

# Why Did We Create Engage with APS?



**MORE Seats for Students**

TIER 1  
TIER 2  
TIER 3

2016-18 Addendum to the Arlington Public Schools Technology Plan for FY2012-16

Arlington School Board  
Priorities for the 2016-17 School Year

Introduction Department Plan for FY16

Family and community engagement

ASPIRE 2 EXCELLENCE

Arlington Tech

School Board Addendum FY 2015 - FY 2016  
CAPITAL IMPROVEMENT PLAN

AFSAP  
FY 2016-25

PROPOSED BUDGET  
2017

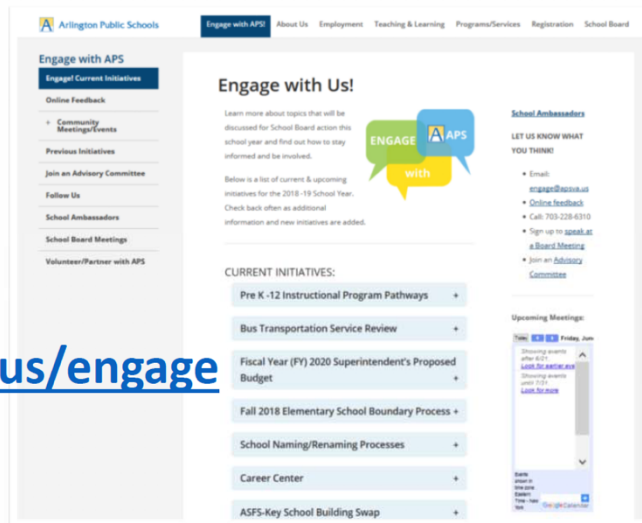
Arlington Career Center

Arlington Public Schools  
Minority Achievement  
2016 Evaluation

School Management Plan

# APS ENGAGE: Our One-Stop Shopping Hub





[www.apsva.us/engage](http://www.apsva.us/engage)

- Gather input on various initiatives, such as:
  - APS Strategic Plan
  - School Boundary Adjustments
  - School Names and Name Changes
  - 1:1 Study of Student Technology Devices
  - PreK-12 Instructional Program Pathways
  - Transgender and Gender Non-Conforming Youth Policy Implementation Procedure
  - School Board Policies
  - Transportation Services Review
- Consistent updates to keep stakeholders informed and involved



## Our Engage Approach

- Each School Board initiative assigned to project planner
- Project Plan developed with:
  - Communications strategy
  - Gathering and analyzing data
  - Stakeholder engagement
- Various communications channels employed in multiple languages
- Community input is gathered, synthesized and shared
- Cross-departmental team collaborates to address community questions and comments, and host community events
- Dedicated customer relationship management system (*Engage* email)



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## Engage Page is the Hub

### The 2018-19 School Year

- School Board priorities related to opening new schools, adjusting boundaries, operational planning, policy reviews, and more
- Engage page for each key initiative is updated regularly:
  - Objective and timeline
  - Data analysis
  - Who is impacted
  - Community engagement opportunities
  - Information resources and FAQs
- Communications about initiatives always link to *Engage* pages
- Community members visiting APS Engage page in 2018-19 = 62,000+
- Email messages with questions & comments received at Engage this year = 2,933



#### LET US KNOW WHAT YOU THINK!

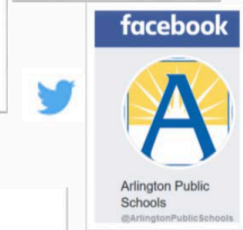
- Email: [engage@apsva.us](mailto:engage@apsva.us)
- [Online feedback](#)
- Call: 703-228-6310
- Sign up to [speak at a Board Meeting](#)
- Join an [Advisory Committee](#)

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## External: The Power of Engagement

- Engaging our community through stakeholders/channels:

- APS School Ambassador Network
- Community Meetings and Open Houses
- Arlington County Council of PTAs
- Hispanic Parents Groups
- “Your Voice Matters” Survey



- Partnering with the APS School & Community Relations Team:

- PR Liaisons
- AETV Video Team
- School Talk email messages
- Social media and web banners
- Civic Association news bulletin
- Engage 101 parent workshops



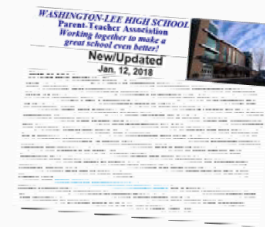
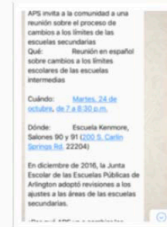
## Mighty APS School Ambassador Network

### The Network:

- Who are the APS School Ambassadors?
- How are they selected?

### Their Roles:

- Information session with senior APS leadership at start of each school year
- Mid-year status update of School Board initiatives online
- Weekly bilingual email messages for them to select info relevant to their school
- Copy-&-paste friendly for PTA websites, newsletters, social media, handouts, etc.
- Annual Ambassador survey to learn about their efforts and ways to improve
- Volunteer role outside of work hours and with minimal meetings



## From the Superintendent

- Leader News
- Book Chats
- Supt's Seminars
- Supt. School Visits
- Pizza with the Supe
- Brown Bag Lunches
- In the Loop with the Supe



NewsCheck 

## In the Loop with the Supe



## Cross-Departmental Outreach

- Policy Review Team – cross-departmental to engage internal/external stakeholders
- Administrative Council – Professional Learning workshops
- Meetings with employee stakeholders
- NewsCheck – from School & Community Relations Team