

BOARD BRIEF

Date: June 25, 2021

BOARD INFORMATION: X

MEETING PREPARATION:

FROM: Julia Burgos, Chief of School & Community Relations

THROUGH: 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: New Logo for Alexandria City High School

ACPS 2025 STRATEGIC PLAN GOAL:

Goal 2: Instructional Excellence
Goal 4: Strategic Resource Allocation
Goal 5: Family and Community Engagement

SY 2020-2021 FOCUS AREA:

Focus Area 3: Strategic Plan Implementation
Focus Area 4: Renaming of Schools
Focus Area 5: Academic Disparities

FY 2021 BUDGET PRIORITY:

Cultural Competence for All Staff
Outreach to Hispanic Families to Improve Attendance and Graduation
Outreach to Underserved Communities to Increase Engagement

SUMMARY:

After reviewing the student submissions for the new logo to represent Alexandria City High School, the community was given the opportunity to select from the top four Review Committee selections. The community poll resulted in a clear winner illustrated in the attachment provided. The new logo retains the Titan pride and colors and is in keeping with ACPS' values and it has broad community support.

The new logo for Alexandria City High School will replace all existing T.C. Williams High School logos throughout the school division. New uniforms and print publications will be ordered throughout the summer to prepare for the new school season.

BACKGROUND:

On November 23, 2020, the Alexandria City School Board voted to change the name of T.C. Williams High School as the name was not aligned with ACPS' values of equity and diversity. Following a robust community engagement and consultation process, ACPS moved into phase two of The Identity Project as it considered a new name for T.C. Williams High School. The

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second phase of The Identity Project — the selection of new names — ensured that students, staff, alumni, families and the community are all heard. Most importantly, we wanted to keep the next generation and our students' voices at the heart of this process.

RECOMMENDATION:

The superintendent recommends that the School Board review the new logo that will represent Alexandria City High School.

IMPACT:

Ensuring “Equity for All” by choosing a logo that represents Titan pride and creating a new brand under the new Alexandria City High School name. that is welcoming, empowering, and equity-focused for all ACPS students, staff and families.

ATTACHMENTS:

210625_New_Att1_ACHS_Logos_June_2021

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