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## CREATIVE BRIEF

### **Project Background:**

The “Futures Initiative” is a new program being launched by the Austin Independent School District (AISD). This program will help prepare students for future challenges by integrating technology and innovative teaching methods into the curriculum. The program aims to foster skills in STEM, coding, robotics, and digital literacy to equip students with the tools they need for success in a rapidly evolving digital landscape.

**Theme:** Empowering the Next Generation of Innovators: AISD's Commitment to Future-Ready Education

**Target Audience:** The target audience includes educational reporters, community members, parents, students, and the staff at AISD.

**Objective(s) - (what are you trying to achieve?):** The objective is to inform the community about this new initiative and how the launch of the “Futures Initiative” program will help prepare students for future careers in technology and innovation.

**Tone:** The tone of this article will be optimistic and professional

### **Medium/Channel (where will the deliverable be disseminated?):**

The news release will be distributed via local newspapers and on AISD’s website and social media.

### **Mandatory Elements (what elements are required to be included?):**

- o Austin Independent School District logo.
- o Key Quote: A direct quote from Dr. Maria Hernandez, Superintendent of AISD.
- o Key Details: Information about the program’s launch date, goals, and specific components like the enhanced STEM curriculum, coding classes, and tech partnerships.
- o Call to Action: Information on how to learn more about the "Futures Initiative."

### **Sources used? :**

- Details provided in the assignment brief on the "Futures Initiative."