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Austin ISD Launches Revolutionary 'Futures Initiative' to Prepare Students for Tech-Driven Future

FOR IMMEDIATE RELEASE

July 5, 2024

Austin, TX – Beginning in August, Austin ISD's new 'Futures Initiative' will revolutionize K–12 education by incorporating cutting-edge technology and practical skills into everyday learning.

This program, developed by Austin ISD, will start in August, 2024. The 'Future Initiative' will introduce innovative and transformative technology that will teach students creative and critical thinking. The goal for this program is to present real-life examples and tangible ways to get in touch with technology that will help students grow and develop in our society's new-age of technology.

This program will include improvements such as updated STEM curriculums, additional coding classes and tech labs, and robotics clubs implemented into their after-school programs to foster teamwork and problem-solving skills. Imagine a student coding their own app after school or building their first robot. That is what the 'Future Initiative' program is all about. Teachers and staff will be properly trained and prepared to teach these components to students of all grades. Parents are also able to attend workshops and open houses that showcase the program's impact on their children.

“Not only will this positively influence the students within our school district, but it will also allow partnering companies of Austin ISD to benefit as well,” said Dr. Maria Hernandez, Superintendent of Austin Public Schools.

In addition to classroom innovations, the 'Future Initiative' will create an opportunity to collaborate with leading tech companies who will mentor students, reach out about future internship opportunities, and allow students to be hands-on and allow for a head start within the tech industry.

“This program will establish relationships with local tech businesses, allowing for upgrades and additional funding for our Austin area schools,” said Dr. Hernandez.

For more information, visit the Austin ISD [website](#) to learn more about their mission and the 'Future Initiative' program.

Austin ISD's 'Future Initiative' marks a major turning point in public education, as it prepares students for a time when proficiency in innovation and technology are vital factors for success in their future.

About Austin ISD

Austin ISD is dedicated to ensuring that your child is life ready. From K-12, they provide a secure and healthy school climate that is academically rigorous and emphasizes social-emotional learning.

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CREATIVE BRIEF

Project Background: There is a release of the “Future Initiatives” program in Austin ISD which fosters technological proficiency and innovation among students and is beginning in August 2024. The teachings of this program promote technological advancements and innovative teaching styles into the curriculum of all of the Austin ISD schools. The goal is to promote creative thinking through tech-focused teachings such as coding, adding clubs that are tech-focused like engineering and robotics, creating innovation labs, and collaborating with companies to create tech mentorship programs.

Theme: The theme of this piece is promoting technological advancements in school.

Target Audience: This news release is primarily intended for educational reporters, members of the local community, prospective and current students, their families, and Austin Independent School District staff. The main audience that I chose for this article is the families and parents of the students in this district.

Objective: The goal of this news release is to inform those who are a part of Austin ISD of the benefits and positive impacts that this new program will have not only on the students, but those who work at these schools. This release should be less of a persuasive piece, since this program is already set to be put in place at the beginning of the school year, but more of an informative and exciting glimpse into a bright future of what technological advancements can do for education.

Tone: The tone of this brief is informative, proactive, and educational.

Medium/Channel:

This will be sent to those subscribed to any of the Austin ISD newsletters via email. It will also be sent out to various media platforms such as PR Newswire and be featured as an article on the main Austin ISD website.

Mandatory Elements:

Mandatory elements include logo, address, including 300-500 words, one direct quote from Dr. Maria Hernandez, and adhering to the AP guidelines.

Sources used:

The sources that were given were attached in the News Release Instructions document and the Austin ISD website.