

BOARD BRIEF

Date: October 20, 2023

BOARD INFORMATION: X

MEETING PREPARATION:

FROM: Cindy Centeno, External Relations Specialist
Taneika Tukan, Executive Director of Community Partnerships & Engagement

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: Q1 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 Q1 Ask ACPS Customer Relationship Management (CRM) FY2024 Report includes a summary of how stakeholders engaged with the platform from July–September 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 just about one percent. The majority of inquiries were related to technology and less than four 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 3,700 inquiries and comments to Ask ACPS by emailing ask@acps.k12.va.us or by visiting 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 July–September 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 Q1 Ask ACPS FY2024 Customer Relationship Management (CRM) Report.

ATTACHMENTS:

1. Q1 Ask ACPS Customer Relationship Management (CRM) FY2024 Report

CONTACT:

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