

CREATIVE BRIEF



I. OBJECTIVE OF OUR CAMPAIGN

We are publicizing the “Futures Initiative” program through a news release to spotlight Austin Public Schools’ proactive approach in equipping students with vital technological skills and innovative learning methods, preparing them for a future where these capabilities are essential for success.

UNDERSTANDING OUR STUDENTS & COMMUNITY

2. OUR TARGET

We are directly addressing a focused group comprising educational reporters, local community members, current and prospective students along with their families, and staff within the Austin Public School system. This targeted audience is crucial for fostering a community-wide understanding and support for the “Futures Initiative,” ensuring that stakeholders at every level are informed and engaged with the program’s goals to enhance technological proficiency and innovation in education.

3. URGENCY OF MODERN EDUCATIONAL NEEDS

In an era where technological advancements rapidly reshape our world, the need for an education system that prepares students for the future has never been more critical.

4. CHALLENGES FACING STUDENTS & EDUCATORS

Families and educators face the daunting challenge of ensuring students can thrive in a digital future, amidst a curriculum that struggles to keep pace with technological change.

5. COMMUNITY CONCERNS & INSIGHTS

Parents and teachers express a deep concern that students are not receiving the education necessary to navigate and succeed in a tech-driven world. “We’re preparing kids for a world that’s already passed them by,” said Dr. Maria Hernandez, the superintendent of Austin Public Schools, highlighting the urgency for innovative educational approaches like the “Futures Initiative.”

6. CURRENT COMMUNITY SENTIMENTS

Currently, many in our community feel anxious and uncertain about students’ readiness for future careers and societal contributions, fearing that traditional education methods may leave them behind in a competitive, tech-centric global landscape.

7. CALL TO ACTION FOR COMMUNITY SUPPORT

We want families, educators, and community members to embrace and support the “Futures Initiative” as a critical step towards modernizing education and securing a promising future for our students.

13. OUR ASK

We urge the community to get involved and support the “Futures Initiative,” whether through volunteering, partnerships, or by spreading the word about the importance of tech education.

THE VISION OF AUSTIN PUBLIC SCHOOLS

8. MAIN MESSAGE

Austin Public Schools is at the forefront of integrating technology and innovation into education, preparing our students for the world of tomorrow.

9. SUPPORT POINTS

- **Innovative Curriculum:** Introduction of enhanced STEM course, coding classes from elementary through high school, and after-school robotics clubs.
- **Real-World Application:** Partnerships with leading tech companies to provide mentorship, internship, and hands-on project experiences for students.
- **Accessibility & Inclusion:** Ensuring every student has access to digital tools and resources, promoting equitable opportunities for all.
- **Professional Development:** Continuous training and professional development for teachers to effectively deliver the new curriculum and use new technology in the classroom.

10. BRAND IDEA

“Empowering the Next Generation of Innovators” - This idea encapsulates Austin Public Schools’ commitment to nurturing students’ creativity, critical thinking, and problem-solving skills through a tech-forward education.

II. BRAND ASSETS

- **Innovation Labs:** State-of-the-art facilities equipped with the latest technology, from 3D printers to VR setups, encouraging hands-on learning.
- **Community Engagement:** A strong network of support from parents, local businesses, and tech industry leaders, fostering a collaborative educational environment.
- **Success Stories:** Highlighting alumni and students who have excelled in tech and Innovation fields as inspirational models for current students.

12. THE TONE WE TAKE WITH CONSUMERS

Inspirational and Forward-Thinking - Our communications inspire confidence in the future, highlighting the potential for every student to succeed and make a difference in a tech-driven world. We speak with optimism, clarity, and inclusivity, emphasizing our collective responsibility to prepare students for future challenges and opportunities.

MEDIA CHOICES TO EXPLORE:

- **Local News Outlets:** Utilize press releases, editorials, and interviews to share the vision and successes of the “Futures Initiative” with the broader community.
- **Social Media Campaigns:** Engage audiences with regular updates, success stories, and interactive content that showcases the program’s impact.
- **Community Events:** Host open houses, tech fairs, and workshops to demonstrate the initiative’s benefits firsthand, inviting community members to participate and learn more.
- **Educational Conferences and Seminars:** Present the “Futures Initiative” as a model for innovative education at state and national educational forums to attract support and recognition.