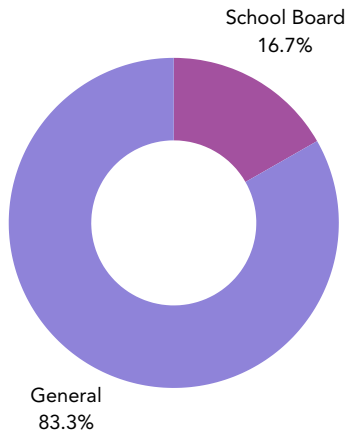


## Q3 SUMMARY

- Email (over 90%) was the top used method of communicating with Ask ACPS.
- Over 75% of inquiries received were questions. The remaining were mainly comments.
- A majority of cases were related to volunteering, ParentSquare, and the exchange program.
- The leading topics of inquiries were related to Community Partnerships & Family Resources, Technology, the School Board, and Teaching & Learning.
- Most inquiries received were related to general/division-wide concerns and Central Office.

# BOARD@ACPS

From January 1 - March 31, 2024

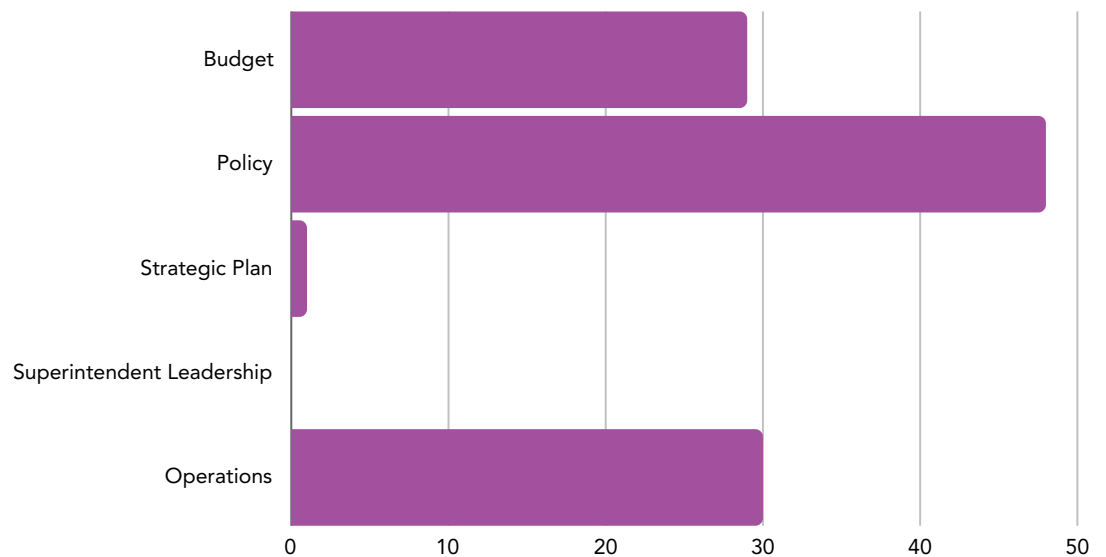


JAN	FEB	MAR	TOTAL CASES
28	23	57	108

In Q3, over 40% of inquiries received were related to policy. The common themes were the exchange program (31), class sizes/overcrowding (11), and collective bargaining (5).

## 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 40% of the cases received were related to policy – specifically around the exchange program and class sizes/overcrowding – while the remaining were thirty (30) related to operations and twenty-nine (29) related to budget.



# PERFORMANCE SUMMARY

From January 1 - March 31, 2024

The customer relations management (CRM) system continues to operate as the primary and leading system for inquiries received through Ask ACPS.

The most impactful enhancement made in Q3 was the creation of an automated flow that reroutes repeated Spam contacts to limit congestion in the queue.

The team continues to evaluate and explore ways to further enhance the system to meet our growing needs.





# TOP FINDINGS

From January 1 - March 31, 2024

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

Over 40% of the inquiries sent to the School Board were policy concerns.

Most cases were related to volunteering, ParentSquare, and the exchange program.

Almost half (45%) of cases were resolved through our team's troubleshooting or being referred to other ACPS staff.



# TIMELINE

For SY 2023-24

We continue to focus on evaluating and exploring ways to further enhance the system to meet our needs. As we approach a new school year, we will have concerted efforts in addressing gaps to critical information for families across our website.

This work will occur during the summer as our team begins to audit the website to identify gaps of information and provide recommendations to the appropriate departments.

## APRIL 2024

Create timeline and draft materials to prepare for summer audit of website

## MAY 2024

Review data and create an updated report of Ask ACPS Experience Survey

## JUNE 2024

Begin audit of ACPS website and draft recommendations and/or changes to complete

# 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 2023-24 SY Annual Report](#) to the School Board will be shared in July 2024 and will cover the complete 2023-24 school year, from July 2023 through June 2024.





## QUESTIONS? CONTACT:

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