



REDESIGN COMMUNICATIONS BRIEF

Providence Public School District

ORGANIZATION

Providence Public Schools Redesign Team

TARGET AUDIENCE

PRIMARY

Students
Families
Teachers
Administrators
School Staff

SECONDARY

Community Partners
Elected Officials
Media Outlets

TERTIARY

Potential new families moving to Providence

KEY AUDIENCE INSIGHTS

- Providence Public School District (PPSD) plans to redesign
- This plan should primarily spark interest among school
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REDESIGN TEAMS

CAMPAIGN OBJECTIVES

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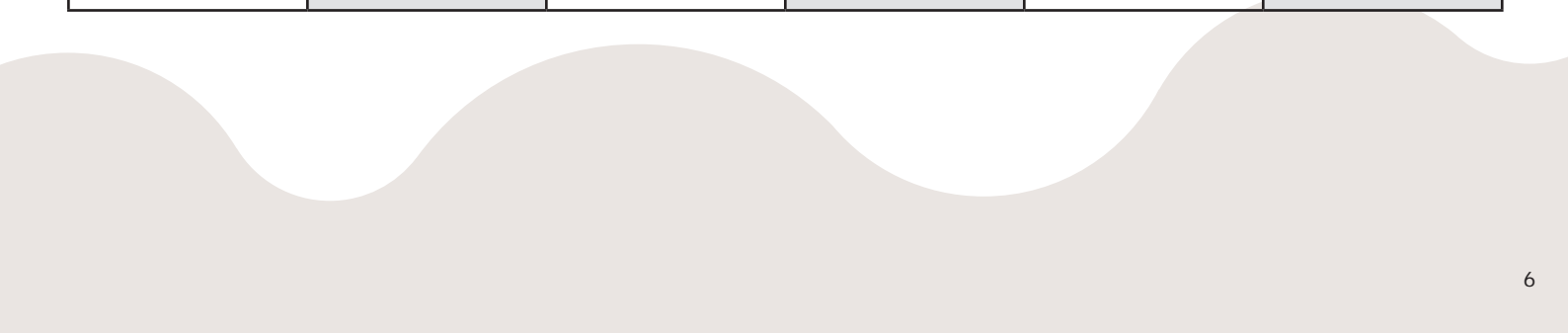
PHASE 2: MOVING FORWARD INTO 2023-24 SCHOOL YEAR (TENTATIVE TIMELINE)

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	(STEAM)		Visual and		An early college model school concurrent enrollment
	supports				





PHASE 3.2: DISTRICT LEVEL SUPPORTS FOR SCHOOL-LED ENGAGEMENT 2023-24 SCHOOL YEAR:

