September 17, 2012

Dear AASA Member,

We are pleased to present AASA’s latest toolkit, Back to School 2012: Telling the Good News!

As public schools across the nation open their doors to millions of staff and students for another school year, the latest AASA toolkit will help you tell the good news about public education and the schools in your district. The toolkit draws from the latest research to highlight how well our schools and the students they serve are doing, and not just academically. In building the toolkit, AASA’s Policy and Advocacy team researched trends in student achievement, student health, parent/community engagement, parent satisfaction and more.

Back to School 2012 arms you with the latest information highlighting the success of schools and can be used to raise community awareness about what is right and working: our nation’s public school system.

Back to School 2012: Telling the Good News includes talking points, a PowerPoint presentation, a press release, a draft opinion-editorial, tips for handling media inquiries, and more. You will also find suggestions for sharing your district’s back-to-school message and helpful suggestions for giving powerful speeches and presentations.

AASA has designed this toolkit as a member benefit, and we encourage you to include these resources in your outreach to staff, the school board, parents, local community members, business leaders, local news media and other audiences important to you and your school system. The toolkit is designed to help you tell the good news about your district, and many pieces include designated space to tell your district’s good news. Make sure to supplement the toolkit’s basic message with your district’s successes.

Back to School 2012 is available on the AASA website and AASA grants permission to AASA members to use and reproduce the material and to tailor it to fit individual needs. Should you have any questions about the toolkit, please contact kporterfield@aasa.org

Sincerely,

Benny L. Gooden
AASA President

Daniel A. Domenech
AASA Executive Director