

**LEARNING 2025:  
LEARNER-CENTERED,  
FUTURE-DRIVEN  
EDUCATION NETWORK**

# **Communications Toolkit**

# INTRODUCTION

## TO THE LEARNING 2025: LEARNER-CENTERED, FUTURE-DRIVEN EDUCATION NETWORK COMMUNICATIONS TOOLKIT

**Dear AASA Learning 2025 Demonstration Systems,**

We're excited to present the Communications Toolkit for the Learning 2025: Learner-Centered, Future-Driven Education Network. Our primary goal with this toolkit is to equip you with all the necessary resources to effectively communicate your district's involvement in this groundbreaking initiative to all relevant stakeholders.

### INSIDE THIS TOOLKIT:

You'll find a variety of communication materials that address the different facets of the Learning 2025: Learner-Centered, Future-Driven Education Network. These include templates for emails, website content, social media posts, presentations and more. Each element is designed for clarity and impact, providing a foundation that you can then tailor to fit your district's unique needs.

### GUIDANCE FOR USING THE TOOLKIT:



**Tailor As Needed:** While the toolkit offers a generalized approach, please adjust the content to resonate with your district's specific context and voice.



**Unified Messaging:** By consistently using this toolkit, we can present a coordinated and cohesive message about the initiative across our AASA Learning 2025 districts and enhance the narrative about public education.



**We Value Your Input:** Your on-the-ground experiences are invaluable. If there are areas where the toolkit can be enhanced, or if you have insights to share, please reach out.



**Stay Informed:** As the Network progresses and develops, we'll update this toolkit.

Our goal with this toolkit is to simplify the process of informing and engaging your community about the Learner-Centered, Future-Driven Education Network. With these resources, we aim to foster widespread understanding and support for our shared mission.

Thank you for being a key part of this transformative journey.

Warm regards,



**David Schuler**  
Executive Director



**Mort Sherman**  
Senior Associate  
Executive Director,  
Leadership Network



**Valerie Truesdale**  
Senior Assistant  
Executive Director,  
Leadership Network



**Ann Levett**  
Assistant Executive  
Director, Leadership  
Network



**Debbie Magee**  
Director,  
Leadership Network

## TABLE OF CONTENTS

### LEARNING 2025: LEARNER-CENTERED, FUTURE-DRIVEN EDUCATION NETWORK COMMUNICATIONS TOOLKIT

<b>1. Overview of Learning 2025: Learner-Centered, Future-Driven Education Network .....</b>	<b>4</b>
<b>2. Frequently Asked Questions .....</b>	<b>6</b>
<b>3. Sample Emails for the Board of Education, staff members, parents and guardians, and community stakeholders .....</b>	<b>13</b>
<b>4. Sample Press Release .....</b>	<b>22</b>
<b>5. Sample Website Content .....</b>	<b>23</b>
<b>6. Sample Social Media Content .....</b>	<b>26</b>
<b>7. Sample Community Support Letter .....</b>	<b>34</b>
<b>8. Sample Presentations .....</b>	<b>35</b>
<b>9. Sample Progress Report Update .....</b>	<b>38</b>
<b>10. Additional Resources &amp; Staff to Support Your Journey .....</b>	<b>39</b>
<b>11. Upcoming Events .....</b>	<b>40</b>
<b>12. Share Your Story With Us .....</b>	<b>41</b>

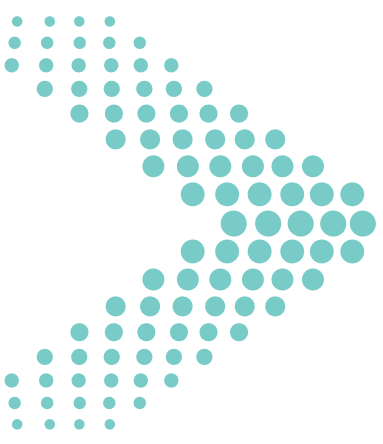
# OVERVIEW OF LEARNING 2025

## LEARNER-CENTERED, FUTURE-DRIVEN EDUCATION NETWORK

### FORWARD TO THE FUTURE: THE NEW ERA OF PUBLIC EDUCATION

We want you to envision a future — a future where education is not just a system but an innovative, vibrant and transformative force. This is not just a dream but a reality we are striving to create through AASA’s Learner-Centered Future-Driven Education Network. Inspired by the groundbreaking Learning 2025 report, *An American Imperative: A New Vision of Public Schools*, this network aims to turn this bold vision into reality by empowering you, the public school superintendents and district leaders, to drive that change.

In response to the compelling need for leaving no learner marginalized and systemic reform in our education system, as revealed by the profound challenges presented by the COVID-19 pandemic, the Learning 2025: National Commission on Student-Centered, Equity-Focused Education was convened by AASA, The School Superintendents Association. The commission outlined a new vision of public education, proposing a comprehensive redesign of our school system by 2025.






This vision seeks to align our educational resources and methodologies to address all aspects of a learner’s development — social, emotional, cognitive, mental health and trauma-based needs — to optimize student achievement. This comprehensive and inclusive approach ensures no learner is marginalized, regardless of race, ethnicity, religion, sexual orientation, gender, socioeconomic circumstance or disability. **The aim is to design a future-driven education system, anticipating changes and ensuring learning relevance for every child.**

# OVERVIEW OF LEARNING 2025

## LEARNER-CENTERED, FUTURE-DRIVEN EDUCATION NETWORK

### AT THE HEART OF THIS PROPOSED SYSTEMIC REDESIGN ARE THREE CORE COMPONENTS:

-  **Culture:** The culture within the education system should be relationship-based, focusing on whole-learner needs and ensuring equality and inclusiveness. We must be future-driven and ensure no learner is marginalized.
-  **Social, Emotional, and Cognitive Growth Model:** Learning should revolve around the student, adopting a growth model that incorporates a continuous feedback loop for personalizing learning, thus accommodating all learners’ needs.
-  **Resources:** Resources should be strategically aligned and utilized to ensure all children’s whole learner needs are met. This includes considering broadband as a public utility, providing a robust support system for learners and their families, enabling high-quality early learning for all children and fostering a diverse educator pipeline for culturally responsive learning.

Learning 2025 is pioneering a future-driven, equitable, and student-centered education system for all, and the Learner-Centered Future-Driven Education Network is the driving force to implement this work. It is more than just a network; it’s a dramatic reinvention of public education in our country. A reinvention that thrives on collaboration, mentorship and resource sharing, fueled by partnerships with some of the most pioneering organizations like Arizona State University and the Grable Foundation.

As you join us, you don’t just become a one of the Learning 2025 Network systems; you become part of something bigger — a transformative movement of a growing number school districts across the country. A movement that is actively shaping the future of education.

### ABOUT AASA



AASA, The School Superintendents Association, founded in 1865, is the professional organization for more than 13,000 educational leaders in the United States and throughout the world. AASA’s mission is to support and develop effective school system leaders who are dedicated to equitable access for all students to the highest quality public education. For more information, visit [www.aasa.org](http://www.aasa.org).

## FREQUENTLY ASKED QUESTIONS

### LEARNING 2025: LEARNER-CENTERED FUTURE-DRIVEN EDUCATION NETWORK

#### **What is AASA's Learning 2025 Learner-Centered Future-Driven Education Network?**

The Learning 2025 Network is an initiative by AASA, The School Superintendents Association, to reinvent public education. Inspired by the report from the AASA Learning 2025 National Commission, it aims to be a transformative force in education, empowering public school superintendents and district leaders to drive systemic change.

#### **What is the vision of the Learning 2025 Network?**

The Learning 2025 Network envisions an educational ecosystem where all students feel they belong and are empowered to contribute to their own educational journey. The goal is to enhance student achievement and ensure no learner is marginalized, regardless of their background or circumstances.

#### **What are the core components of the Learning 2025 Network's proposed system redesign?**

The core components are a relationship-based culture, a growth model for social, emotional, and cognitive development and strategically aligned resources to meet all children's needs.

#### **What improvements have been made to the Learning 2025 Network based on past experiences?**

Over the past two years, the Learning 2025 Network has learned about the needs of education leaders and refined its services. In its third year, the Network has strengthened its support, enhanced opportunities for collaboration and expanded services to provide tailored support for members' unique contexts and needs.

#### **Who are some of the organizations partnering with the Learning 2025 Network?**

The Learning 2025 Network collaborates with pioneering organizations like Arizona State University, the Grable Foundation, Battelle for Kids, Center for Model Schools and the Successful Practices Network (SPN), among others.

## FREQUENTLY ASKED QUESTIONS

### LEVELS OF ENGAGEMENT

#### What is the role of a demonstration system within the Learning 2025 Network?

A demonstration system serves as an exemplar of the effective implementation of Learning 2025 principles. These systems receive enhanced support and mentorship, participate in professional learning opportunities and can apply for the Lighthouse System and System to Watch designation to highlight their work.

#### What are the Lighthouse System and System to Watch designations?

These designations are awarded to systems demonstrating exceptional commitment to the Learning 2025 principles and effective implementation of the Learning 2025 Network's goals. They recognize and amplify the successful work of these districts, inspiring other systems in the network.

#### What is a network hub?

The AASA Learning 2025 Network has worked with groups from five states to create regional hubs that comprise over 100 districts within the network. These Regional Network Innovation Hubs consist of participating school districts that strengthen their innovation by collaborating among their systems to leverage collective knowledge and expertise to move public education forward in their region.

### NETWORK MEMBER BENEFITS & SUPPORT

#### What benefits can members expect from the Learning 2025 Network?

Districts can apply for the Lighthouse System and System to Watch designation to amplify their work. Each district will receive recognition and publicity through strategic storytelling on various media channels. A vignette is written for each Lighthouse and System to Watch district, and Demonstration Systems can ask for a Case Study to be written. Additionally, network members will have exclusive access to discounts on AASA Learning 2025-supported events, consultative services and support through partnerships with leading education organizations.

## FREQUENTLY ASKED QUESTIONS

### How will my district receive support through the Learning 2025 Network?

Each district is paired with an experienced strategic mentor consultant who provides personalized support, resources and guidance. Each Demonstration System will receive 6 days/48 hours of strategic mentoring support. This includes tailored resources, guidance on change management and support in aligning your district's strategic plan with Learning 2025 principles.

### What benefits and opportunities will my district receive by being part of the Learning 2025 Network?

Each district will receive recognition and publicity through strategic storytelling on various media channels. Districts can apply for the Lighthouse System and System to Watch designation to amplify their work. Additionally, network members will have exclusive access to discounts on AASA Learning 2025-supported events, consultative services and support through partnerships with leading education organizations.

### What is AASA's commitment to supporting my district's unique needs?

AASA is committed to providing carefully curated resources, including case studies, research, videos, toolkits and talking points that align with your district's unique needs and contexts to help you make a significant impact in your community.

### What is the Learning 2025 focus-area support?

Learning 2025 focus-area support is additional targeted guidance that demonstration systems receive, focusing on the specific areas highlighted by the Learning 2025 report, such as leaving no learner marginalized, learner-centric education and future-driven leadership.

### How can I leverage the Learning 2025 Network for professional development?

Members can participate in an AASA Cohort, and access monthly virtual professional learning opportunities for continual professional development. In addition, members can learn from each other by visiting Lighthouse Demonstration Systems and participating in regional and national convenings.



## FREQUENTLY ASKED QUESTIONS

### **What opportunities exist for site visits and in-person convenings within the Learning 2025 Network?**

Members of the Learning 2025 Network are offered at least three site visit opportunities and at least two in-person convenings. These engagements offer first-hand insights into implementing Learning 2025 principles and foster deeper connections and collaboration among members.

### **How does the Learning 2025 Network facilitate networking and connection among its members?**

The Learning 2025 Network facilitates collaboration through monthly virtual professional learning opportunities, in-person convenings, and national town halls. Regional Network Innovation Hubs also provide opportunities for collective action and knowledge sharing.

## SHAPING THE NATIONAL DIALOGUE ON AND FUTURE OF PUBLIC EDUCATION

### **How can my district's story be amplified and shared through the Learning 2025 Network?**

The Learning 2025 Network supports strategic storytelling through local, regional and national digital and traditional media channels. Districts' efforts and accomplishments will be highlighted and shared with districts, the media and general public throughout the country.

District superintendents and communications leads can submit their stories to the AASA Leadership Network team.

### **How will this initiative help shape the future of American education?**

The Learning 2025 Network, through its pioneering vision and strategic collaborations, aims to create a future-driven, equitable and student-centered education system for all, ultimately driving transformation in public education.

## HOW TO GET INVOLVED

### **How can I join the Learning 2025 Network?**

Superintendents and district leaders interested in joining this transformative movement can join AASA's Learner-Centered Future-Driven Education Network and contribute to shaping the future of American public education. Visit the AASA website [aasa.org/learning2025](https://aasa.org/learning2025) to apply.

## FREQUENTLY ASKED QUESTIONS

### DISTRICT-SPECIFIC QUESTIONS: RESPONSE TO THE LOCAL SCHOOL COMMUNITY

#### **Why did our school district decide to join the AASA's Learner-Centered Future-Driven Education Network?**

We joined the Learning 2025 Network to leverage its resources and collaborative opportunities to drive systemic change and ensure a future-focused, equitable and inclusive education for every student in our district.

#### **What are the benefits our school district will receive from being part of the Learning 2025 Network?**

Our district will receive strategic mentorship, personalized support, tailored resources and opportunities for professional development. We will also get a chance to collaborate with other districts nationwide, share and learn from best practices and gain access to a wealth of knowledge and resources.

#### **How does joining the Learning 2025 Network align with our district's strategic plan?**

Joining the Learning 2025 Network aligns with our strategic plan by focusing on learner-centered education and ensuring our resources and practices are future-driven. It also reinforces our commitment to addressing all aspects of a learner's development and leaving no learner marginalized.

#### **What changes can we expect to see in our district due to joining the Learning 2025 Network?**

We can expect to see a greater focus on a learner-centered approach and equitable practices. Our teachers will have access to innovative strategies and professional development opportunities, and we'll be able to share and learn from best practices nationwide. We'll also see increased collaboration and the potential for greater recognition of our district's accomplishments.

#### **What type of support will our school district receive from the Learning 2025 Network?**

Our district will receive strategic mentorship, customized guidance and tailored resources to drive transformation. We'll also have opportunities for professional learning and collaboration within the network.

## FREQUENTLY ASKED QUESTIONS

### **What opportunities for collaboration does the Learning 2025 Network offer our district?**

The Learning 2025 Network offers opportunities to engage with other education leaders through monthly virtual professional learning opportunities, site visits to demonstration systems, and national town halls.

### **How will the Learning 2025 Network's focus on a future-driven education benefit our students?**

The focus on future-driven education will ensure our students are prepared for the rapidly changing world. It emphasizes the development of critical thinking, problem-solving and adaptability skills, along with academic knowledge, setting our students up for success in their future careers and lives.

The Learning 2025 Network emphasizes an equitable and inclusive education for all students, and provides resources and guidance to help districts address these issues. By being part of this network, we're committing to these principles and will work towards implementing strategies that ensure no learner is marginalized.

### **What is the expected commitment from our district upon joining the Learning 2025 Network?**

Upon joining the Learning 2025 Network, we are expected to align our strategic plan with the Learning 2025 principles, actively participate in network opportunities, apply the provided resources and guidance and share our progress and successes with the network.

### **Will joining the Learning 2025 Network lead to additional funding or resources for our district?**

While joining the Learning 2025 Network doesn't directly provide additional funding, it does give our district access to exclusive discounts on events and resources to help improve our education system.

### **How will our district's story and progress be shared and recognized through the Learning 2025 Network?**

Through strategic storytelling and media channels, the Learning 2025 Network will support us in sharing our district's story. We will also be able to apply for the Lighthouse System and System to Watch designation to amplify our work.

## FREQUENTLY ASKED QUESTIONS

### **What professional development opportunities does the Learning 2025 Network provide for our educators and district leaders?**

The Learning 2025 Network provides monthly virtual professional learning opportunities, site visits, in-person convenings and opportunities to join AASA cohorts, offering continuous learning and networking experiences.

### **How can parents and the community get involved or stay informed about our district's involvement in the Learning 2025 Network?**

We will keep our parents and community informed through regular updates. They can also follow our progress through various media channels and district communication platforms.

### **What role will our district play in shaping the future of public education through our involvement in the Learning 2025 Network?**

As a member of the Learning 2025 Network, our district will contribute to the national dialogue on the future of education. We will share our successes and challenges, learn from others and collectively drive the transformation of public education to be more learner-centered, future-driven and equitable.

### **What steps are being taken to ensure the successful implementation of Learning 2025 principles in our district?**

We are aligning our strategic plan with the Learning 2025 principles, leveraging the mentorship and resources provided by the Learning 2025 Network, and involving all stakeholders in this transformation process. We are also committed to ongoing learning and improvement through collaboration with the Learning 2025 Network.

## SAMPLE EMAILS

### FOR THE BOARD OF EDUCATION, STAFF MEMBERS, PARENTS AND GUARDIANS, AND COMMUNITY STAKEHOLDERS

#### SAMPLE BOARD OF EDUCATION MESSAGE

**Subject:** Enhancing Our District's Future through the AASA Learner-Centered Future-Driven Education Network

Dear Members of the Board,

I hope this message finds you all well.

I am writing to inform you of an important strategic decision that aims to shape the future of our district's educational approach and drive systemic change. After careful consideration and thorough research, I propose that our district join the AASA's Learner-Centered Future-Driven Education Network.

The Learning 2025 Network is a transformative initiative by AASA, The School Superintendents Association, that's committed to transforming public education to be more equitable, inclusive and learner-focused. The Network's model aligns with our district's mission and strategic plan. It aims to address all aspects of a learner's development and ensure no student is marginalized, regardless of their background or circumstances.

The benefits of joining the Network are significant. It provides strategic mentorship, personalized support, tailored resources and professional development opportunities for our team members. It also fosters collaboration among districts nationwide, allowing us to learn from their experiences and best practices. We would be part of a movement shaping American education's future, a privilege, and responsibility we are ready to take on.

Moreover, this partnership provides us with the opportunity to leverage resources that are carefully curated to drive transformation in our educational system and the chance to engage in deep learning and problem-solving. We can also apply for the Lighthouse System and System to Watch designation, enhancing the visibility and reputation of our district's achievements.

The Learning 2025 Network is more than just another professional development opportunity. It is an opportunity for our district to actively participate in shaping the future of public education. By joining, we will commit ourselves to a learner-centered approach, aligning our resources and strategies with future-driven needs and continuously seeking to improve and innovate.

I look forward to discussing this proposal with you all at our upcoming board meeting. In the meantime, please do not hesitate to reach out if you have any questions or need further information. You can learn more about the initiative by visiting AASA's website at: [aasa.org/learning2025](https://aasa.org/learning2025).

Thank you for your time and ongoing support of our efforts to provide the best possible education for our students.

Best regards,

[Your Name]

[Your Title]

## SAMPLE EMAILS

### FOR THE BOARD OF EDUCATION, STAFF MEMBERS, PARENTS AND GUARDIANS, AND COMMUNITY STAKEHOLDERS

#### SAMPLE STAFF MESSAGE # 1

**Subject:** Enhancing Our Educational Approach through the AASA Learner-Centered Future-Driven Education Network

Dear [School District] Staff,

I hope this message finds you well.

I am excited to share significant news regarding our district's strategic direction. After an in-depth review and considering our district's long-term vision and mission, we have joined the AASA Learning 2025 Learner-Centered, Future-Driven Education Network.

The Learning 2025 Network is an initiative by AASA, The School Superintendents Association, to transform public education into more student-centered, future-driven, equitable and inclusive. This aligns seamlessly with our commitment to delivering a high-quality, well-rounded education to every student in our district.

By joining the Learning 2025 Network, we will access many resources, expert guidance and an incredible community of educators nationwide. The Network provides strategic mentorship, personalized support and professional development opportunities to help us continue to lead our students to success.

Moreover, we will have the opportunity to collaborate with other districts nationwide, sharing and learning from their innovative strategies, successes and challenges. This collaborative approach can potentially foster a more dynamic and vibrant learning environment for our students, preparing them for the rapidly evolving future.

The Learning 2025 Network also provides recognition for our efforts. We can apply for the Lighthouse System and System to Watch designation, enhancing the visibility of our district's achievements.

I believe that this decision will significantly benefit our district and, most importantly, our students. Our journey with the Learning 2025 Network affirms our shared commitment to providing a transformative, future-focused education that leaves no learner behind.

We will organize an informational meeting soon to provide more details about the Learning 2025 Network and discuss how we can leverage this opportunity to benefit our students and community. Meanwhile, please feel free to contact me with any questions or thoughts and visit the AASA website at [aasa.org/learning2025](https://aasa.org/learning2025) to learn more about this important initiative.

Thank you for your continued dedication and commitment to our students.

Best regards,

[Your Name]

[Your Title]

## SAMPLE EMAILS

### FOR THE BOARD OF EDUCATION, STAFF MEMBERS, PARENTS AND GUARDIANS, AND COMMUNITY STAKEHOLDERS

#### SAMPLE STAFF MESSAGE #2

**Subject:** Embracing the Future of Education with the AASA Learner-Centered Future-Driven Education Network

Dear [School District] Team,

I hope you are doing well.

I am thrilled to share that our district has decided to join the AASA Learning 2025 Learner-Centered, Future-Driven Education Network. This network, championed by AASA, The School Superintendents Association, is focused on advancing public education by fostering innovation, leaving no learner marginalized, inclusivity and a learner-centric approach.

By joining the Learning 2025 Network, we align ourselves with a collaborative, nationwide effort to prepare our students for the future. This Network emphasizes a comprehensive view of student development, addressing not just academic growth but social, emotional and mental health aspects as well.

As members of the Learning 2025 Network, we gain access to a wealth of resources and professional development opportunities, which we can leverage to enhance our current practices. We can collaborate with other districts, sharing our experiences and learning from the best practices that are being implemented nationwide.

I firmly believe that this opportunity with the Learning 2025 Network will significantly benefit our district, enabling us to refine our teaching strategies further, improve our educational resources and, most importantly, provide an enriched learning experience for our students.

In the coming weeks, we will organize a series of informational sessions to share more details about the Learning 2025 Network and discuss how we can make the most of this new opportunity. In the meantime, please reach out with any questions or thoughts. Additionally, you can learn more about the initiative by visiting AASA's website at: [aasa.org/learning2025](https://aasa.org/learning2025).

Thank you for your unwavering dedication to our students.

Best regards,

[Your Name]

[Your Title]

## SAMPLE EMAILS

### FOR THE BOARD OF EDUCATION, STAFF MEMBERS, PARENTS AND GUARDIANS, AND COMMUNITY STAKEHOLDERS

#### SAMPLE PARENT MESSAGE #1

**Subject:** Embracing a Brighter Future: Joining the AASA Learner-Centered Future-Driven Education Network

Dear Parents and Guardians,

I trust this message finds you and your families doing well.

Today, I am excited to share some important news about a strategic step our district is taking to enhance the educational experience of our students. We have decided to join AASA's Learning 2025 Learner-Centered Future-Driven Education Network, a groundbreaking initiative by AASA, The School Superintendents Association, dedicated to advancing public education to be more student-centered, future-oriented, equitable, and inclusive.

Joining the Learning 2025 Network aligns perfectly with our commitment to providing a high-quality, holistic education that meets the needs of every student in our district. This decision allows us to become part of a transformative national movement, working collaboratively with other districts across the country to help shape the future of public education.

As part of the Learning 2025 Network, we will gain access to a wide range of resources, receive strategic mentorship and participate in professional development opportunities that will help move our district forward. This collaborative community will enable us to learn from innovative strategies and best practices implemented by other districts nationwide and apply these insights to our context.

Our participation in the Learning 2025 Network will also allow our district to showcase and gain recognition for the daily work happening in our schools. We will be eligible to apply for the Lighthouse System and System to Watch designation, amplifying our accomplishments on a national platform.

Joining the Learning 2025 Network has the potential to significantly enhance the learning experience for our students, ensuring they are well-prepared for a rapidly evolving future. We look forward to sharing more information with you in the coming weeks about the benefits and opportunities our partnership with the Learning 2025 Network will bring. You can learn more about the initiative by visiting AASA's website at: [aasa.org/learning2025](https://aasa.org/learning2025).

Thank you for your ongoing support and partnership in ensuring the best possible education for our children.

Best regards,

[Your Name]

[Your Title]



## SAMPLE EMAILS

### FOR THE BOARD OF EDUCATION, STAFF MEMBERS, PARENTS AND GUARDIANS, AND COMMUNITY STAKEHOLDERS

#### SAMPLE PARENT MESSAGE #2

**Subject:** Paving the Way for the Future: Our District Joins the AASA Learner-Centered Future-Driven Education Network

Dear Parents and Guardians,

I hope this message finds you well.

I am pleased to inform you about an important strategic decision we have made to bolster the quality and future readiness of education in our district. We have decided to join AASA's Learning 2025 Learner-Centered Future-Driven Education Network.

The Learning 2025 Network, championed by AASA, The School Superintendents Association, aims to revolutionize public education by making it more learner-centric, equitable and attuned to future needs. This initiative resonates with our mission to provide each student with an educational experience that acknowledges their unique needs and potential while preparing them for a rapidly evolving world.

By joining the Learning 2025 Network, we will be part of a national collaborative effort to transform public education. We will gain access to innovative strategies, expert guidance, tailored resources and a wealth of professional development opportunities. This will enable us to learn from the best practices of other districts and apply this knowledge to enhance our own educational system.

Our participation in the Learning 2025 Network also allows us to share our story and gain recognition for our district's achievements. We can apply for the prestigious Lighthouse System and System to Watch designation, highlighting our efforts and successes nationally.

Our partnership with the Learning 2025 Network will significantly benefit our students by providing a more inclusive, future-focused educational experience. In the coming weeks, we will share more information about what our involvement in the Learning 2025 Network means for our district and your children's education.

Your support and partnership are critical to our success, and we thank you for your unwavering commitment to our student's education.

Best regards,

[Your Name]

[Your Title]

## SAMPLE EMAILS

### FOR THE BOARD OF EDUCATION, STAFF MEMBERS, PARENTS AND GUARDIANS, AND COMMUNITY STAKEHOLDERS

#### SAMPLE COMMUNITY MESSAGE #1

**Subject:** Advancing our Education System: Joining the AASA Learner-Centered Future-Driven Education Network

Dear [Community],

I hope this message finds you well.

I am excited to announce a pivotal step our district is taking to enhance the educational experience for our students. We have decided to join the AASA's Learner-Centered Future-Driven Education Network; a nationwide initiative focused on making public education more student-centric, future-driven, equitable and inclusive.

Our decision to join the Learning 2025 Network comes from our commitment to providing a high-quality, well-rounded education that meets the unique needs of every student in our district. The Network's vision and mission align seamlessly with our own, and by joining, we become part of a nationwide movement dedicated to shaping the future of education.

As a member of the Learning 2025 Network, we will have access to a wealth of resources, strategic mentorship and professional development opportunities. This partnership allows us to learn from innovative strategies and best practices implemented by other nationwide districts and apply these insights to enhance our own educational system.

Moreover, joining the Learning 2025 Network allows us to showcase our work nationally and seek recognition for our district's efforts. We will have the opportunity to apply for the Lighthouse System and System to Watch designation, amplifying our achievements and inspiring others in the field of education.

Our partnership with the Learning 2025 Network signifies a significant leap forward in our continuous journey toward excellence in education. This collaborative effort will significantly benefit our students, providing them with a more inclusive, future-focused learning experience.

We look forward to sharing more about our partnership with the Learning 2025 Network and its impact on our district in the coming weeks. In the meantime, we encourage any questions or thoughts you may have. You can learn more about the initiative by visiting AASA's website at: [aasa.org/learning2025](https://aasa.org/learning2025).

With your continued support and engagement, we are confident that our participation in the Learning 2025 Network will lead to a brighter future for all our students.

Thank you for your unwavering commitment to the success of our students and our district.

Best regards,

[Your Name]

[Your Title]

## SAMPLE EMAILS

### FOR THE BOARD OF EDUCATION, STAFF MEMBERS, PARENTS AND GUARDIANS, AND COMMUNITY STAKEHOLDERS

#### SAMPLE COMMUNITY MESSAGE #2

**Subject:** Fostering the Future of Education: Our District Joins the AASA Learner-Centered Future-Driven Education Network

Dear [Community],

I hope this message finds you well.

Today, I am delighted to share some important news regarding our district's ongoing commitment to enhancing the education we provide for our students. We have decided to join the AASA's Learner-Centered Future-Driven Education Network.

The Learning 2025 Network is a nationwide initiative by AASA, The School Superintendents Association, that seeks to revolutionize public education by fostering innovation, leaving no learner marginalized, inclusivity and a learner-focused approach. By becoming a member of this network, we affirm our dedication to providing an educational experience that acknowledges each student's unique potential while preparing them for the rapidly changing world.

Joining the Learning 2025 Network allows our district to collaborate with other communities across the country, sharing innovative strategies, learning from their experiences, and working together to shape the future of public education. We will have access to many resources, expert mentorship and professional development opportunities, enabling us to enhance our educational system further.

Moreover, our participation in the Learning 2025 Network gives us a platform to share our work and gain national recognition for our district's achievements. We will be eligible to apply for the prestigious Lighthouse System and System to Watch designation, amplifying the impact of our collective efforts.

We are confident that joining the Learning 2025 Network will benefit our students significantly, offering a more inclusive, future-focused educational experience. In the coming weeks, we will share more about what our involvement in the Learning 2025 Network means for our district and how it will impact our students' education. You can learn more about the initiative by visiting AASA's website at: [aasa.org/learning2025](https://aasa.org/learning2025).

Your support and partnership are essential to our success, and we thank you for your continued commitment to our students.

Best regards,

[Your Name]

[Your Title]

## SAMPLE EMAILS

### FOR THE BOARD OF EDUCATION, STAFF MEMBERS, PARENTS AND GUARDIANS, AND COMMUNITY STAKEHOLDERS

#### SAMPLE RENEWAL MESSAGE #1

**Subject:** Continuing Our Journey: Reaffirming Our Commitment to the AASA Learner-Centered Future-Driven Education Network

Dear [School District] Team,

I trust this message finds you well.

I am pleased to announce that we will renew our district's participation in the AASA's Learner-Centered Future-Driven Education Network. Over the past year, we've seen first-hand the positive impact of this transformative initiative on our district, and we are committed to continuing this important work.

The Learning 2025 Network's focus on a learner-centered, future-driven, equitable and inclusive approach to education resonates strongly with our district's mission and values. Our participation has enabled us to tap into a wealth of resources, strategic mentorship and a vibrant community of educators committed to shaping the future of public education.

As we renew our commitment, we are affirming our dedication to these ideals and seizing the opportunity to deepen our understanding and refine our implementation of the Learning 2025 principles. We are excited to continue learning from other districts nationwide, sharing our successes and challenges, and collaborating to drive systemic change.

As part of our continued participation, we will have access to even more professional development opportunities and resources. We can further amplify our work through the Learning 2025 Network's recognition platforms, including the chance to apply for the Lighthouse System and System to Watch designation.

As we move forward, our continued involvement in the Learning 2025 Network will enable us to enhance our teaching practices, improve our resources and provide a richer, more inclusive learning experience for all our students.

I look forward to sharing more details about our renewed commitment in the coming weeks and discussing how we can continue to leverage this opportunity for of our district. In the meantime, I welcome any questions or thoughts you have.

Thank you for your unwavering dedication to our students.

Best regards,

[Your Name]

[Your Title]

## SAMPLE EMAILS

### FOR THE BOARD OF EDUCATION, STAFF MEMBERS, PARENTS AND GUARDIANS, AND COMMUNITY STAKEHOLDERS

#### SAMPLE RENEWAL MESSAGE #2

**Subject:** Building a Brighter Future with the AASA Learner-Centered Future-Driven Education Network

Dear Parents and Guardians,

I hope you and your families are keeping well.

I am excited to share some significant news regarding our district's commitment to providing the best education for our students. After carefully evaluating and considering our district's long-term educational objectives, we have decided to renew our participation in the AASA's Learner-Centered Future-Driven Education Network.

The Learning 2025 Network, a nationwide initiative by AASA, The School Superintendents Association, is dedicated to transforming public education into more equitable, inclusive and learner-centric. By focusing on the future of learning, the Network ensures that we are preparing our students for the rapidly changing world.

Our experience with the Network over the past year has been immensely positive. Through our participation, we have gained access to many resources and professional development opportunities, enabling us to enhance our teaching practices and better serve our students' needs. Moreover, we have benefited from collaborating with other districts nationwide, sharing and learning from their experiences and innovative strategies.

As we renew our commitment to the Learning 2025 Network, we are excited to continue this journey toward a more inclusive, learner-centered and future-focused education. We look forward to leveraging the Network's resources and learning opportunities, continuing our collaboration with other districts and applying for recognition of our efforts through the Lighthouse System and System to Watch designation.

We understand that your support is crucial in this journey. In the coming weeks, we will hold a series of informational sessions to share more about our continued partnership with the Learning 2025 Network and answer any questions you may have.

We are confident that our continued participation in the Learning 2025 Network will further enhance the learning experience of our students and ensure that they are equipped with the skills and knowledge needed for a bright future.

Thank you for your continuous support and partnership in shaping our children's future.

Best regards,

[Your Name]

[Your Title]

## SAMPLE PRESS RELEASE

### FOR IMMEDIATE RELEASE

[Your Name]

[Your Contact Information]

[City], [State], [Date] - [School District] is proud to announce that it has joined the American Association of School Administrators (AASA) Learner-Centered Future-Driven Education Network. This initiative is a nationwide commitment to transform public education into a system that is more equitable, inclusive and focused on the whole learner.

The Learning 2025 Network is inspired by the groundbreaking report from the AASA Learning 2025 National Commission, aiming to turn the bold vision of a future-driven, learner-centered education into a reality. By joining this Network, [School District] has taken a strategic step towards ensuring every student in the district is equipped with the skills and knowledge they need for the rapidly evolving future.

“[School District]’s decision to join the Learning 2025 Network aligns seamlessly with our commitment to providing a high-quality, comprehensive education that prepares our students for the challenges and opportunities of the future,” said [Your Name, Your Title]. “We are excited to be a part of this transformative movement and look forward to the positive impact it will have on our students and community.”

As a part of the Learning 2025 Network, [School District] will have access to many resources, strategic mentorship and professional development opportunities. This collaborative community will enable us to learn from innovative strategies and best practices implemented by other districts across the nation and apply these insights to enhance our own education system.

In addition, our participation in the Learning 2025 Network provides us with a platform to share our work and gain recognition for our district’s efforts on a national stage. The decision to join the Learning 2025 Network signifies [School District]’s continuous commitment to excellence in education and its dedication to equipping our students with the skills and knowledge they need for a bright and inclusive future.

For more information about [School District]’s participation in the AASA’s Learning 2025 Network, please contact [Your Contact Information].

#### **About [School District]**

[Insert brief description of the school district, including its history, mission, number of students and any significant achievements]

#### **About AASA’s Learning 2025 Network**

The Learner-Centered Future-Driven Education Network is an initiative by AASA, The School Superintendents Association, aimed at transforming public education to be more student-centered, future-driven, equitable and inclusive.

#### **About AASA**

AASA, The School Superintendents Association, founded in 1865, is the professional organization for more than 13,000 educational leaders in the United States and throughout the world. AASA’s mission is to support and develop effective school system leaders who are dedicated to equitable access for all students to the highest quality public education. For more information, visit [www.aasa.org](http://www.aasa.org).

# SAMPLE WEBSITE CONTENT

## SAMPLE WEBSITE CONTENT #1

### [School District] Joins the AASA Learner-Centered Future-Driven Education Network

We are thrilled to announce that [School District] is now a proud member of the Learner-Centered Future-Driven Education Network, an initiative led by AASA, The School Superintendents Association. This milestone marks our commitment to providing an innovative, equitable and learner-centric education that prepares our students for a rapidly evolving future.

#### What is the Learning 2025 Network?

The Learning 2025 Network is a nationwide initiative inspired by the transformative report from the AASA Learning 2025 National Commission. It aims to revolutionize public education, making it more student-centered, future-oriented, equitable and inclusive. By joining this network, [School District] is aligning itself with a movement of nationwide districts dedicated to transforming the education landscape for the better.

#### Why Did We Join?

At [School District], we believe in providing an educational environment that addresses all aspects of a student’s development — academic, social, emotional and mental health. The Learning 2025 Network’s vision aligns seamlessly with our mission and provides us with the resources, mentorship and collaborative opportunities to enhance our educational system.

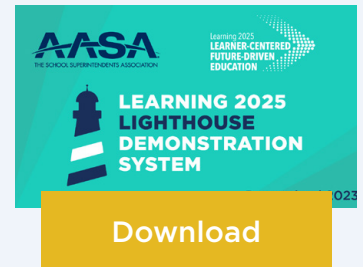
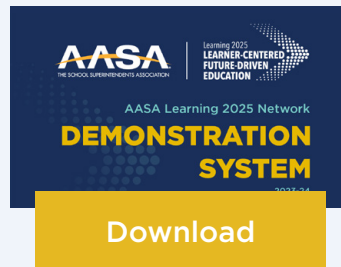
#### What Does This Mean for Our Students?

Joining the Learning 2025 Network empowers us to serve our students’ needs better. We will have access to a wealth of resources and professional development opportunities, allowing us to adopt innovative strategies and best practices from districts nationwide.

We are committed to equipping our students with the skills, knowledge and mindset necessary to thrive in the future. Join us as we shape a brighter future for all our students through the AASA’s Learner-Centered Future-Driven Education Network.



Logos included in Communications Toolkit for website use



# SAMPLE WEBSITE CONTENT

## SAMPLE WEBSITE CONTENT #2

### **Joining the Journey to the Future: [School District] Becomes Part of the AASA Learner-Centered Future-Driven Education Network**

We are excited to announce that [School District] has joined the Learner-Centered Future-Driven Education Network, a groundbreaking initiative led by AASA, The School Superintendents Association. Our involvement in this network reaffirms our commitment to creating an educational environment that is innovative, equitable, and focused on each learner's unique needs.

#### **About the Learning 2025 Network**

Inspired by the bold vision outlined in the Learning 2025 report, the Learning 2025 Network is a nationwide movement aimed at transforming public education to be more student-centric, future-oriented, equitable and inclusive. By becoming a member, [School District] is joining a collaborative community of districts across the country dedicated to shaping the future of education.

#### **Why We've Joined**

Our decision to join the Learning 2025 Network aligns with our mission to provide a well-rounded education that prepares our students for a rapidly evolving world. The network provides us with access to resources, strategic mentorship and professional development opportunities, enabling us to learn from innovative strategies and best practices nationwide.

#### **Benefits for Our Students**

Our membership in the Learning 2025 Network empowers us to enhance the educational experience of our students. It gives us the tools and support necessary to adopt innovative strategies and improve our teaching practices. Moreover, it offers us a platform to share our work and seek national recognition for our district's achievements.

Stay tuned for updates and more information about our journey with the Learning 2025 Network. We look forward to sharing our progress and celebrating our successes with you. Together, let's build a brighter future for our students through the AASA's Learner-Centered Future-Driven Education Network.



# SAMPLE WEBSITE CONTENT

## SAMPLE WEBSITE CONTENT #3

### **Stepping into the Future: [School District] Joins AASA's Learner-Centered Future-Driven Education Network**

We are delighted to share the news that [School District] is now an official member of the Learner-Centered Future-Driven Education Network. This exciting initiative, spearheaded by AASA, The School Superintendents Association, marks a significant step towards our commitment to fostering a learner-centric, equitable, and future-ready education for our students.

#### **Understanding the Learning 2025 Network**

The Learning 2025 Network is an initiative born out of the transformative insights of the Learning 2025 report. It brings together districts from across the nation in a collective mission to make public education more attuned to the unique needs of each student, fostering inclusivity and a forward-thinking approach.

#### **Why We Made This Decision**

Our decision to become part of the Learning 2025 Network stems from our dedication to offering an all-encompassing educational experience that acknowledges each student's unique potential while preparing them for a future that is rapidly changing. The network offers a wealth of resources, strategic mentorship and collaborative opportunities that will enhance our teaching practices and overall educational approach.


#### **Implications for Our Students**

Our participation in the Learning 2025 Network allows us to enhance our ability to meet the need of our students in a rapidly evolving world. It gives us access to innovative strategies and practices from districts nationwide, equipping us with the tools and knowledge to improve our educational system. Additionally, it offers an opportunity to gain national recognition for our district's efforts and achievements.

We believe that this strategic alliance with the Learning 2025 Network will significantly enhance our students' learning experience. Together, let's create a brighter and more inclusive future for our students through the AASA's Learner-Centered Future-Driven Education Network.


# SAMPLE SOCIAL MEDIA CONTENT



## LINKEDIN POST







**Your School District** ⋮

[School District] is proud to announce its membership in the Learner-Centered Future-Driven Education Network, an initiative of AASA, The School Superintendents Association. This marks our commitment to fostering an innovative and inclusive educational environment that is prepared for the future. We look forward to sharing our journey and achievements as we participate in this transformative initiative.  
#Learning2025 #FutureDrivenEducation



  50 12 comments • 5 shares


---

 Like  Comment  Share  Send

# SAMPLE SOCIAL MEDIA CONTENT

## FACEBOOK POSTS



Make sure to tag **AASA** in your posts!



**Your School District**


⋮


We're thrilled to join the **AASA's** Learner-Centered Future-Driven Education Network, a nationwide initiative committed to fostering a more inclusive, equitable and future-ready education. We can't wait to see the positive impact on our students and community!  
 #Learning2025 #FutureDrivenEducation




50


12 comments
5 shares

---


Like


Comment




Share



**Your School District**


⋮


By joining the **AASA's** Learning 2025 Network, we're aligning ourselves with a transformative vision of education. We're excited to implement innovative strategies and best practices to better serve our students' needs. Stay tuned for updates!  
 #Learning2025 #EducationForAll




50


12 comments
5 shares

---


Like


Comment




Share



**Your School District**


⋮


Exciting news! [School District] has joined the **AASA's** Learning 2025 Network, reaffirming our commitment to providing an innovative, learner-centered and equitable education. Let's shape the future of education together! #Learning2025 #InclusiveEducation




50

12 comments
5 shares

---


Like


Comment


Share

# SAMPLE SOCIAL MEDIA CONTENT

## FACEBOOK POSTS

 **Your School District** ⋮

We are proud to be part of the **AASA**'s Learning 2025 Network! This move aligns with our mission to provide a learner-centered, equitable and future-ready education that prepares our students for a rapidly evolving world. #Learning2025 #ShapingTheFuture

  50 12 comments 5 shares

---

 Like  Comment  Share

 **Your School District** ⋮

Joining the **AASA**'s Learning 2025 Network is a significant milestone for [School District]. We're excited to be part of this nationwide movement dedicated to transforming the education landscape for the better. #Learning2025 #EducationTransformed

  50 12 comments 5 shares

---

 Like  Comment  Share

# SAMPLE SOCIAL MEDIA CONTENT

## TWITTER POSTS

**Your School District**

⋮

Big news! [School District] is now part of the AASA’s Learning 2025 Network. Excited to start this new chapter in our journey towards a more inclusive and future-ready education! @AASAHQ #Learning2025 #FutureDrivenEducation

---

📊 230
💬 12
↻ 23
❤️ 55
📤

**Your School District**

⋮

We’ve joined the AASA’s Learning 2025 Network to provide a learner-centered, equitable and future-ready education. The future starts here! @AASAHQ #Learning2025 #EducationForAll

---

📊 230
💬 12
↻ 23
❤️ 55
📤

**Your School District**

⋮

Exciting times ahead for [School District]! We’ve joined the AASA’s Learning 2025 Network. Stay tuned as we shape the future of education together. @AASAHQ #Learning2025 #ShapingTheFuture

---

📊 230
💬 12
↻ 23
❤️ 55
📤

Make sure to tag @AASAHQ in your posts!

# SAMPLE SOCIAL MEDIA CONTENT

## TWITTER POSTS

 **Your School District** ⋮

We're thrilled to join the AASA's Learning 2025 Network! Looking forward to collaborating with districts nationwide to transform public education. @AASAHQ #Learning2025 #EducationTransformed

---

 230  12  23  55 

 **Your School District** ⋮

[School District] is proud to be part of the AASA's Learning 2025 Network, focusing on creating an equitable, inclusive and future-ready education for all our students. @AASAHQ #Learning2025 #InclusiveEducation

---

 230  12  23  55 

# SAMPLE SOCIAL MEDIA CONTENT

## INSTAGRAM POSTS

**Your School District**

Big news! [School District] has joined the AASA's Learning 2025 Network. We're now part of a nationwide initiative to transform public education into a more inclusive, equitable and future-ready system. Stay tuned for updates! [@AASAHQ](#) #Learning2025 #FutureDrivenEducation


**Your School District**

Exciting times ahead for [School District]! We've joined the AASA's Learning 2025 Network and can't wait to start this new chapter. Let's shape the future of education together! [@AASAHQ](#) #Learning2025 #EducationForAll


Make sure to tag [@AASAHQ](#) in your posts!





# SAMPLE SOCIAL MEDIA CONTENT


## INSTAGRAM POSTS

 **Your School District** ⋮


We're thrilled to be part of the AASA's Learning 2025 Network! We're committed to creating a more inclusive, equitable and future-ready education for our students. Follow our journey as we transform public education. [@AASAHQ](#) #Learning2025 #ShapingTheFuture







 **Your School District** ⋮

Join us in our exciting journey with the AASA's Learning 2025 Network. We're committed to providing an innovative, learner-centered and equitable education for our students. The future starts here! [@AASAHQ](#) #Learning2025 #EducationTransformed

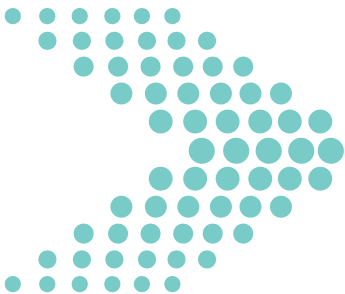




# SAMPLE SOCIAL MEDIA CONTENT

## INSTAGRAM POSTS



Customizable Lighthouse System social templates, insert your logo and area of recognition



[View Template](#)



[View Template](#)

Customizable Demonstration System social templates, insert your logo



[View Template](#)



[View Template](#)

## COMMUNITY SUPPORT LETTER

### Strengthening Our Future Together: A Call to the Business Community and Potential Funders

Dear [Business Community Member/Potential Funder],

In a rapidly evolving world, education is the cornerstone that prepares our next generation for the challenges and opportunities of the future. Our district has always believed in the transformative power of education, not just for individual students but for our community at large.

We are excited to share that we have embarked on an ambitious journey to redefine the future of education through our participation in the “Learning 2025: Learner-Centered, Future-Focused Education Network.” This initiative promotes a comprehensive, forward-thinking approach to education, ensuring our students are not only prepared academically but are also resilient, innovative, and adept at navigating the complexities of our modern world.

However, for this vision to fully come to fruition, we need more than just passion and a plan — we need partners. Partners who understand that investing in education today lays the groundwork for a prosperous, vibrant community tomorrow.

We are contacting you, members of our business community and potential funders, to join hands with us in this transformative journey. Your support could come in various forms:

**Financial Contributions:** Help us access cutting-edge resources, tools, and training to ensure our students receive a world-class education.

**Mentorship Programs:** Leverage your industry expertise to guide and inspire our students, showing them the real-world applications of their learning.

**Internships & Job Training:** Offer practical experiences that could shape a student’s career and life.

**Workshops & Guest Lectures:** Share insights from your field, instilling a sense of curiosity and understanding of the wider world in our learners.

In return, not only will you be contributing to the success of our next generation, but you’ll also be helping to cultivate a local talent pool that could be the future of your industry. Together, we can ensure our students are ready for the challenges of the 21st century and ensure our community remains prosperous and vibrant for years to come.

Let’s join forces to shape a brighter future, one student at a time. We are eager to discuss how we can collaborate in ways that align with your organizational goals and values. Please feel free to contact us directly to explore this exciting opportunity further.

Thank you for considering this partnership and for your unwavering commitment to the betterment of our community.

Warm regards,

[Your Name]

[Your Title]

# SAMPLE PRESENTATIONS

## ABOUT AASA PRESENTATION

Download

### AASA, The School Superintendents Association

National Advocacy. Regional Collaboration. District Outcome. Community Impact.

**AASA**  
THE SCHOOL SUPERINTENDENTS ASSOCIATION

@AASAHQ | aasa.org

### National Advocacy

The leading voice for public education and district leadership on Capitol Hill.

AASA's advocacy is driven by a commitment to ensure that the voice of the nation's public school superintendents informs federal policy decisions.

It's everything AASA Advocacy, in your pocket.

Download AASA's Advocacy App




### Mission

AASA advocates for equitable access for all students to the highest quality public education and develops and supports school system leaders.

13,000 School Districts

50 Million Students Served

10,000+ Members

**AASA**  
THE SCHOOL SUPERINTENDENTS ASSOCIATION

### Premier Professional Learning

AASA Leadership Network

**THE AASA LEADERSHIP NETWORK**

aasa.org/professional-learning



### AASA Membership & Benefits

Members access...

- Legal Support Program
- Federal Advocacy & Representation
- Subscription to AASA's award-winning *School Administrator Magazine*
- Member-Only Discounts on Conferences and Professional Learning Programs
- Invaluable Networking Opportunities
- Access to Exclusive Reports, Studies and Resources

60%	Superintendents/Int Superintendents
13%	Assistant Superintendents
7%	Central Office Directors
3%	Principal/Assistant Principals

The remaining 17% is comprised of professors, teachers, student counselors and retirees.

**AASA**  
THE SCHOOL SUPERINTENDENTS ASSOCIATION

### AASA Leadership Network

THE AASA LEADERSHIP NETWORK

To ensure each child has access to equitable, rigorous, and relevant educational opportunities, AASA's Leadership Network is committed to supporting a pipeline of diverse school superintendents and educational leaders as they refine the knowledge, skills, and dispositions for highly effective leadership.



### Membership Impact



**AASA**  
THE SCHOOL SUPERINTENDENTS ASSOCIATION

### Aspiring Academies

AASA's Aspiring Superintendents Academy® programs are highly interactive, year-long programs that equip participants with the real-world skills needed to lead high-performing teams and system transformation.

AASA offers a variety of different aspiring programs based on individual needs:

- The Aspiring Superintendents Academy®
- The Aspiring Superintendents Academy® for Female Leaders
- The Aspiring Superintendents Academy® for Latino/a Leaders
- The Urban Superintendents Academy with Howard University and the University of Southern California



Visit: [aasa.org/aspiring](http://aasa.org/aspiring)

# SAMPLE PRESENTATIONS

## ABOUT AASA PRESENTATION

Download

### AASA National Superintendent Certification Program®

An in-depth curriculum, dynamic in-person and virtual sessions, one-on-one mentoring, Capstone Project, and long-term professional networks. This program delivers the comprehensive leadership development all superintendents need.

**Covering key topics:**

- Ethics and Professional Norms for Superintendents Serving Students of Today and Tomorrow
- Promoting Equity and Cultural Responsiveness: Building a Shared Vision of Student Achievement and Well Being
- A Vision for Educational Leadership
- Superintendent and Board Relations, Policies, and Procedures
- The Superintendent and the District's Communication Plan
- *And a lot more!*



Visit: [aasa.org/certification](http://aasa.org/certification)

### Resources, Tools & Initiatives

Timely, relevant & actionable resources to support you and your district.

Visit: [aasa.org/resources](http://aasa.org/resources)

### Cohorts and Consortia

Collaborative professional learning on important topic areas, designed to deepen mindshare attuned to the discreet issues superintendents and educators face and drive improvement in districts across the country.

- Advancing Rural Education Cohort
- Mental Health Cohort
- Early Learning Cohort
- Innovative Districts Empowering All Learners (IDEAL) Cohort
- Redefining Ready! Cohort
- Social and Emotional Learning Cohort
- National Women's Leadership Consortium
- *And many more!*



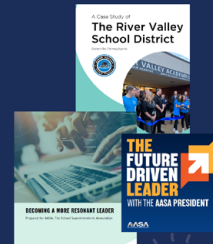
Visit: [aasa.org/cohorts](http://aasa.org/cohorts)

Participants also experience district site visits and in-person summits!

### Actionable Resources

- Toolkits
- Case Studies
- Reports
- Articles
- Podcasts
- Superintendent Salary & Benefits Study
- *and more!*

- On Topics Like:
- Board Relations
  - Budget & Finance
  - Leadership Development
  - Early Learning
  - Curriculum & Assessment
  - *and more!*



Visit: [aasa.org/resources](http://aasa.org/resources)

### Leadership Academies

On-the-job training, skill-building and personal growth opportunities for sitting superintendents and other educational leaders.

- **National Principal Supervisor Academy** in partnership with the Center for Educational Leadership at the University of Washington
- **Leadership Academy for Black Educators**
- **National Instructional Leader Academy** in partnership with AVID
- **National Aspiring Principals Academy** in partnership with NAESP and NAASSP



Visit: [aasa.org/academies](http://aasa.org/academies)

### School Administrator Magazine

AASA's award-winning magazine provides big-picture perspectives on a broad range of issues in school system leadership and resources to support the effective operation of schools nationwide.

Available online & in print.

Visit: [aasa.org/SA](http://aasa.org/SA)



### Webinars

Timely topics for educational leaders, live or on-demand.

- AI and Technology
- School Safety
- Federal Funding & Policy Updates
- Cybersecurity
- Mental Health

and more!



Visit: [aasa.org/webinars](http://aasa.org/webinars)

### Initiatives & Projects

- Engage Every Student initiative to support summer and out-of-school time learning
- The District Comprehensive Approach with The Jed Foundation
- Evidence-based early childhood solutions partnership with Age of Learning
- Coordinated School Health
- Alternative School Breakfast
- School Discipline Reform
- *And more!*





# SAMPLE PRESENTATIONS




## ABOUT LEARNING 2025 PRESENTATION

[Download](#)

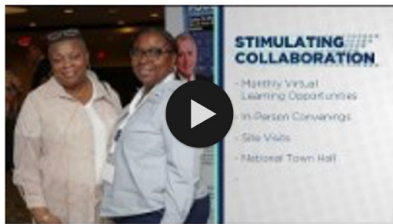


### AN EMPHASIS ON OUR DISTRICT'S FUTURE

We will be matched with an experienced consultant to assist us on our future-driven path, serving as both a guide and support partner to collaborate with our team. We will:

-  **PARTNER WITH A STRATEGIC MENTOR**  
Demonstration Systems receive 6 days/48 hours of strategic mentoring support. This includes tailored resources, guidance on change management and support in aligning our district's strategic plan with Learning 2025 principles.
-  **RECEIVE CUSTOMIZED GUIDANCE AND CONSULTING**  
Network members gain access to experienced mentors and consultants who can offer valuable insights and help us navigate the complexities of educational system transformation.
-  **ACCESS ADDITIONAL PERSONALIZED SUPPORT AND RESOURCES**  
Tailored to our district's unique needs, we'll have access to carefully curated case studies, research, videos, toolkits and other immediately implementable resources.

### FORWARD TO THE FUTURE WITH LEARNING 2025



### AN EXCLUSIVE ALL-ACCESS PASS TO NETWORK-ONLY BENEFITS

Through AASA's strategic partnerships and national reach, we will:

-  **LEVERAGE EXCLUSIVE OPPORTUNITIES, DISCOUNTS, AND ADDITIONAL SERVICES**  
Participate in networked meetings, town halls, and regional convenings. Enjoy exclusive discounted rates for events and access additional services and support from AASA and strategic partners.
-  **ACCESS STRATEGIC PARTNERS**  
Leverage access to world-renown organizations such as Arizona State University and the Next Education Workforce Initiative, where we'll be on the cutting-edge developing practices to attract and retain the educators to lead us into the second half of this century.






### AN OPPORTUNITY TO AMPLIFY AND SHARE OUR DISTRICT'S STORY

Through strategic storytelling and utilizing local, regional, and national digital and traditional media channels, AASA will support us in sharing our district's story:

-  **GARNER RECOGNITION AND PUBLICITY**  
Our district's efforts and accomplishments will be featured in various social and traditional media outlets and publications, enhancing our district's reputation and inspiring others in the field.
-  **EARN RECOGNITION POSSIBILITIES**  
Through Lighthouse System Designation and Systems to Watch Designation, Network members can apply for this national recognition. Network member stories will be shared across the country.

### A FOCUS ON FUTURE-DRIVEN LEADERSHIP

Through monthly meetings, regional and national summits, and in-depth discussions on areas of tailored to our interests and needs, we will:

-  **JOIN AN AASA COHORT**  
Network members can join one AASA Cohort, attend all AASA Cohort Summits, and can join an additional cohort at a reduced participation fee.
-  **PARTICIPATE IN AASA SITE VISITS/CONVENINGS**  
Network members can attend optional demonstration system visits; attend the AASA Learning 2025 Network Winter Convening before the National Conference on Education; attend superintendent pre-conference to May Town Hall; and receive a reduced registration rate to the Model Schools Conference.
-  **CREATE MEANINGFUL CONNECTIONS WITH COLLEAGUES**  
Network members will leverage existing and new relationships through virtual convenings, the professional learning network, and role-alike communities of practice.

### REGIONAL NETWORK INNOVATION HUBS

The AASA Learning 2025 Network has worked with groups from five states to create regional hubs which make up over 100 districts within the network. These Regional Network Innovations Hubs consist of participating school districts who strengthen their innovation by collaborating among their systems to leverage collective knowledge and expertise to move public education forward in their region.



## SAMPLE PROGRESS REPORT UPDATE

**Subject:** [School District] Learning 2025 Network Progress Report

Dear [Community],

I am excited to share our progress as members of the AASA Learner-Centered Future-Driven Education Network. This partnership represents our commitment to providing a student-centered, equitable and future-ready education for all students in our district.

In the past [time period], we have undertaken several initiatives and gained substantial insights through our involvement with the Learning 2025 Network. Here's an update on what we've achieved:

**Strategic Mentorship:**

Our partnership with the Learning 2025 Network has provided us with [Number of Hours] of strategic mentorship. These mentorship sessions have offered guidance on [topics discussed], helping us to implement innovative strategies and improve our educational practices.

**Professional Development Opportunities:**

Through the Learning 2025 Network, we have participated in [Number of Activities/Events] professional development activities/events. These opportunities have provided us with insights into [specific learning], helping us better serve our students' needs.

**Resources and Tools:**

Our membership in the Learning 2025 Network has given us access to a wealth of resources and tools. These include [specific resources and tools] that have enhanced our teaching practices and overall educational approach.

**Collaborative Opportunities:**

We've had the chance to collaborate with [Number of Other Districts] other districts nationwide. This experience has allowed us to learn from other educational systems and share our best practices.

**Recognition and Publicity:**

Through the Learning 2025 Network, we have shared our work and achievements on a national platform. Specifically, we have [provide details on any recognition or publicity your district has received].

**Looking Ahead:**

As we continue our journey with the Learning 2025 Network, we are eager to implement further the insights and strategies we've gained from this partnership. In the coming [time period], we aim to [describe any upcoming plans or goals].

We believe that our ongoing involvement with the Learning 2025 Network is vital to our mission of providing a student-centric, equitable and future-ready education. Your continued support is invaluable to our success. Thank you for being part of this journey toward a brighter future for our students.

Best regards,

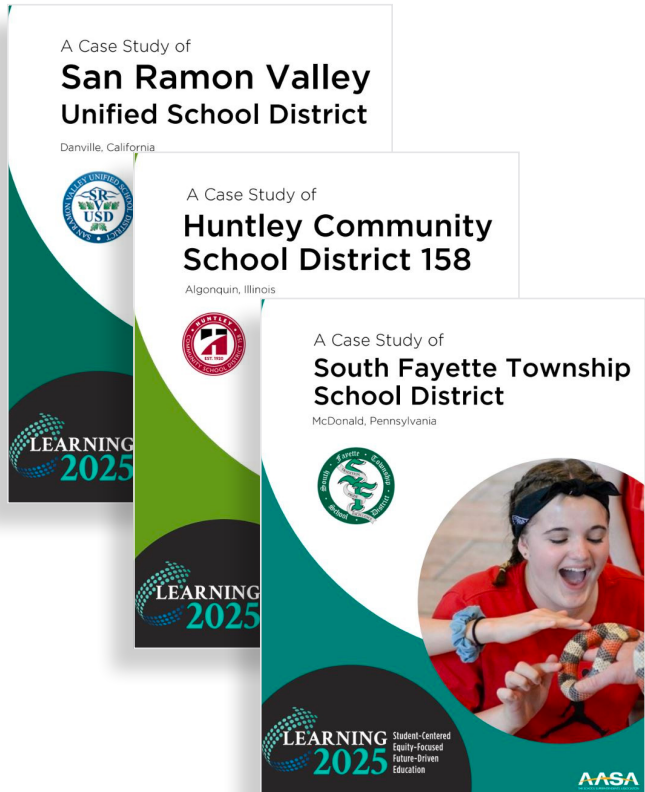
[Your Name]

[Your Title]

## ADDITIONAL RESOURCES & STAFF

TO SUPPORT YOUR JOURNEY

### CASE STUDIES, ARTICLES & VIGNETTES

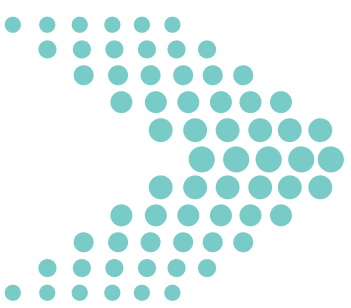


[View Online](#)

### VIDEO SPOTLIGHTS



[View Online](#)



**STAFF CONTACT**



**M. Ann Levett**  
 Assistant Executive Director, Leadership Network,  
 AASA, The School Superintendents Association  
[alevett@aasa.org](mailto:alevett@aasa.org)

# UPCOMING EVENTS

## L25 EVENTS & CONVENINGS



AASA Learning 2025 Demonstration Systems have opportunities to connect and learn with and from other systems throughout the year during in-person events and convenings.

### 2023-24 Learning 2025 In-Person Events Calendar:

Registration for the following events are available at no cost to AASA Learning 2025 Demonstration Systems. Travel and accommodations expenses are not included.

Date	Location	Event Type	Theme
October 16, 2023	Mansfield Independent School District, Texas	Summit	Redefining Ready!
November 15-17, 2023	Cajon Valley Union School District, California	Site Visit	World of Work
November 28-29, 2023	Mesa, Arizona (hosted by Arizona State University) (up to 4 registrations included)	Site Visits	Next Education Workforce: Models in Action
February 14, 2023 (prior to AASA's National Conference on Education)	San Diego, California	Convening	AASA Learning 2025 Winter Convening
March 6-8, 2024	Gwinnett County, Georgia	Site Visit	Strategic Planning
April 17-18, 2024	San Ramon Valley Unified School District, California	Summit	Social Emotional Learning & Mental Health
April 25-27, 2024			Family
May 7-9, 2024			art

[View Online](#)

## REGIONAL EVENTS

Please use this space to add your regional events

## L25 MONTHLY VIRTUAL LEARNING SERIES

### 2023-24 Monthly Virtual Learning Series Calendar:

Date	Topic(s)	Featured Speakers & Program Details
August 14, 2023	Mental Health & Social Emotional Learning	We will be joined by Academy Award winner <b>Goddie Hawk</b> , who is renowned for her storied acting career but for decades has also dedicated her energies to promoting children's mental health. <b>MINDUP</b> the program she champions, is designed to give schools, communities, and families a framework for helping kids cultivate "the mental fitness necessary to thrive in school and throughout their lives".  Goddie will discuss the importance of mental health supports in school systems and, together with Tony Sanders, Illinois State Superintendent, will give specific examples of what's working in districts across the country.
September 7, 2023	Preparing Students for Their Futures	<b>National Thought Leader:</b> Jean-Claude Bizard, CEO of Digital Promise <b>Lighthouse Spotlight:</b> Michelle Miller, superintendent, South Fayette Township School District (Pa.)
October 5, 2023	Future-Ready Strategies  Lighthouse Spotlight: Academic Success, Real World Experiences	<b>Thought Leaders:</b> <ul style="list-style-type: none"> <li>• Sheri Carlini, Superintendent, Baldwin Union Free School District (N.Y.)</li> <li>• Philip Marcell, Superintendent, River Valley School District (Pa.)</li> </ul> <b>Discussion Leader:</b> Kim Carlini, Mansfield School District (Texas)
November 2, 2023	Generative AI  Lighthouse Spotlight: Unwavering Commitment to Opportunity for All	<b>Thought Leader:</b> Giovanni R. Pralino, Superintendent, Franklin Regional School District (Pa.)  <b>Discussion Leaders:</b> <ul style="list-style-type: none"> <li>• Nick Polyak, Superintendent, Leyden High School District 212 (Ill.)</li> <li>• Mike Luebke, Superintendent, North Shore District (Ill.)</li> </ul>
December 7, 2023	Remake Learning  Lighthouse Spotlight: Personalized Learning Through Systemic Redesign	<b>Thought Leaders:</b> <ul style="list-style-type: none"> <li>• Gregg Bair, Grable Foundation</li> <li>• Tyler Samstag, Remake Learning</li> </ul> <b>Lighthouse Spotlight:</b> Laura Jacob, Superintendent, California Area School District  <b>Discussion Leader:</b> Ken Wallace, Superintendent, Maine Township (Ill.)
January 4, 2024		endent,  Health partment of District

[View Online](#)



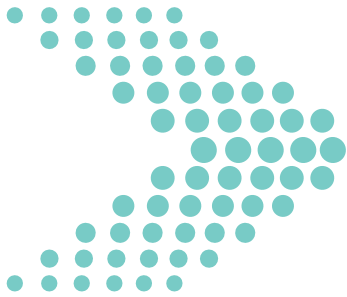
## SHARE YOUR STORY WITH US

### SHARE YOUR SUCCESS WITH AASA

We recognize the immense dedication and hard work you're putting into transforming your students' educational experience. Your achievements serve your district and can inspire countless others in the Learning 2025: Learner-Centered, Future-Driven Education Network.

We encourage you to share your success stories with AASA.

Your stories can motivate, guide and spark innovation across our vast network. By sharing, you contribute to a collective knowledge base, reinforcing the strength and unity of our mission.



**Reach out to us, and let's celebrate and share your accomplishments together.**

**Email [learning2025@aasa.org](mailto:learning2025@aasa.org)**



**JOIN AASA AND COLLEAGUES AS WE ACTIVELY SHAPE THE FUTURE OF PUBLIC EDUCATION.**

Learn more at [aasa.org/learning2025](https://aasa.org/learning2025)

Questions? Reach out to Mort Sherman at [msherman@aasa.org](mailto:msherman@aasa.org)