**Citizen Advisory Committee-Executive Committee**

**Presented by**: CAC Communications Subcommittee

**Sub Committee Members:** Julia Howes, Kyle Weist, Erin Snell, Chad Jones, Tanisha Howard

**Topic:** Communications, with a focus on a web based solution.

**Overview:** This committee is a continuation of previous years. Focus is to review current communications systems and look for ways to enhance communication methods between AACPS central office, school staff, families and the community.

**CAC Review:**
- Reviewed the robust website, recognizing all that it offers in terms of being a database of current and past updates, policies and procedures.
- Reviewed various social media platforms and learned about the robo telecommunications system.

**Conclusion:**
We found that the website is very comprehensive, but that sometimes a simple answer can be hard to find.  There is a search engine feature, which is helpful, but can sometimes lead to the wrong place if the entered data/search does not align properly.  Our objective was to figure out how we could more effectively get information out to the necessary parties.  We discussed and reviewed possible solutions, which are offered below as possible recommendations.

Some areas we thought about, reviewed, or focused on:
- Are the current platforms the most efficient?
- Should there be specific platforms for staff (i.e. principals) where they can share and communicate about ideas and topics, to foster new ideas or ways of doing things?
- Does this require specific policies around standard communication practices?
- How do we ensure AACPS is adapting to the technology changes over time?

**CAC Recommendations to the Board of Education:**
1) Establish a "frequently asked questions" (FAQ) section on the website.  It could be located next to "about us" on the home page.  It could link to other website pages "FAQs" already on the website.  Some other considerations:
   a. Creating a different web-based solution where users can find the answers they seek by following prompts using key words or a "decision tree" system.
   b. Incorporating artificial intelligence (AI) or similar adaptive learning systems to prompt users and to help keep the questions updated and relevant.

     c.  Would using an app that is specific to communicating information be a better resource?  This would allow for notifications and a more restricted focus, as opposed to a robust website.

2) We would like to see this subcommittee continue in the 2019-2020 CAC academic year. With a few initial areas of focus:

    A) Work further with AACPS Communications Department and gain further knowledge on what is working and what may be future possibilities.

    B) Do a survey that gets feedback from families on their preferred methods of communication and what they use most frequently.