

MCPS Communications Scorecard

Measure 1 Keys 1 - 7: Article in newspaper that relates to the Keys to College & Career Readiness

Measures	Level 1 Intervene	Level 2 Concern	Level 3 Midpoint	Level 4 Progress	Level 5 Vision	Baseline 2016	2017	2018	2019	2020
June 1 - July 31	0	0	1	2	3+	3	1	4	5	
March 1 - May 31	0 - 1	2 - 3	4 - 6	7 - 10	10+	8	9	13	8	
Nov 1 - February 28	0 - 1	2 - 3	4 - 5	6 - 8	8+	5	14	13	N/A	in progress
August 1 - October 31	0 - 2	3 - 5	6 - 9	10 - 12	12+	10	18	11	N/A	

Measure 2 Social media growth in number of people following the district Facebook page

Measures	Level 1 Intervene	Level 2 Concern	Level 3 Midpoint	Level 4 Progress	Level 5 Vision	Baseline 2016	2017	2018	2019	2020
Jan 1 - March 31	0 - 249	250 - 399	400 - 499	500 - 600	600+	994	704	1100	884	in progress
April 1 - June 30	<179	180 - 219	220 - 259	260 - 280	281+	210	261	100	74	
July 1 - Sept. 30	<199	200 - 279	280 - 349	350	350+	350	501	200	-33	
Oct 1 - Dec 31	<49	50 - 99	100 - 149	150	150+	160	38	226	N/A	

Measure 3 Tweet impressions

Measures	Level 1 Intervene	Level 2 Concern	Level 3 Midpoint	Level 4 Progress	Level 5 Vision	2019	2020	2021	2022	2023
Jan 1 - March 31	<150K	150K - 199K	200K - 249K	250K - 299K	300K +		in progress			
April 1 - June 30	<150K	150K - 199K	200K - 249K	250K - 299K	300K +	289K				
July 1 - Sept. 30	<150K	150K - 199K	200K - 249K	250K - 299K	300K +	226.5K				
Oct 1 - Dec 31	<150K	150K - 199K	200K - 249K	250K - 299K	300K +	N/A				

note - month groupings are adjusted to seasonal school year

no newspaper June 8-27