

## BOARD BRIEF

Date: September 21, 2018

For ACTION \_\_\_\_\_

For INFORMATION X\_\_\_\_\_

Board Agenda: Yes \_\_\_

No X\_\_\_\_\_

**FROM:** Helen Lloyd, Director of Communications

**THROUGH:** Dr. Gregory C. Hutchings, Jr., Superintendent of Schools

**TO:** The Honorable Ramee A. Gentry, Chair, and  
Members of the Alexandria City School Board

**TOPIC:** Measuring What Matters

### SUMMARY:

Measuring What Matters is a combined quality profile for Alexandria City Public Schools and update on progress towards the goals of the ACPS 2020 Strategic Plan. It will be published on Monday as both a print document and an online book.

### BACKGROUND:

The goal of Measuring What Matters is to provide Alexandria's key stakeholders with information and talking points other than the Standards of Learning data that is so often the way the public assesses the quality of ACPS schools. Measuring What Matters is a way to share with our community the incredible talents our young people have that manifest themselves in many different ways. It is a collection of student and teacher profiles, as well as highlights from last school year. It also includes key facts, figures and charts that show how ACPS spends taxpayer dollars and is fiscally responsible.

Measuring What Matters will be available on the homepage of the ACPS website in the "Up-to-Date with ACPS" section and will have its own page on the website under the "About ACPS" tab, at [www.acps.k12.va.us/mwm](http://www.acps.k12.va.us/mwm).

Print copies will be mailed to City Council members, the Mayor, the City Manager, key City officials, members of the Superintendent's transition team, all Alexandria-based trade associations, the National Science Foundation, state officials, the Virginia Department of Education and their press office, the state superintendent, the Governor, the Virginia School Boards Association, realtor offices across the city, and local colleges and universities.

Electronic copies will be sent to the Chamber of Commerce, PTAs, ACPS business partners and partner organizations, civic associations, childcare providers and pre-K directors, members of the Early Childhood Education Work Group and the media. It will also be published via ACPS Express and ACPS Insider.

This is intended as a regular, annual fall publication that will be distributed in late summer/early fall each year ahead of the start of the budget season.

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**RECOMMENDATION:** The Superintendent recommends the School Board review the publication.

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**IMPACT:**

The goal is that Measuring What Matters will be part of a package of professional brochures and videos that together contribute to boosting the reputation of the school division.

**ATTACHMENTS:**

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