

ACPS New West End Elementary School Naming Committee Outreach Update

December 6, 2017



Every Student Succeeds

Document/Information Shared	Location
Presented information on the new boundaries, West End Elementary School updates and naming recommendation requests for Arabic speaking audience	Dar Al Hijrah Mosque in Falls Church
Delivered electronic and hard copies of information on new boundaries, West End Elementary School updates and naming recommendation requests to apartment complexes in the West End in four languages	West End apartment complexes, including Morgan Properties Apartments William Ramsay Recreation Center
Spanish information video on naming recommendation	ACS Spanish Facebook page ACPS Spanish Twitter
Provided redistricting letters, naming recommendation letters and animated redistricting video to Parent Liaisons at West End schools	John Adams Elementary School William Ramsay Elementary School Francis C. Hammond Middle School

Document/Information Shared	Location
In-person explanation of new boundaries, and naming recommendation information to William Ramsay families	Family Market at William Ramsay Elementary School (approximately 100 people)
Naming recommendation posts	ACPS Facebook/Twitter (English/Spanish)
In-person explanation of new boundaries, and naming recommendation information to John Adams families	John Adams Elementary School Principal Coffee
In-person explanation of new boundaries, and naming recommendation information to John Adams families	William Ramsay Elementary School Principal Coffee
Letters on new boundaries and naming requests in four languages distributed through backpacks at elementary schools and front offices at secondary schools	Please see attached sheet for numbers

Links to naming request posts

Online form in Spanish

<https://acpsweb.wufoo.com/forms/qv3sci10lvdmti/>

Online form in English

<https://acpsweb.wufoo.com/forms/q11h4xi61jyhuok/>

Online form in Arabic

<https://acpsweb.wufoo.com/forms/q8vyvio1phf90y/>

Arabic video publicized via mosque YouTube site

<https://m.youtube.com/watch?feature=youtu.be&v=ogKljspxloE>

English social media video (1,290 people reached with 632 views)

<https://www.facebook.com/acpsk12/videos/1020397324766729/>

Spanish social media video (95 people reached 48 views)

<https://www.facebook.com/ACPSespanol/videos/1730897703595271/>

Spanish social media video (94 people reached 43 views)

<https://www.facebook.com/ACPSespanol/videos/1719910894693952/>

Animated Redistricting Video in Spanish

<https://www.youtube.com/watch?v=cWDSov8h5mo>

Additional Information:

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