



APS Communication Department Fact Sheet

We offer assistance with APS communication needs, including:

APS Strategic Planning/Message Development

We work with schools and departments to develop communication and marketing plans including strategy, message development and implementation for key academic programs and APS initiatives.

Bond Communication

We help with bond project communication including letters, newsletter articles, fact sheets and other communication tools regarding new school construction and bond improvements at school sites. We also assist schools with organizing community meetings and events related to bond improvements.

Internal/External Publications

We help draft letters, newsletter articles and other communication tools for specific sites regarding school events and meetings, etc. Stories about APS students, staff and community members are featured on the APS website.

Incident Response

We provide schools and sites assistance with incident response including talking points, scripts, parent/staff letters and media response.

Marketing/Community Relations

We highlight our unique academic programs to the APS community through a variety of online and print communications. Members of the communication team represent APS on key internal and community organizations and committees

Media Relations

We actively pitch good news stories about APS and hold news conferences on key announcements and initiatives. We also respond to media inquiries, including preparation of media statements and training of staff spokespeople.

Translation and Interpretation Services

We provide district-level translation of documents and interpretation at community and staff meetings.

Web Site Development/Management

We design and maintain the content on the APS website and provide assistance with school and departmental websites.

Please submit your “good news” stories or upcoming events at
aurorak12.org/good-news



Communication Team Members

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