

Capability Demonstration: Prince George's County Public Schools



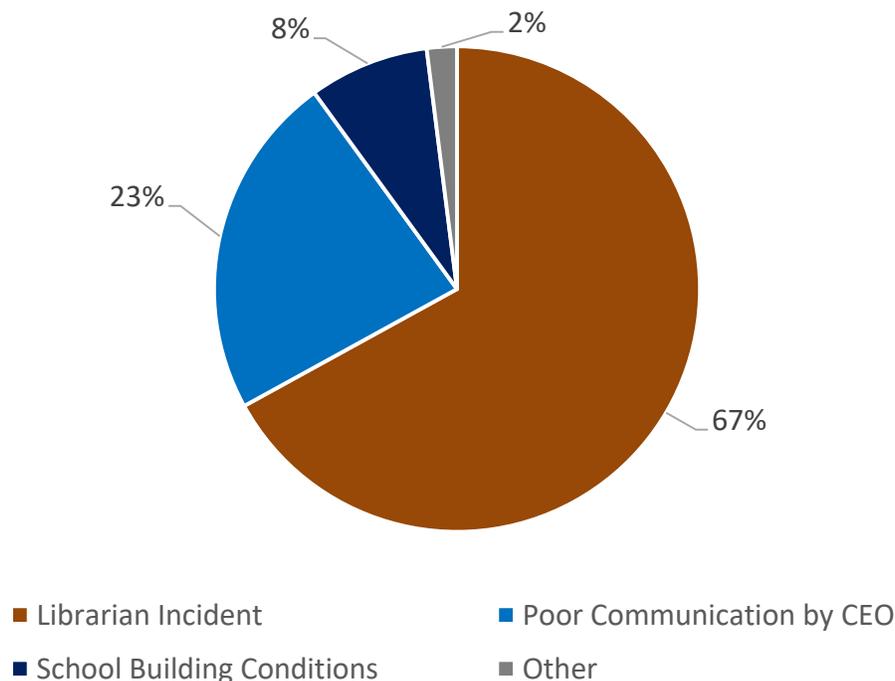
Overview

Social media analysis of online discussions among Prince George's County Public Schools' (PGCPS) students and parents uncovered three (3) trending topics: a recent incident with a librarian, the interim CEO's decision, and the condition of the district's schools. Additional analysis measured public sentiment regarding trending topics and the impact of influencers in shaping the perceptions of the PGCPS community. Continued analysis will enable PGCPS leadership to address trending topics, identify potential issues, create a safe learning environment, and ultimately improve the district's educational [ranking](#).

Findings: Topic Modeling

Identified three (3) trending topics from online conversations related to PGCPS:

- **Librarian Incident:** 67% of discussions were related to a Nov 20th online video that [showed](#) a Potomac Landing Elementary School librarian using a racial slur toward a student's father
- **CEO Decision:** 23% of discussions expressed [criticism](#) toward the PGCPS Interim CEO Monica Goldson's decision to keep the schools open despite severe snow on November 15th, 2018
 - Within 20 minutes Ms. Goldson's Twitter announcement received 409 messages that were [posted](#) by parents criticizing the decision
- **School Conditions:** 8% of discussions, which included photos showing mold and the deteriorating conditions of school buildings

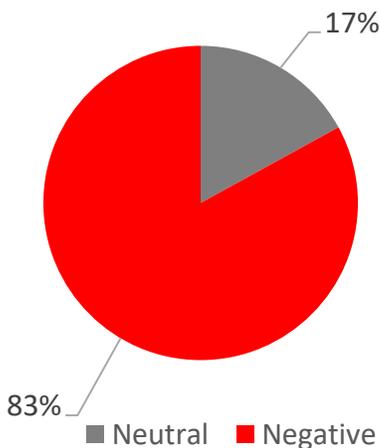


“This is why I don’t do public school in PGCPS. PGCPS need to stop giving tenure to stupid folks.” Rhonda Washington (Facebook post)

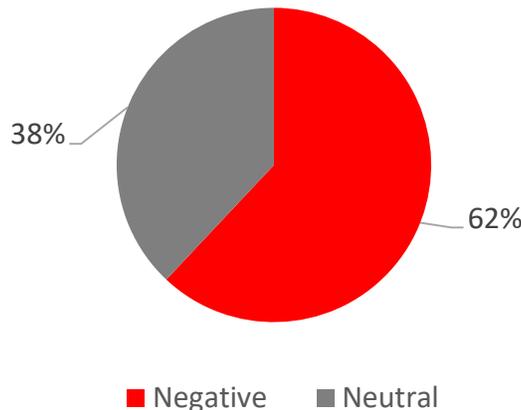
Findings: Sentiment Analysis

- **Librarian Incident:** 82% of parents’ online discussions expressed frustration about PGCPS leadership’s failure to provide a resolution to the family affected by the incident
 - The November 23 tweet by Mr. DeRay McKesson spiked negative sentiment from 62% to 83% in just 24 hours
- **CEO Decision:** Goldson’s decision gained significant negative sentiment (62%) as parents questioned her leadership for not calling a snow day
 - Ms. Goldson issued an apology on Nov. 16 which was followed by the [hiring](#) of a permanent CEO, Ms. Roberta Phillips, on Nov. 19
- **School Conditions:** Social media posts with pictures of mold in two PGCPS specialty schools produced 51% negative sentiment, as concerned parents posted messages calling for the immediate closure of affected schools

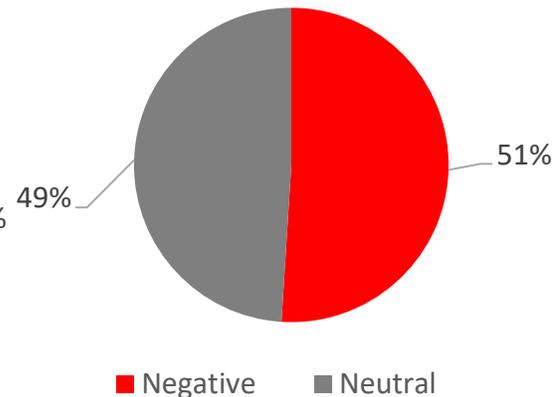
Librarian Incident



CEO Decision



School Conditions



Spike in negative sentiment about the librarian incident after Mr. DeRay’s Tweet



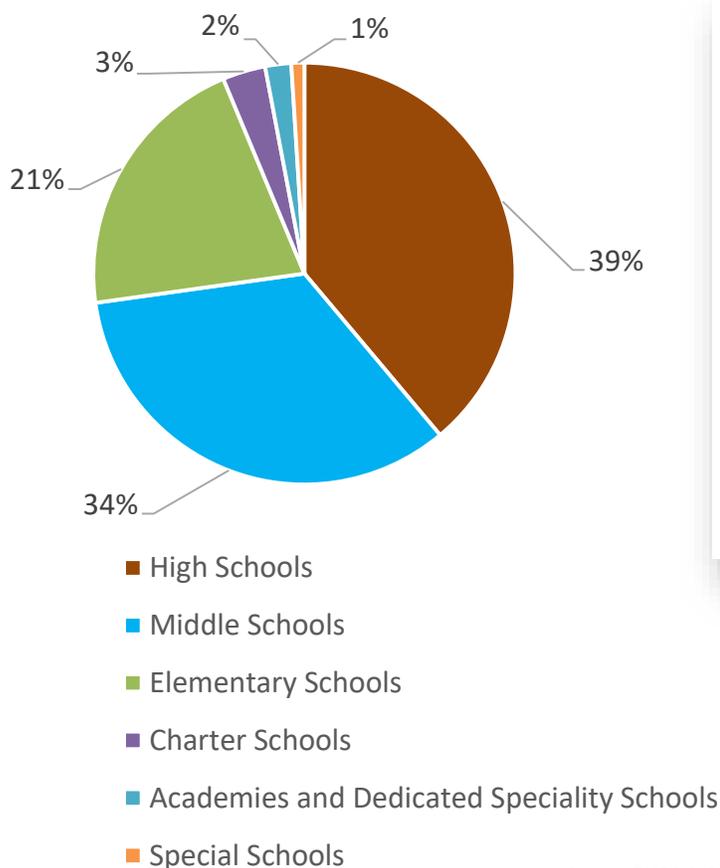
“That's my media/librarian teacher, I am not happy with this. ‘Anti Bullying School’? Wow, Just Bad School.” Mr Oof 9000 (YouTube [comment](#))

Findings: Demographic Analysis

Analysts categorized parents’ and students’ online conversations by school level:

- **High Schools:** Discussions associated with 31 High Schools were equally shared by students and parent and predominately focused on the librarian incident
 - Black Lives Matter founder DeRay McKesson’s [tweet](#) was shared by social media users around the nation, including PGCPs High school students
- **Middle Schools:** Online discussions from 24 Middle Schools were led mostly by parents and pointed to CEO Goldson’s poor decision for not calling a snow day on Nov. 15
- **Elementary Schools:** Discussions from 117 elementary schools were dominated by parents who called for incoming PGCPs CEO Roberta Phillips to immediately respond to the librarian incident by providing racial sensitivity training

Distribution within PGCPs



DeRay McKesson’s Tweet gained national attention

“But don't worry. Our Board members are safe. They postponed their meeting tonight.” *Cynthia Cochran* ([Facebook post](#))

Recommendations

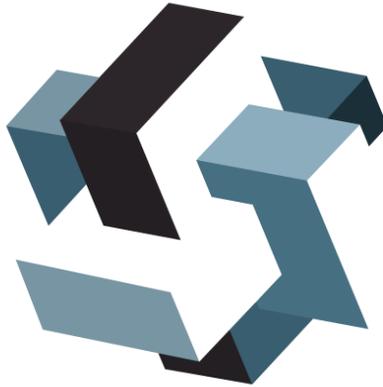
Conduct additional analysis to uncover key topics and associated public sentiment discussed by teachers, parents, and students in each of the different [types](#) of schools within PGCPs:

- Expand upon the Capability Demonstration analysis to further understand and address existing issues (e.g. racist incident, school management, and school conditions) and identify new challenges
- Monitor key influencers (e.g. Black Lives Matter activists) to understand how, when, and why they impact student behavior both online and in school
- Uncover the social risk factors that create school culture and drive school violence
 - Design a comprehensive communication strategy and engagement activities to address school violence (e.g., bullying, self-harm, fighting, and shootings)
- Provide early indications and warnings and understanding culture to inform school violence mitigation strategies

Data Analytics

ENODO collected 21,983 Tweets, 11,321 Facebook posts, 7,114 Instagram posts, 5,778 YouTube comments, 2,118 news websites, 1,099 blogs within Prince George's County using a blend of ENODO's proprietary R-language platform and third-party data vendors.





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