



Office of Communications & Community Engagement

2024

Strategic Plan Report



Q1



BLUEPRINT
FOR MARYLAND'S FUTURE

Dear PGCPs Community,

It is with great pleasure that we present to you our inaugural quarterly report for the 2023-2024 school year. This report encapsulates the diligent efforts and significant milestones achieved by the Prince George's County Public Schools Office of Communications and Community Engagement over the past several months.

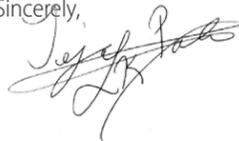
At PGCPs, we are committed to fostering open communication, building strong community partnerships, and ensuring equitable access to information for all stakeholders. Our work spans across various domains including Public Information, Multimedia, Family and Community Engagement, and Interpreting and Translation. Through these channels, we strive to support and amplify the collective endeavors of our district in alignment with PGCPs' strategic goals and the Blueprint for Maryland's Future.

As we navigate through the 2023-2024 school year, our focus areas under the Transformation 2026 Strategic Plan and the Blueprint for Maryland's Future serve as guiding pillars for our initiatives. These areas encompass a diverse range of objectives aimed at accelerating achievement in mathematics, enhancing social-emotional learning and mental health, improving culture and climate, and addressing the fundamental pillars of education outlined in Maryland's Blueprint.

In this report, we provide an overview of key communications and engagement activities undertaken between the third quarter of 2023 and first quarter of 2024. Additionally, we take this opportunity to introduce Superintendent Millard House II to the PGCPs community, highlighting our collaborative efforts in welcoming his leadership and vision for our district.

It is important to note that this inaugural report may appear lengthier than subsequent ones. This is due to the comprehensive nature of our introductory overview, coupled with the inclusion of significant milestones and achievements during this transitional period. As we move forward, we remain dedicated to transparency, accountability, and continuous improvement. We invite you to explore this report, engage with its contents, and provide feedback as we work together to shape the future of PGCPs. Thank you for your unwavering support and commitment to the success of our students, families, staff, and broader community.

Sincerely,



Tejal K Patel
Chief of Communications and Community Engagement
Prince George's County Public Schools



What Guides Our Work?

The Office of Communications and Community Engagement leverages a variety of tools, platforms and activities to support and amplify the collective work of the district as aligned with PGCPs strategic goals and those outlined in the Blueprint for Maryland's Future. We strive to provide PGCPs students, families, staff and the broader community with relevant information to enhance their experience. We are managers and protectors of the PGCPs brand, narrators of the district's successes and unique strengths, and connectors of information — with the goal of engaging and empowering all stakeholders through a lens of equity and inclusivity.

Our Office encompasses:

- Public Information
- Multimedia
- Family and Community Engagement
- Interpreting and Translation

For the 2023-24 school year, PGCPs focus areas under the Transformation 2026 Strategic Plan include:

Focus Area 1: Accelerating Achievement in Mathematics

Focus Area 2: Enhancing Social Emotional Learning & Mental Health

Focus Area 3: Improving Culture & Climate

The Blueprint for Maryland's Future encompasses five focus areas including:

Pillar 1: Early Childhood Education

Pillar 2: High Quality and Diverse Teachers and Leaders

Pillar 3: College and Career Readiness

Pillar 4: More Resources for all Students to be Successful

Pillar 5: Governance and Accountability

For this inaugural quarterly report as we introduce Superintendent Millard House II to the PGCPs community, we have outlined key communications and engagement activities completed between Q3 2023 and Q1 2024.





Q3 2023 - Q1 2024 BY THE NUMBERS

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Public Information & Multimedia

- 23 Media Advisories and News Releases
- 24,182 PGCPs YouTube viewers
- 70+ videos highlighting news & successes
- 100% Appearances on all major local media networks for 90-Day report editorial tour
- 140+ School Messenger emails, text messages and newsletters to more than 128,000 parent/ guardian contacts and 22,000 staff.



Web Statistics

- 1 New Blog
- 1 Website Audit
- 1,366 tickets for website assistance with 98% satisfaction rating
- 4.5M page views per month with an average engagement time of 2 minutes 11 seconds (+ 8% over last year)



Office of Interpreting and Translation (OIT)

- 160 families attended Estudios Universitarios bilingual workshops in collaboration with University of Maryland
- 7,060 systemic and school-based events provided interpreting services
- 1,056 translation projects in Spanish, French, and more
- 100% of public Board of Education meetings with Spanish simultaneous interpretation and ASL



Department of Family and Community Partnerships

- 18 Family Institute sessions
- 80+ MOU and partnerships
- 12 DADiversity sessions
- 13,000 approved volunteers



Focus Area 1 Accelerating Achievement in Mathematics

Highlighting Successes: Maryland Comprehensive Assessment Program (MCAP)

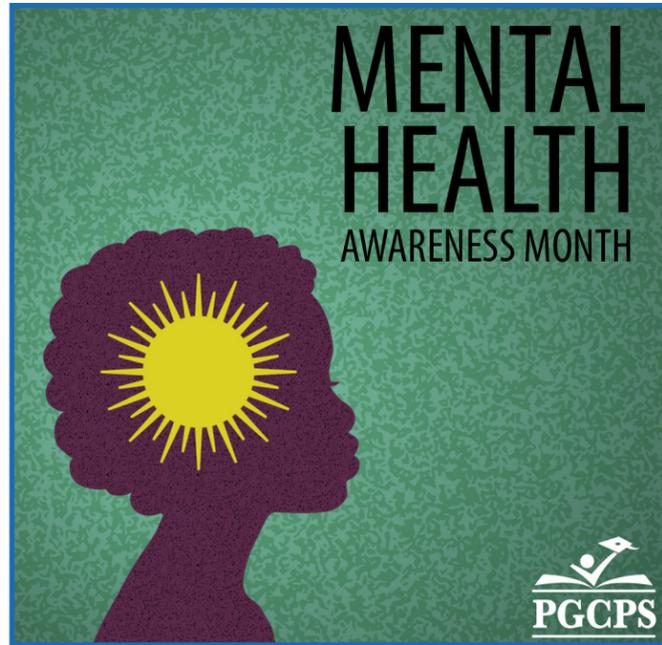
Collaborated with the Office of Accountability to craft a narrative around the district's MCAP results, diving deep into data and filtering through the lenses of race, ethnicity, English Language Learner (ELL) and more to best tell a story highlighting our successes, gains (especially in mathematics) and areas where PGCPs students outperformed their peers across the state. Secured positive headlines in The Washington Post, WTOP, The Baltimore Banner and more. Additionally, secured media coverage and produced video on Glenarden Woods Elementary's top spot as #1 of 844 Maryland elementary schools on MCAP performance!

Maryland Report Card

Issued news release on MSDE report cards and star ratings highlighting: more schools receiving a top three rating versus the year prior; 10 percent of schools gaining at least one star compared to just 8 percent statewide; fewer PGCPs schools with a decreased rating compared to the state; and Additionally, nearly 75% of PGCPs schools saw gains in academic achievement, including in elementary and middle school math.

High School STEM: DuVal Aerospace & Aviation

To highlight math and science success at the high school level, we featured the DuVal High School Aerospace Engineering and Aviation Technology Honored upon the program winning the 2024 National School Boards Association Magna Awards Grand Prize for innovation in the classroom!



Focus Area 2 Social Emotional Learning & Mental Health

Hazel Health Promotion

Promotion of the free Hazel Health service to increase awareness and drive sign ups continued, with a focus on the expansion of services in elementary schools and teletherapy visits.

Proactive Engagement: School Safety Action Forum

Convened, planned, scripted and hosted a virtual safety forum featuring multiple community leaders, district staff, students and parents for a conversation on school safety. The role of mental health was central to the conversation, with an overview of school-based services, Hazel teletherapy and how to receive counseling services offered.

Counseling: Parent Support Centers

Promoted PGCPs Support Centers throughout the County offering technology support as well as mental health and counseling resources including confidential assistance from Professional School Counselors.

Quarterly Wellness Wednesday Support

Supported the launch and cross-platform promotion of Student Services' new Wellness Wednesday podcast format.

Family & Community Engagement

Family Institute Session on Social Emotional Learning & Mental Health.

2024 Youth Poet Laureate

Highlighted a Central High School student who earned the title of Prince George's County's top youth poet through embracing poetry — a versatile tool for teaching and practicing social and emotional skills.

Focus Area 3 Improving Culture and Climate

Introducing Superintendent Millard House II

- Four Listen. Learn. Lead. Town Hall events hosted in-person and virtual to increase familiarity with the new Superintendent and gather critical community feedback
- Issued Superintendent's Entry Plan and 90-Day Report, featuring news release, community videos in English and Spanish, newsletters, social media
- Executed a comprehensive Editorial Tour in January 2024, visiting all major Washington DC-area media outlets as a means for the Superintendent to share highlights of the 90-Day Report. Superintendent House appeared on NBC4, FOX5, WUSA9, ABC7, DC News Now, PGCTV, WHUR, WPGCC, WKYS and WMMJ. Additional appearances, including Hispanic outlets e.g. El Zol, as well as monthly standing segments, are forthcoming
- Highlighted Superintendent school visits including a The Washington Post article explored Houses's weekly school visits and learnings

Supporting Team PGCPs & Internal Communication

Between Q4 2023 and Q1 2024, our team introduced several new tools to boost internal customer service, engagement and efficiency.

- Developed and launched new PGCPs Style Guide
- Systemic Communications Form to streamline, improve efficiency and provide improved customer service for the program staff we serve
- Employee Town Hall
- New & Improved Staff Portal

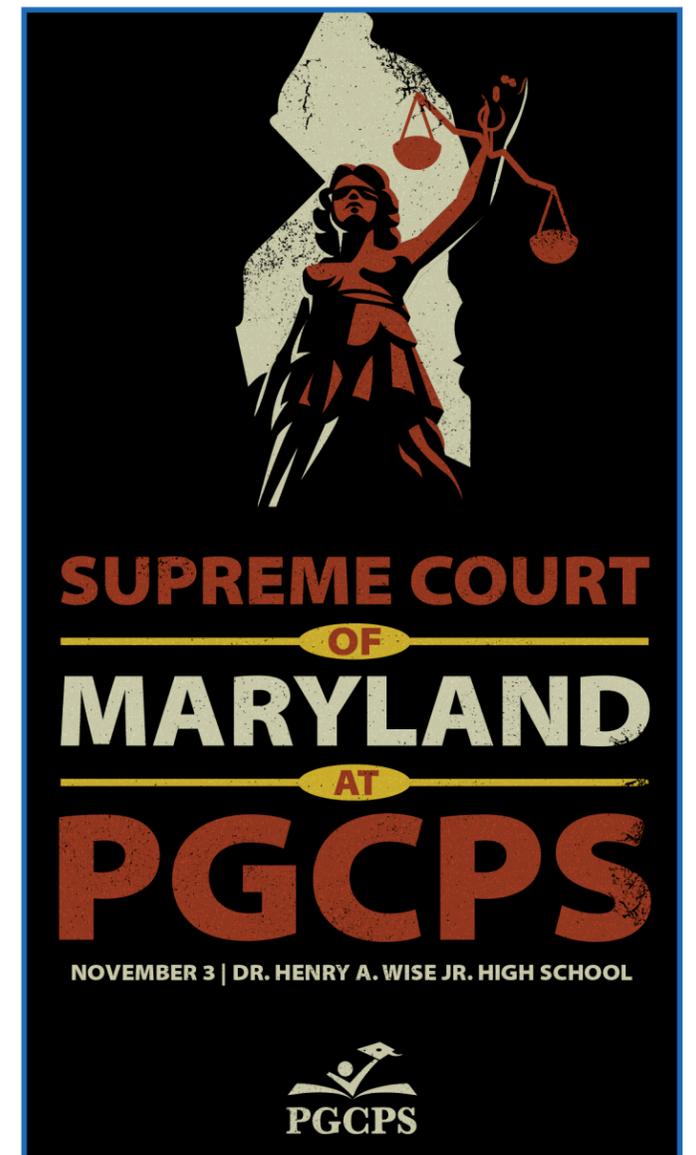
Beyond Buzzwords: Bringing PGCPs Initiatives to Life

- The Public Information team shares and promotes key initiatives that guide the district's work, to drive awareness and action
- The most recent Culture & Climate Survey yielded record-breaking participation of 28,000 responses which helped inform the Superintendent's 90-Day Report
- Design and production of the annual Climate Change Action Plan report, which guides the district toward sustainability, #PGCPsGreen at the forefront

And through video, email and web updates, we keep stakeholders apprised on progression and priorities of the PGCPs Transformation 2026 Strategic Plan.

Promoting Work to Strengthen Home-School Connection

For Family Engagement Month, we produced a series featuring PGCPs Parent Engagement Assistants (PEAs), who provide a critical and special link between school and home. Hear firsthand about their work to ensure families are engaged and empowered.



State Supreme Court Chooses PGCPs for Oral Arguments

For the first time since 1851, the state's highest court heard oral arguments outside of Annapolis at Dr. Henry A. Wise, Jr. High School. Our team oversaw logistics support for the Court, including leading the day-of livestream and supported the Social Studies office through promotion via an educational graphic campaign, media outreach and recap video package.

Improving Processes: Inclement Weather Notification

To more seamlessly notify families and staff of weather-related impacts to the school schedule, the public information team improved workflow with the Operations team and developed a new internal toolkit including weather policy, new email template, standard language (English/Spanish) and graphics to better prepare to communicate weather-related delay and closure decisions

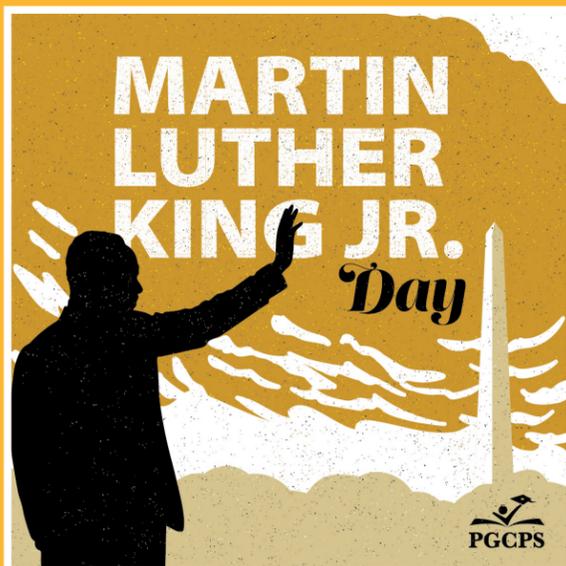
National School Board Appreciation Month

Produced a Superintendent's video message and social media "Get to Know" series highlighting Board partnership and educating the community.



Focus on Inclusivity

Underlining the district's work to promote diversity, inclusivity and culturally proficient schools and offices, the communications team in close partnership with OIT, has expanded education around diverse holidays and recognitions e.g. Lunar New Year, Hanukkah, Diwali, Native American and Indigenous People's Month and more. We are also focused on storytelling that uplifts historically marginalized groups, including students with special needs (see Bocce Ball Unites Athletes) and our growing immigrant and refugee populations.



Blueprint Pillar 1: Early Childhood Education

Parent Support Centers

Promoted PGCPs Support Centers throughout the County offering Chromebook & Technology Support, Login/Account issues Network (connectivity problems), and mental health and counseling resources including confidential assistance from Professional School Counselors.

Early Childhood Montessori

An entrypoint for preschool families, we produced a video highlighting the district's Montessori programs.

Blueprint Pillar 2: High Quality, Diverse Teachers & Leaders

Amid a nationwide teacher and staff shortage, uplifting the work of PGCPs' diverse employees is critical to both recruitment and retention.

"Saber es poder: Celebrating Latino Educators"

For Hispanic Heritage Month, we centered the stories of PGCPs teachers and staff of Latino descent. This doubled as a means to highlight staff and serve as a recruitment tool in the district's ongoing work to retain and recruit diverse staff.

Best in Class: NBCT & TAG

PGCPs' status consistently topping the state in National Board Certified Teachers (NBCT) is a point of internal pride and a draw to attract new talent. Our Multimedia team will cover the 2024 NBCT Induction and produce a news package as a recruitment tool and for employee communication.

Additionally, we issued a news release around the more than 50 teachers and administrators recognized in the 2023 Maryland Excellence in Gifted and Talented Education (EGATE) Schools awards.

Professional Development for New Teachers

PGCPs' rich professional development opportunities are a selling point for new and prospective staff. The Multimedia team produced a video highlighting the annual Professional Educators Induction Program for internal and recruitment use.

Human Resources Recruitment Support

Promotion of virtual and in-person hiring events and career fairs, including media outreach, is ongoing to support the district's hiring of educators, staff and bus drivers.

Blueprint Pillar 3: College and Career Readiness

Marketing Created Sharp Increase in Career & Technical Education (CTE) Applications

Consistent and creative marketing has significantly raised visibility and interest in PGCPs' best-in-state CTE programs. Recent marketing efforts include: a nearly \$400,000 media buy across NBC 4, Telemundo 44, Fox 5, El Zol, WTOP and WHUR; radio commercials; in-studio earned media appearances; billboards; and an email marketing campaign and robocalls on application deadlines. The result: a more than 400% increase in CTE program applications from 920 in 2021 to 5,092 in 2023, including an application increase from 404 to 715 during one week in SY23-24.

Navigating the Future: Artificial Intelligence (AI)

Promoted new three-year partnership with The AI Education Project that will equip students, teachers, staff and school leaders to thrive in the age of AI. News release, video and currently supporting the PGCPs Technology Training Team in design of a systemic AI Framework, with promotion forthcoming.

Growing Our Own: Career Pathways Into Interpreting & Translation

Spotlighting the work of the OIT and the World Languages department in a high school class that is training the next generation of Interpreters and Translators and providing a pipeline of part-time and full-time PGCPs staff.

Spotlight on JROTC Programs

For Veterans Day, we spotlighted the approximately 2,600 high school JROTC cadets across 19 high schools. We also featured military veterans serving as teachers and staff, including instructors representing the United States Army, Navy, Air Force, Marine Corps and Coast Guard who bring experience, discipline, and dedication to classrooms to train the next generation of leaders.

Publicizing College & Career Readiness Events

Ongoing promotion of district-hosted college fairs, Accuplacer (college skills test) dates and information, dual-enrollment opportunities, and Financial Aid & FAFSA Support sessions. Q2 2024 will be marked by annual robust campaigns for graduation season and College Signing Day.



Q1 2024 Highlight "Seizing the 'Snowment!'" Leveraging User-generated Content

The PGCPs graphic, web and social media teams seized the "snowment" in January when schools were closed for inclement weather.

Our team tapped in through the launch of a user-generated content (UGC) social media campaign which invited students and staff to upload their #PGCPSSnowDay photos and video via our Stackla web plug-in.

The Result: hundreds of quality uploads in less than 24 hours.

The team then turned around those assets into social media and web content, with extremely high viewership and engagement (bad weather = captive audience).

The Campaign:

- Allowed our 131K students and families & 20K+ staff to share a collective moment
- Infused our seasonal photo library with organic, diverse, evocative, user-generated images
- Supercharged social media engagement through views and shares = more eyes on our other key messages
- Created web content for our blog, newsletters and more
- Let us see and share the creativity of students and 'kids being kids!'



INSIDE SCOOP BLOG

Blueprint Pillar 4: More Resources for Students to be Successful

Blueprint's Pillar 4 focuses on resources for students and schools in most need, including academic, social services, health supports and more.

Immunization Campaign

Development of marketing efforts with the Office of School Health to promote free immunization clinics, including robocall, email, text, social media. Additionally, we partnered with the Information Technology team to conduct targeted outreach directly to families with students who were not immunization compliant.

Blueprint Schools & Blueprint Phase II

As PGCPs embarks on Phase II of innovative and historic new school construction, support for groundbreaking and ribbon-cutting events including outreach to public officials, messaging, media, ASL for events and video/photo storytelling will continue.

Promotion of Specialty Programs & New Opportunities

Marketed and produced video recap of the district's annual Specialty Programs showcase, which led to a more than doubling of event attendance over two years. Produced video promotions for under enrolled specialty programs including: International Baccalaureate, Online Campus and Montessori. Publicized new physical education partnership with the Washington Capitals via web, social media, video and media placements. Previewed forthcoming Pointer Ridge Elementary School transition to Autism Hub.

New: Calendar Reminder Graphics

New English and Spanish monthly social media graphics help our community stay aware of upcoming dates and deadlines.

Excellence in Education Foundation

Supported key fundraising efforts that support student programs and scholarships, including the Hall of Fame Gala and a Giving Tuesday campaign.

Blueprint Pillar 5: Governance and Accountability

Crisis Management: Cyber Attack

Partnered with Information Technology and Legal teams to develop employee and public-facing materials explaining the breach and next steps including FAQs, one-pagers, emails, a web portal and posters for facilities building staff. Communication to meet legal requirements is ongoing.

2024 Legislative Platform

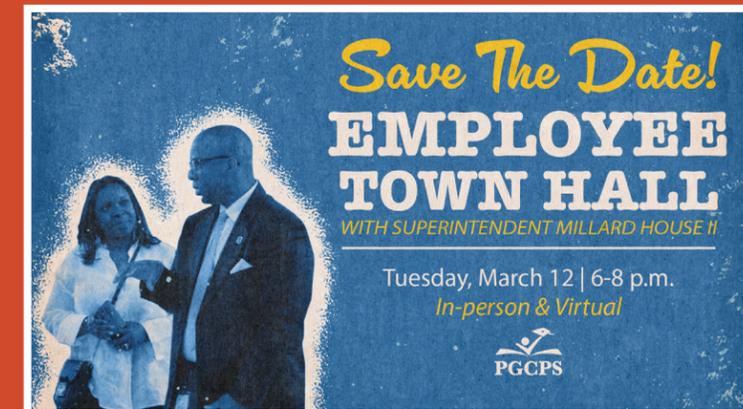
Leveraged a news release, web portal, video and media outreach to introduce 2024 Legislative Platform and earn coverage of the inaugural Legislative Day. For ongoing advocacy around district priorities, develops timely media and event talking points for leadership connected to key legislation and impact on PGCPs.

Maximizing the pgcps.org Website

Initiated and completed an audit of the district's website to improve overall customer service and usability; developing a landing page/web portal in the case of a major school crisis; preparing to install an AI Chatbot on pgcps.org and all 200 school websites.

FY25 Budget Communications

To drive engagement and transparency in the budget process, produced and scripted an educational video as well as a 'Budget Snapshot' one-pager, web page, news release, Board of Education toolkit and social media series promoting work sessions and hearings.



On Deck for Q2 2024!

The second quarter of 2024 promises continued work in alignment with PGCPs focus areas, Blueprint pillars, and the district's vision and mission of providing a transformative educational experience, fostering equity, and building empowered communities.

Notable initiatives to look out for include:

- Monthly recurring media appearances with Superintendent House to proactively share key information and updates with stakeholders
- Communication of transportation audit next steps
- Graduation season
- Women's History Month campaign
- National Foreign Language Month highlights
- Featuring Ramadan and ways PGCPs supports Muslim students
- Spring Staff Town Hall to be conducted both in-person and virtually
- Inaugural PRIDE Summit, to create an inclusive and supportive environment for LGBTQ+ students and staff

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