School Fact Sheets Guiding Document

School Fact Sheets serve as a useful, online communications resource for many of our community partner organizations, as well as parents and families considering a move to Albemarle County. Each year, school fact sheets are updated to reflect the most current information available for each school. The following guidelines are implemented:

Content Management/Edits
School fact sheets are maintained exclusively by the Office of Strategic Communications. School web editors and content coordinators should not apply edits to the school fact sheets. All content changes should be submitted to:

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Office of Strategic Communications
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Principal Responsibilities
Each fall, central staff work with principals to update the introductory text on their school’s fact sheet. This is done in tandem with preparing the annual budget book (typically in November), because the same content is replicated in the “Expenses” section of the budget book.

Introductory text includes two sections:
1. A mission- or vision-type statement with a unique title (for example, “Empowering Students to Innovate,” or “Building 21st Century Citizens”)
2. School Highlights

Central Staff Responsibilities
Annually, the Office of Strategic Communications works with various department staff to gather and update the following information on school fact sheets:

- **Administration** – Photo directory including the names and titles of school principals and assistant/associate principals. Assistant principal interns currently are not included.
- **Principal History** – A list of all principals in the school’s history, along with corresponding dates of service.
- **Student Demographics** – Demographic data reflects the September 30th enrollment numbers the school division reports to the state each school year. This section is updated as soon as the state completes its data verification process—typically in late October or early November.
- **Assessment Data** – SOL pass rates are posted for every school, and SAT scores are posted for all comprehensive high schools. Assessment data lags by one year, so data for the previous school year is updated each September; i.e., 2016-17 data is posted in the fall of 2017.
- **Facility Information** – Minimally, this section reports the date the school was built, along with the square footage of the building and the acreage of the site. When applicable, additional information about renovations is included.
- **Grade-Level Changes** – This section is included only if there has been a shift in the grade levels taught at the school, in which case this section serves to document the change(s).
- **Feeder Pattern** – This unnamed section is located at the bottom of every school fact sheet and reports which feeder pattern the school is part of as well as what that means with regard to school attendance.