Central Support

Communications and Community Engagement (p. 96)
Safety and Security (p. 104)
Superintendent (p. 112)
School Board (p. 108)
The Voice of LCPS

Through storytelling, social media, and community engagement practices, CCO strives to provide information to the public and LCPS stakeholders in an accurate and timely manner and foster a welcoming community environment.
## Comparison of Communication Offices

<table>
<thead>
<tr>
<th>Division</th>
<th>Size of Communications Office</th>
<th>Number of Schools</th>
<th>Ratio FTE to Schools</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loudoun</td>
<td>13</td>
<td>97</td>
<td>13%</td>
<td>81,600</td>
</tr>
<tr>
<td>Fairfax</td>
<td>28</td>
<td>198</td>
<td>14%</td>
<td>178,000</td>
</tr>
<tr>
<td>Prince William</td>
<td>20</td>
<td>95</td>
<td>21%</td>
<td>92,237</td>
</tr>
<tr>
<td>Arlington</td>
<td>10</td>
<td>41</td>
<td>24%</td>
<td>28,151</td>
</tr>
<tr>
<td>Alexandria</td>
<td>7</td>
<td>19</td>
<td>35%</td>
<td>16,295</td>
</tr>
</tbody>
</table>

*Delivering quality communications efficiently and effectively*
Communications and Community Engagement

Engaging our communities and stakeholders on a daily basis

- Publication of LCPS News Stories – up 17%
- LinkedIn Followers – up 30%
- Instagram engagement up 500%, with follow growth to 2.5K
- First Ever Social Media Ads launched reaching more than 47.8K with a 21% engagement rate
- Management of average of 50 media requests a week
- Processed 350 requests VFOIA requests in FY22 - 100% increase over last year
- LCPS-TV publicly posted 63 videos with 1,021,481 views
Communications and Community Engagement

Budget Requests

• Restructured and renamed the **Public Information Office** to the **Communications and Community Engagement Office**, dedicating staff liaisons to cover each department and School Board committees.

• *The department is now “right-sized” with 12 staff and a Director with no additional budget requests for FY23.*

*Engaging our communities and stakeholders on a daily basis*
The mission of the Division of Safety and Security is to provide a safe and secure educational environment for all students, staff, and stakeholders.
Maintaining a safe environment is critical to student and staff success

- Serves as Chief Liaison for Public Safety
- Maintains a 24/7 Security Operations Center (SOC)
- Deploys 72 Security Patrol Officers and School Security Officers to support LCPS facilities
- Delivers emergency management and security tactics training for LCPS
- Provides after-hours on-call emergency services to address a variety of needs
- Coordinate the Annual Virginia Safety Audit
Safety and Security

Budget Requests

- 1.0 Safety and Security Coordinator
- 17.0 School Security Officers
- 6.0 Regional School Security Officers

Maintaining a safe environment is critical to student and staff success
Superintendent

Budget Requests

- 1.0 Ombudsman
- 1.0 Assistant Division Counsel
- 1.0 Equity Coordinator

Committed to Educational Excellence, Continuous Improvement and Fiscal Responsibility
Budget Requests

- 9.0 Staff Aides
- 100K Communication Management Tool