



**GOVERNING BOARD AGENDA ITEM
AMPHITHEATER UNIFIED SCHOOL DISTRICT NO. 10**

DATE OF MEETING: **November 14, 2017**

TITLE: **Recognition of PRSA Southern Arizona IMPACT Award**

BACKGROUND:

Amphitheater Public Schools recently received a 2017 IMPACT Award, which recognizes excellence in public relations, from the Public Relations Society (PRSA) of Southern Arizona. The district was honored in the category of Community Relations for the 2016-17 “Discover Amphi” Tours. Award entries were judged by a panel of PR and communications professionals from the PRSA San Antonio chapter.

Following a successful \$58 million bond election in November 2016, the district organized a series of three “Discover Amphi” tours as a way for voters to get a first-hand look inside our schools. The tours served as a way to help strengthen the connection to the Amphi community and demonstrate how the community’s support (and taxpayer dollars) directly impacts our schools. The tours also provided an opportunity to educate the community and raise awareness of the terrific programs and high-quality education experiences offered throughout the district.

RECOMMENDATION:

This is presented for the Board’s information and recognition.

INITIATED BY:

Amy Sharpe, Director of Community Relations

Date: November 7, 2017

Todd A. Jaeger, J.D., Superintendent
