

## BOARD BRIEF

Date: November 12, 2021

BOARD INFORMATION:   X  

MEETING PREPARATION:       

**FROM:** Taneika Tukan, School Engagement & Community Outreach Manager  
Kurt Huffman, Executive Director of Community Partnerships & Engagement

**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:** Customer Relations Management System

### 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

Customer Management System

### SUMMARY

The Office of Community Partnerships and Engagement is proud to provide an update regarding the implementation of a comprehensive customer relations management system that will serve as a reliable resource for families, community members and staff who have questions, feedback or concerns to share with the division.



## **BACKGROUND**

The 2019 Communications Audit showed dissatisfaction with the accessibility of division staff to respond to inquiries, comments and complaints. Given the implications that timely and transparent communication has on the division's perceived trust, the audit included a recommendation that ACPS launch a customer relations management system that would streamline the routing process for incoming inquiries, provide consistent messaging about division-wide issues, and assist the division in identifying areas of needed growth and address those deficiencies through training and/or staffing. To this end, **Ask ACPS** was launched on October 8, 2021 to make it easier for families and community members to submit questions and comments on a range of division-wide issues and get a timely response.

Families, staff and community members are invited to submit their inquiries and comments to **Ask ACPS** by emailing [ask@acps.k12.va.us](mailto:ask@acps.k12.va.us) or by visiting [www.acps.k12.va.us/ask](http://www.acps.k12.va.us/ask) to complete a feedback form available in English, Spanish, Amharic and Arabic. To date, 123 inquiries have been fielded by our community engagement team which provides clear, accurate, and timely responses based on previously published information or by sharing the inquiry with aligned staff to determine the best way to proceed.

In addition, the Department of School and Community Relations worked with the Department of Technology Services and a management consulting firm starting in December 2020 to configure the Salesforce Service Cloud customer service management system to create work flows that:

- Increase the division's ability to ensure follow through
- Reduce unread or unmet requests in inboxes
- Establish a repeatable system for questions, complaints and issues.

The Office of Community Partnerships and Engagement is also actively recruiting for an external relations specialist to help fully implement and expand the system to not only respond to inquiries and share constituent feedback across departments, but to also identify areas of opportunity for customer-service training. A comprehensive communications plan for Ask ACPS will be rolled out after this position has been filled.

## **RECOMMENDATION**

The Superintendent recommends that the School Board review the information in this memo.

## **IMPACT**

By establishing a comprehensive customer relations management system, ACPS is strengthening its customer service orientation and helping build trust with family and community members.

## **ATTACHMENTS**

External Relations Specialist job description  
2019 Communications Audit

## **CONTACT**

Taneika Taylor Tukan, [taneika.tukan@acps.k12.va.us](mailto:taneika.tukan@acps.k12.va.us)  
Kurt Huffman, [kurt.huffman@acps.k12.va.us](mailto:kurt.huffman@acps.k12.va.us)