



Aspirational Goal 4

All FCPS Departments and Schools

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ACTS

Academics, Communications, Technology and Student Achievement

ASPIRATIONAL GOAL 4:

FCPS will nurture relationships with families and the entire community, sharing responsibility for student success and demonstrating pride in all aspects of our school system.

- **Priority 7**—FCPS will encourage and sustain collaborations with families and the entire community to support student success.
- **Priority 8**—FCPS will equip staff with the knowledge and tools necessary to be positive ambassadors who build support for our goals and initiatives.



Priority 7: Community Relationships

Measurable Goal Indicators—2016 & 2017 Data



P4, Measurable Goal 1—Outreach, Collaboration, Engagement

By 2020, stakeholders (staff and community members) survey responses indicating a positive perception in the following areas will increase to ≥ 80% by 2020.

MEASURES	STAKEHOLDER	2016* (BASELINE)	2017*
Outreach Efforts	SCHOOL STAFF	80%	87%
	FAMILY	78%	78%
	CENTRAL OFFICE STAFF	79%	68%
Collaboration	SCHOOL STAFF	80%	86%
	FAMILY	78%	80%
Engagement	SCHOOL STAFF	86%	90%
	FAMILY	27%	25%
	CENTRAL OFFICE STAFF	78%	64%

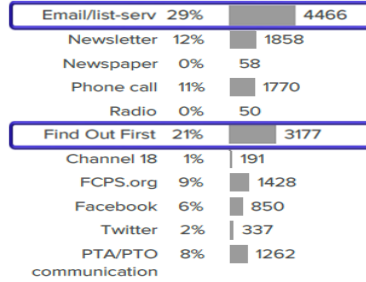
* % responding favorably (staff (school-based and/or Central Office), and family); Source: FCPS Perceptual Survey, 2016 & 2017 SY



P7, Measurable Goal 2—Parent Communication Preferences*

How did family members respond? _____

Q.1: Which of the following do you use the most to communicate with your child's school? (Select all that apply.)

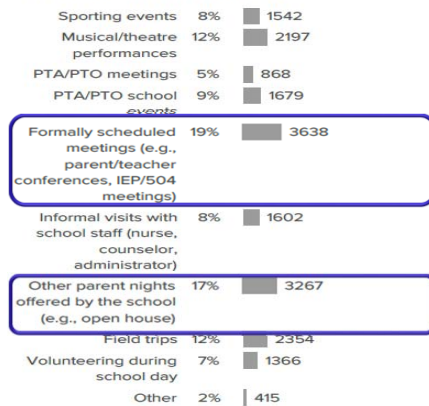


* Non-mutually exclusive items. Source: 2016-2017 survey administration.



P7, Measurable Goal 2 & 3—Parent Engagement*

Q.19: Which events do you attend at your child's school? (Select all that apply.)



* Non-mutually exclusive items. Source: 2016-2017 survey administration.



P7, Measurable Goal 2—Online Grading

By 2020, the percent of parents who actively engage with FCPS will increase by at least 15% as measured by a combination of the following tools: online grading program, FOF subscriptions, conference attendance, and social media interactions.

School Level	Percent of Parents/Guardians Signed Up to Receive Automatic HAC Notifications*		
	2016	2017	Change in %
Elementary	Teacher Access Center (TAC)/Home Access Center (HAC) not yet fully utilized at elementary level.		--
Middle	21%	23%	+13%
High**	15%^	23%	+51%

* Percent based on number of parents/guardians signed up for HAC notifications and student enrollment.

** High school data includes FCVS and Heather Ridge.

^ Correction in data for 2016 (previously reported as 21%) is noted due to establishing more accurate reporting methods (i.e., distinguishing between student and parent log ins).

- All FCPS students and up to two guardians have HAC accounts assigned automatically.
- All middle and high schools currently use HAC and TAC.



P7, Measurable Goal 2—FOF Subscriptions

By 2020, the percent of parents who actively engage with FCPS will increase by at least 15% as measured by a combination of the following tools: online grading program, FOF subscriptions, conference attendance, and social media interactions.

Find Out First	Number of Subscribers		Change in %
	2016	2017	
All Subscribers* (from July 1 – June 30)	51,935	54,539	+5%

* Includes staff, students, parents/guardians, community members.



P7, Measurable Goal 2—Conference Attendance

By 2020, the percent of parents who actively engage with FCPS will increase by at least 15% as measured by a combination of the following tools: online grading program, FOF subscriptions, conference attendance, and social media interactions.

School Level	Number of Parent Conferences Slots Filled*		
	Fall 2016	Fall 2017	Change in %
Elementary**	16,953	16,176	-5%
Middle	10,180	10,778	+6%

* School representatives submit conference schedules to central staff.
** Includes Rock Creek; excludes charter schools.



P7, Measurable Goal 2—Social Media

By 2020, the percent of parents who actively engage with FCPS will increase by at least 15% as measured by a combination of the following tools: online grading program, FOF subscriptions, conference attendance, and social media interactions.

Social Media		2016	2017	Change in %
Facebook	Total Followers / New Followers	17,003 / 4,378	19,237 / 2,234	+13%
	Total Followers / New Followers	23,000 / 8,000	35,349 / 12,942	+54%
Twitter	Tweets / Twitter views*	1,509 / 8.135 M	1,324 / 7.517 M	
	Profile visits	720,803	662,600	
YouTube	Video views	72,868**	75,200	+3%
Website <i>www.fcps.org</i>	Total page views***	8.9 M	9.379 M	+5%
	Total viewers (not unique)	2.08 M	1.664 M	

Note: Designation of parents actively using social media is not available and/or tracked. The data above reflect all users--staff, students, parents/guardians, community members, and/or other stakeholders or end users.
* Number of times a Twitter user saw FCPS tweets ** 2016 reporting update/correction (previously reported as 42,868).
*** 2016 = Oct. 2015 – Jun. 2016; 2017 = Jul. 2016 – Jun. 2017



P7, Measurable Goal 1—Volunteer Hours

By 2020, the number of volunteer hours will increase by at least 15%.

School Level	Volunteer Hours*	
	2016	2017
Elementary	135,777	119,873
Middle	20,642	20,378
High**	52,417	71,241
Other***	31,037	36,206
All Schools	239,873	247,698
Change in % - All Schools	--	+3%

* School representatives submit hours to central staff.
** Includes CTC. *** Includes charter schools, Rock Creek, and Heather Ridge.



Priority 8: Staff Communications

Measurable Goal Indicators—2016 & 2017 Data



P8, Measurable Goal 1—Communication

By 2020, FCPS employees survey responses indicating a positive perception on items regarding:
 - internal communication and knowledge of key systemic initiatives will increase to $\geq 80\%$ by 2020.
 - interactions with and communication from FCPS staff and Board members will increase to $\geq 80\%$ by 2020.

MEASURES	STAKEHOLDER	2016* (BASELINE)	2017*
Communication/Knowledge of Key Systemic Initiatives	SCHOOL STAFF	58%	66%
	CENTRAL OFFICE STAFF	58%	64%
Interactions with and/or Communications from FCPS Staff	FAMILY	81%	79%
Interactions with and/or Communications from Board Members	FAMILY	87%	87%

* % responding favorably (staff (school-based and/or Central Office), and family); Source: FCPS Perceptual Survey, 2016 & 2017 SY



P8, Measurable Goal 3—FCPS Staff Use of Resources to Be Informed of Systemic Messages

By 2020, at least 90% of FCPS employees will utilize resources provided to inform them of key systemic messages.

Communication Tools		2016	2017
Find Out First*	Number of staff subscribed (self-identified relationship)	8,898	6,922
Employee News	Number of subscribers	8,825	7,263 93% of staff**
FCPS Insider Newsletter	Number of views (range) (from August to May)	1,001 → 2,595 Total = 16,773	1,507 → 3,388 Total = 20,160

* May include other subscribers as self-identified and not required to update.

** Percent based on number of staff email addresses uploaded from PeopleSoft. Percent is newly reported for 2017.



Accomplishments and Challenges

Accomplishments

- Improved consistency in communications and systemic messaging, strengthening positive ambassadors

Challenges

- Measuring/evaluating engagement
- Engaging a broad range of parents and businesses
- Keeping students and schools safe with expanded social media communications



Strategies

Strategies

- Improve systemic messaging to all leadership via Administrative Leadership and Instructional Leadership meeting structures
- Build positive ambassadors for FCPS (i.e., Superintendent meetings with Teachers of the Year)
- Improve each websites ease of use (i.e., consistency and search functionality)
- Streamline communications for staff (i.e., employee Find out First)
- Upgrade consistency of communication school-to-school (i.e., newsletter templates)
- Revise family engagement survey items (i.e., winter administration 2017-18 items updated)
- Implement social media policy
- Explore ways to improve training/vetting for volunteers
- Expand parent leadership groups in schools



Questions?