

BOARD MEMO

Date: August 25, 2022

For ACTION

For INFORMATION

Board Agenda: Yes

No

FROM: Cindy Centeno, External Relations Specialist
Taneika Tukan, School Engagement & Community Outreach Manager

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: Ask ACPS FY2022 Customer Relationship Management (CRM) System
Quarterly Report Q4

ACPS 2025 STRATEGIC PLAN GOAL:

Goal 4: Strategic Resource Allocation

Goal 5: Family and Community Engagement

SY 2021-2022 FOCUS AREA:

Focus Area 1: Social Emotional and Academic Learning Recovery

Focus Area 2: Hispanic Males

Focus Area 3: Middle School Educational Experience

Focus Area 4: Early College

Focus Area 5: Talented and Gifted

FY 2022 BUDGET PRIORITY:

Implementation of 2025 Strategic Plan

SUMMARY:

The Ask ACPS FY2022 Customer Relationship Management (CRM) Quarterly Report Q4 includes a summary of how stakeholders engaged with the platform from April 2022 – July 2022. More than three-quarters of inquiries were received through the Ask ACPS

email address. Questions and feedback comprised the vast majority of inquiries, with comments and commendations accounting for less than 10 percent. Thirty one point three percent were related to student services & equity, communications, school division operations, building operations and technology; 36.4% of inquiries were directed to the school board or related to school board responsibilities. The three most frequently referenced concerns during the time frame were the interim superintendent search (55), the athletic field lighting proposal (34) and safety and security at Alexandria City High School (12).

BACKGROUND:

As we start our first school year with a fully-staffed and operational customer relationship management system, the attached report establishes key data points and metrics on stakeholder inquiries to be shared on a quarterly basis. The report also provides a summary of the performance of the customer relationship management system from April 2022 – July 2022.

IMPACT:

Advances work toward goals stated in Strategic ACPS 2021-25 Strategic Communications and Community Engagement Plan and the Department Improvement Plan goals for School and Community Relations.

RECOMMENDATION:

The Superintendent recommends that the School Board review the information above and all attachments regarding the Ask ACPS FY2022 CRM Quarterly Report Q4 in preparation for the Aug. 25, 2022 School Board meeting.

ATTACHMENTS:

1. Ask ACPS FY2022 CRM Quarterly Report Q4 Presentation
2. Ask ACPS FY2022 CRM Quarterly Report Q4 Report

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