

# ACPS 2020 Performance Update

## *Goal 2: Family and Community Engagement*



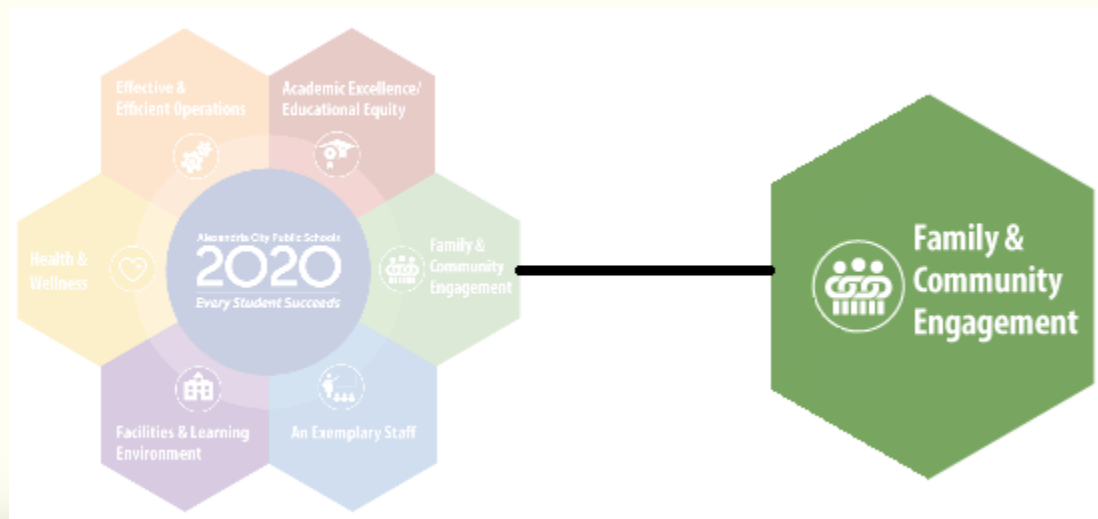
School Board Meeting  
January 12, 2017



*Every Student Succeeds*

# Background

- The Board adopted the 'ACPS 2020' strategic goals and objectives on June 11, 2015.
- A Scorecard was developed establishing Key Performance Indicators (KPIs) for each strategic plan objective.
- KPIs are aimed to inform division performance in the specific objective area on an annual basis and ultimately, school year 2020.



# Essential Questions

## Background

- What are the Goal 2 Objectives?

## Results

- Overall, how did ACPS perform in meeting 2015-16 targets in Goal 2?
- Which metrics showed growth/improvement? What metrics showed regression?

## Next Steps

- How do we sustain growth in areas where targets were met?
- How do we reverse course in areas of decline?

# Goal 2 Objectives

*2.1 Family Engagement*

*2.2 School Engagement*

*2.3 Community Engagement*

*2.4 Partnerships and Civic Engagement*

*2.5 Media and Public Outreach*

*2.6 Collaboration with Social Service Organizations*



# Results for 2015-2016

Within Goal 2 there were three targets associated with KPIs.

Six out of nine KPIs did not have targets set for 2015-16 as it served as their baseline/development year.

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## TARGETS MET

*2.3 Number of volunteers actively engaged in schools*

## DECLINE

*2.1 Participation in FACE-supported events*

- Total Participation
- Satisfaction

# Next Steps:

## Sustaining Growth

- Collaborate with parent liaisons to establish relationships and ensure ACPS families feel comfortable attending community meetings and events
- Maintain transparent, open and honest communications around areas such as modernization projects, redistricting, instruction, and discipline and offer greater opportunity for community feedback
- Systematically increase the amount of communications, particularly emergency communications, but also material relating to the redistricting process, modernization of facilities, number of website pages and electronic communication, translated into Spanish, Arabic, Amharic



# Next Steps:

## Sustaining Growth

- Identify community leaders who can act as conduits between ACPS, civic associations and non-English-speaking communities
- Resolve challenges facing the translation of emergency communications material into Arabic and Amharic to increase trust
- Boost usage of the REMIND text messaging service in Spanish, Arabic and Amharic
- Broaden outreach avenues, including establishing relationships with community groups and civic associations, and boosting Spanish social media



# Next Steps: Reversing Course

- Assess the type of FACE events offered to better target the needs of different communities
- Boost the number of community members and non-English speakers participating in the ACPS 2020 Family and Community Survey in future years by building relationships with community groups and key members of the Alexandria community





# Questions & Discussion



Helen Lloyd

Director of Communications  
helen.lloyd@acps.k12.va.us

Clinton Page

Chief Accountability Officer  
clinton.page@acps.k12.va.us