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ARIZONA ASSOCIATION OF LATINO
ADMINISTRATORS AND SUPERINTENDENTS

NEWSLETTER

October 2025

ASPRA

CELEBRATING THE ARIZONA SCHOOL
PUBLIC RELATIONS ASSOCIATION





Message from the **Executive Director**

The Arizona Association of Latino Administrators and Superintendents (AZALAS) is dedicating our October newsletter to introducing our members and sponsors to the Arizona School of Public Relations Association (ASPRA). AZALAS is excited to share information about this amazing association and some of its members! AZALAS is honored to partner with ASPRA to strengthen our shared mission of celebrating educational excellence and equity across Arizona. Together, we'll shine a brighter light on the incredible work happening in our schools, elevate the voices of Latino leaders, and highlight the stories that inspire our students and communities every day. This partnership is all about connection, collaboration, and creating opportunities to tell the stories that matter most. We are stronger together.

Dr. Marvene Lobato

“
Strong partnerships in education are the bridges that connect resources, ideas, and people to transform schools and communities.
- Dr. Thelma Meléndez de Santa Ana
”

ASPRA OVERVIEW



Rita Ann Ezzai

Director of Public Relations & Community Engagement, Florence Unified School District
President of the Arizona School Public Relations Association (ASPRA)

As we wrap up the month of October, I'm reminded of the incredible power of collaboration. One of the best examples of this is the strong partnership between the Arizona Association of Latino Administrators and Superintendents (AZALAS) and the Arizona School Public Relations Association (ASPRA).

Both organizations share a commitment to elevating voices, amplifying stories, and creating connections that reflect the strength and diversity of Arizona's schools. This year, ASPRA is proud to lead the marketing and communications efforts for the 2025 AZALAS Conference, working alongside inspiring AZALAS leaders to showcase stories of leadership, equity, and community impact.

On behalf of ASPRA's Executive Board and members statewide, I want to thank AZALAS for their continued partnership and trust. Together, we're proving that when public relations and leadership unite, powerful storytelling follows.

With appreciation,

Rita Ann Ezzai

ASDRA

A portrait of Ramiro Alvarez, a man with dark hair, a mustache, and a goatee, smiling. He is wearing a white collared shirt and a grey blazer. A small green and yellow pin with the letter 'P' is on his lapel. The background is blue with large, semi-transparent circles.

RAMIRO ALVAREZ

Public Information Officer
Pendergast Elementary School District



What motivated you to collaborate with AZALAS, and how does this partnership reflect your work as a communicator and leader?

Throughout my years in education, I had witnessed from afar the incredible impact AZALAS was making and often heard from colleagues about the strong support they received from the organization. That inspired me to attend my first AZALAS Conference, and after just one experience, I instantly felt connected to the AZALAS Familia. Since then, I've been fully committed to supporting AZALAS and its mission. As a communicator and leader, I see this partnership as an opportunity to amplify the stories of Latino leaders, strengthen community connections, and be part of the transformative work taking place across our state.

How has ASPRA helped elevate the visibility of the AZALAS Conference? What has been most rewarding about working together to promote this year's event and its message?

I've had the privilege of co-leading the AZALAS Conference Marketing Committee for the past three years, supporting efforts to elevate the visibility and experience of the conference. With the help of my colleagues in ASPRA, we've been able to help enhance AZALAS's brand presence, storytelling, and outreach across multiple platforms.

What's been most rewarding about this year's work, and the theme of "Honoring Our Roots"—is that we've found meaningful ways to celebrate the AZALAS Familia's legacy while also taking things to new heights. This year's conference committee has worked tirelessly, and we can't wait to share this year's celebration with everyone on November 2nd.

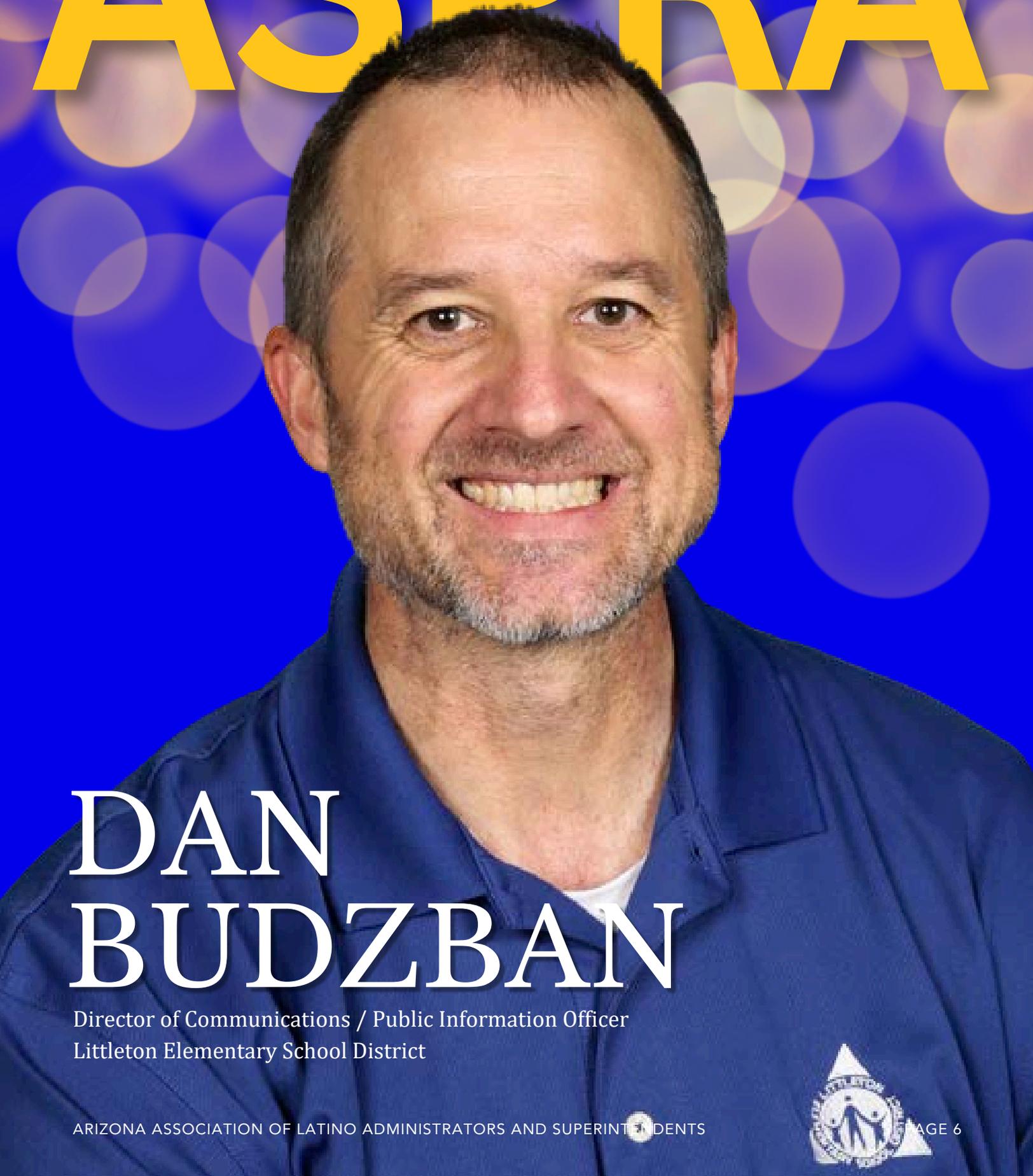
Why is effective communication essential to advancing equity and leadership in education? How does ASPRA's work amplify Latino voices and strengthen community trust?

Effective communication builds trust, transparency, and connection with our stakeholders, which directly impacts the overall health, culture, and equity of our schools and districts. ASPRA has played a key role in opening doors for many Hispanic and Latino leaders, providing them with the tools and confidence to elevate their voices and share their stories. By highlighting diverse perspectives and promoting authentic engagement, ASPRA helps strengthen community trust and ensures that every voice, especially those historically underrepresented, is heard and valued.

What advice would you share with others interested in joining ASPRA or supporting AZALAS? How can they use their skills to help elevate storytelling and leadership in our schools?

To anyone considering joining ASPRA or AZALAS, my advice is simple: What are you waiting for? Both organizations share a deep commitment to equity, leadership, and student success. You don't have to choose one over the other, they complement each other beautifully. Each organization offers unique opportunities for professional growth, storytelling, and leadership development, all focused on empowering educators and improving outcomes for students. Get involved, bring your skills to the table, and be part of the incredible work we're accomplishing, TOGETHER.

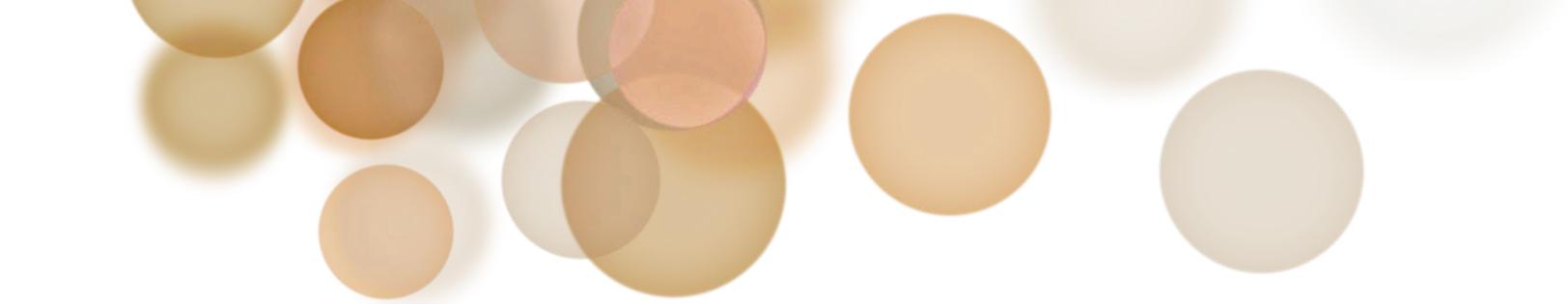
ASDRA



DAN BUDZBAN

Director of Communications / Public Information Officer
Littleton Elementary School District





What motivated you to collaborate with AZALAS, and how does this partnership reflect your work as a communicator and leader?

Because of the time, support and commitment AZALAS dedicates to our school communities, it made collaborating with AZALAS an easy choice. As a former educator and current school communicator, I value the impact each one of us has on each child's education and understand that the growth and success of education isn't based on the work of one, but the contributions of many. So by taking this opportunity to work with this great organization, I feel like I'm helping to foster that growth and success we all value!

How has ASPRA helped elevate the visibility of the AZALAS Conference? What has been most rewarding about working together to promote this year's event and its message?

ASPRA's goal is to help elevate education through communicating each educational community's unique story and the partners that support us. The AZALAS Conference is a reflection of our community and by showcasing the efforts of AZALAS we are helping to shine a light on those positive efforts happening within. The most rewarding part is having the opportunity to work together with other ASPRA colleagues to continue to forge relationships and grow our communication community.

Why is effective communication essential to advancing equity and leadership in education? How does ASPRA's work amplify Latino voices and strengthen community trust?

Being an effective communicator, as a person or an organization, provides the communities and the world around us to have a clearer understanding of what is needed and how it impacts others in a positive light. It also provides a stronger level of trust that is needed to advance equity and leadership in education. ASPRA's work has amplified Latino voices by finding valuable ways to engage families and community members to also have a voice in the educational community. This could be through forums, surveys or community events. When you elevate any voice, you empower that group or individual to believe that they matter and create even more ownership and trust within community decisions.

What advice would you share with others interested in joining ASPRA or supporting AZALAS? How can they use their skills to help elevate storytelling and leadership in our schools?

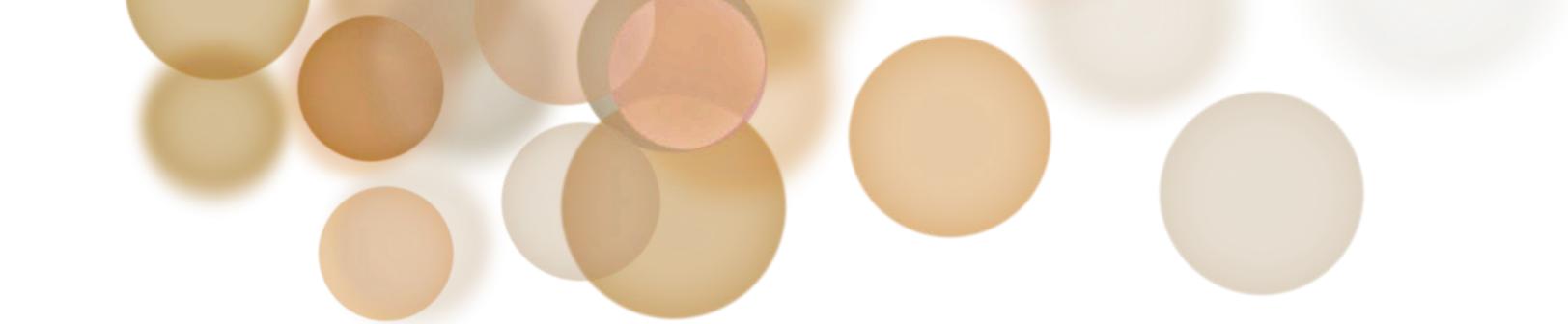
As the educational community continues to evolve, my advice is that it will be even more important for everyone within our communities to get involved in effectively communicating the needs of our communities and the value of public education. Joining ASPRA or supporting AZALAS are two great avenues to accomplish this. As we all know, everyone has a story, and each story provides valuable insight into the importance of a strong educational system. It's important to find ways to tell those stories as they can directly impact the future of the current children in our classrooms and those that have yet to start. If stories are left untold, they become lost treasures that could have unlocked the doors to future possibilities.

ASCORA

A close-up portrait of Karla Escamilla, a woman with curly brown hair, smiling warmly. She is wearing a dark top with a red floral pattern and a thin necklace. The background is a vibrant blue with soft, out-of-focus bokeh circles in shades of purple and white.

KARLA ESCAMILLA

Director Communications & Media Relations
Tucson Unified School District



What motivated you to collaborate with AZALAS, and how does this partnership reflect your work as a communicator and leader?

My motivation to join the AZALAS annual conference marketing committee is driven by the vital need to recognize exceptional educational leadership in Arizona. By supporting the conference's marketing and communication efforts, I aim to shine a spotlight on the innovative administrators and superintendents who are already doing incredible work for our students and communities.

How has ASPRA helped elevate the visibility of the AZALAS Conference? What has been most rewarding about working together to promote this year's event and its message?

ASPRA was instrumental in elevating the visibility of the AZALAS Conference by contributing a professional, strategic marketing approach. Our shared talents in storytelling, design, video production, and integrated digital marketing allowed us to raise the event's promotion to a new level. This effort strengthened the conference's reach across the state and highlighted AZALAS's core message: celebrating and supporting Arizona's exceptional educational leaders.

Why is effective communication essential to advancing equity and leadership in education? How does ASPRA's work amplify Latino voices and strengthen community trust?

Effective communication helps transmit information without barriers but is also the core foundation of trust and inclusion. ASPRA supports professional development and connects school professionals to help break down barriers and to build credibility within the Latino community.

What advice would you share with others interested in joining ASPRA or supporting AZALAS? How can they use their skills to help elevate storytelling and leadership in our schools?

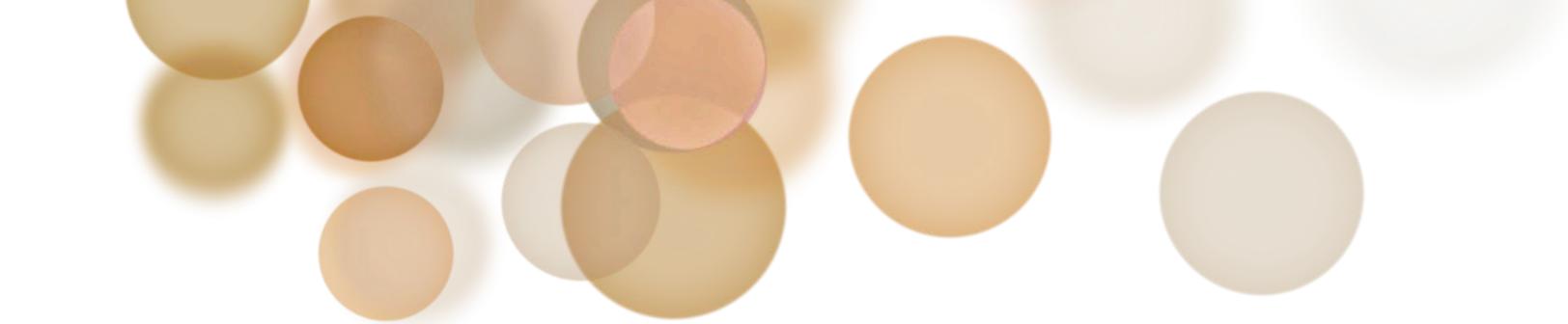
My advice is simple: Don't hesitate, because your talents will enhance the efforts of these vital organizations. Both ASPRA and AZALAS provide deep, rich networks. By volunteering, you're not just giving your time; you also have access to professional development. You learn from ASPRA colleagues while gaining an understanding of the leadership challenges by AZALAS.

ASDRA

A portrait of Victor Hugo Rodriguez, a man with dark hair, smiling, wearing a grey suit jacket, a white shirt, and a red and white striped tie. The background is blue with bokeh light effects.

VICTOR HUGO RODRIGUEZ

Executive Director of Public Relations
Cartwright Elementary School District



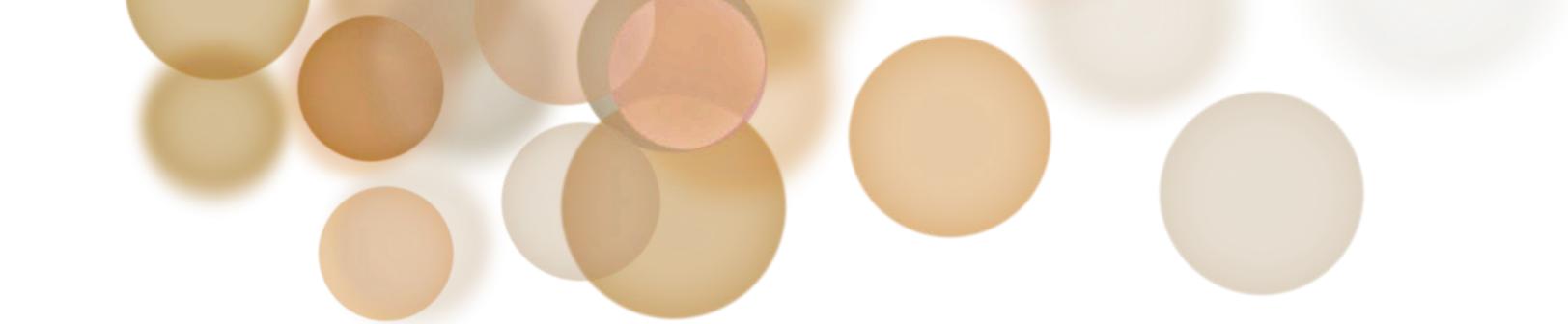
What motivated you to collaborate with AZALAS, and how does this partnership reflect your work as a communicator and leader?

My decision to collaborate with the Arizona Association of Latino Administrators and Superintendents (AZALAS) is deeply personal for me. It takes me back to my youth in South Central Los Angeles. Education was my escape from a really tough environment, full of crime and poverty. All I wanted was someone to believe in me, to give me hope and show me there was a brighter future out there.

Growing up, I faced so many challenges. I came to the U.S. from Mexico as a young man, and we landed in one of LA's biggest public housing projects, a truly difficult place with a lot of poverty and gangs. Being the first in my family to even think about college felt huge, and honestly, chasing my dream of becoming a journalist often seemed impossible. Then, everything changed. I met Maryhelen Campa during an internship, and she saw something in me. She really pushed me to apply for El Noticiero 2001, a super competitive student project with the National Association of Hispanic Journalists (NAHJ). Being one of just 13 students chosen nationwide was a massive turning point. That moment kick-started my amazing journey in journalism, leading me to become a two-time Emmy-Award winner! I owe so much to mentors like Maria Garcia, Robert Yañez, and of course, Maryhelen Campa. They believed in me when it truly mattered most. AZALAS, to me, represents exactly what NAHJ did for my career.

This partnership between ASPRA and AZALAS aligns perfectly with my goal of addressing imposter syndrome, a common experience among first-generation Latinos. As a leader, it's crucial for me to really understand our community, especially the parents who trust us with their children's education. Through storytelling, my team in the Public Relations Department at Cartwright School District highlights the incredible teachers and staff who shape our students' lives. We're honoring their contributions and also inspiring others to step up into leadership roles.

Under the fantastic guidance of Executive Director Dr. Marvene Lobato, AZALAS builds a supportive community that's all about advocacy and developing leaders. They really tailor it to the unique challenges Latino education professionals face. With this collaboration, I really hope to continue to lift others up in our community, helping them build the confidence they need to achieve their own dreams.



How has ASPRA helped elevate the visibility of the AZALAS Conference? What has been most rewarding about working together to promote this year’s event and its message?

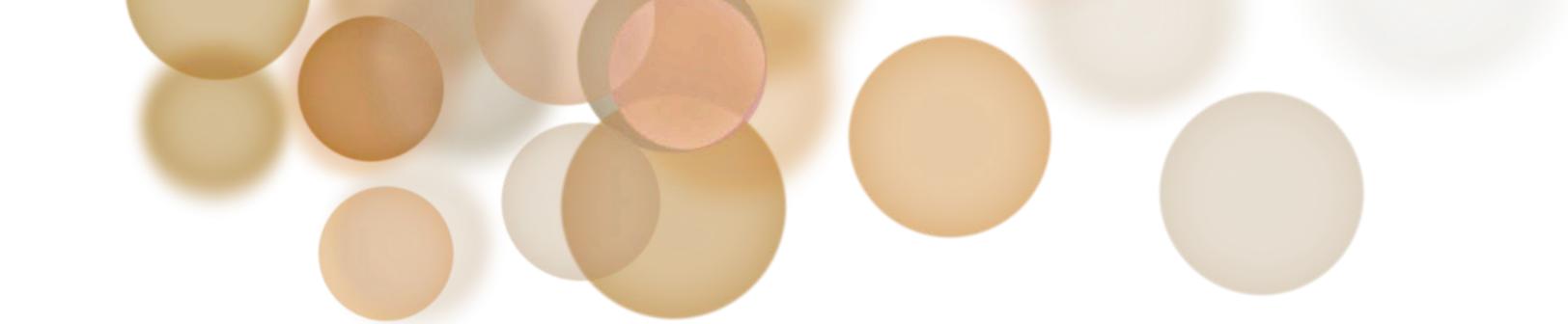
ASPRA has played a pivotal role in elevating the visibility of the AZALAS Conference, transforming it into a vibrant celebration of leadership within our educational community. The videos created for the conference not only honor the remarkable achievements of our colleagues but also serve as a heartfelt opportunity for us to come together and acknowledge the dedication of those who consistently go above and beyond. This collective celebration infuses the event with a sense of camaraderie and purpose, illustrating just how integral our leaders are to shaping a brighter future for our students.

My own journey with ASPRA began during a conference where I had the privilege of meeting the talented individuals leading the public relations departments in different school districts throughout Arizona. Establishing a strong relationship with this team has been invaluable; it streamlined our communication and made collaborating on video production a seamless process. Last year, I had the chance to visit various school districts across the Phoenix metro area, conducting interviews to shine a spotlight on the award recipients. By reaching out to these districts with a clear outline and video format in mind, we were able to rally support and create impactful content that connected our leaders with their peers.

The collaborative efforts of ASPRA and AZALAS truly came to life last year, showcasing the essence of teamwork in action. The skills and resources I gained from the ASPRA sessions have been instrumental in refining our approach for the AZALAS Conference. We moved away from lengthy speeches, focusing instead on dynamic graphics and engaging videos that captivate our audience. This shift not only enhances the presentation of our message but also ensures that the stories of our leaders are communicated in a way that resonates deeply with everyone in attendance. Working together in this capacity has been incredibly rewarding, as we witness our shared vision come to fruition, celebrating the impact of dedicated educators and fostering a community committed to excellence in leadership.

Why is effective communication essential to advancing equity and leadership in education? How does ASPRA’s work amplify Latino voices and strengthen community trust?

In the world of education, open and honest communication is key, especially when we talk about equity and leadership. It’s how we create a space where everyone feels welcome, ensuring that every voice, particularly those from our most marginalized communities, is not just heard but truly listened to. This kind of transparency builds a foundation of trust between teachers, families, and the wider community, making everyone feel more connected to our schools.



When we communicate clearly, we break down barriers and build bridges. It becomes easier for everyone, teachers, parents, students, and community members, to work together toward the same goals for our children’s education. It also keeps us all honest. By openly discussing our goals and results, we can hold our educational leaders accountable for their promises of a fair and equitable education for every student.

More than anything, good communication gives a platform to those who have historically been silenced. It empowers them to speak up for what’s right and encourages everyone to get involved. This is where organizations like the Arizona School Public Relations Association (ASPRA) make a real difference. ASPRA is dedicated to helping us all find our voice in education. They offer resources and support so that educators can share their stories and build stronger bonds with our communities. By doing this, they're not just fostering trust and collaboration; they're helping to create a truly equitable learning environment for all our students. Through their work, ASPRA lifts up our individual stories and strengthens our collective voice, driving the meaningful change our schools need.

What advice would you share with others interested in joining ASPRA or supporting AZALAS? How can they use their skills to help elevate storytelling and leadership in our schools?

Your story has the power to inspire change. If you've been thinking about joining the Arizona School Public Relations Association (ASPRA) or the Arizona Association of Latino Administrators and Superintendents (AZALAS), I can't encourage you enough to take that step. Both organizations are dedicated to helping you find your voice and tell your story in a way that truly matters.

It is truly an honor for me to be part of an organization aptly named ALAS, meaning "wings." This name encapsulates the essence of what we aim to achieve together. It reflects our shared mission to empower educators to take flight, soar to new heights, and accomplish the seemingly impossible in their careers. ALAS symbolizes hope, ambition, and the transformative journey we embark on as a united community.

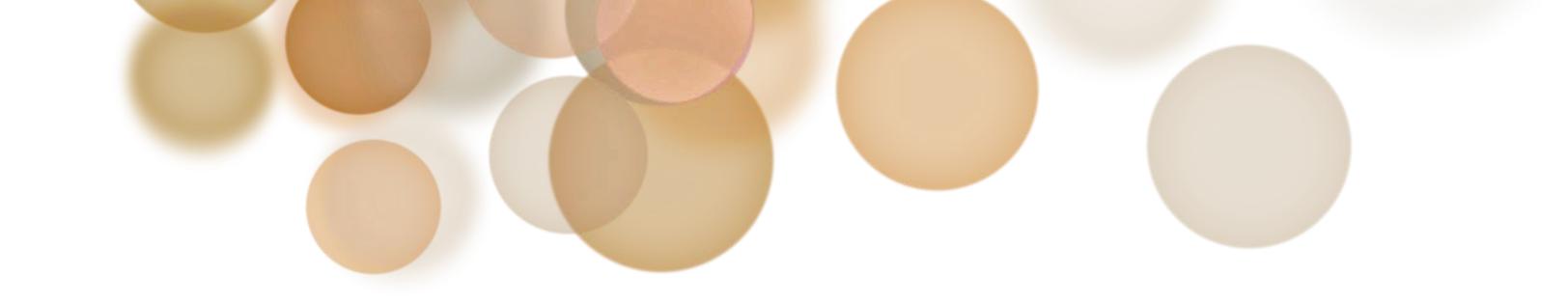
Through our collaboration in ASPRA and AZALAS, we can elevate our voices, celebrate our diverse stories, and cultivate a new generation of leaders who will leave an indelible mark on the world of education. Together, let us embrace the opportunity to lift each other, inspire our communities, and soar into a future filled with promise and possibility.

ASPRRA



GLORIA MCDOWELL

Director of Communications & Community Engagement
Buckeye Elementary School District



What motivated you to collaborate with AZALAS, and how does this partnership reflect your work as a communicator and leader?

With 30 years of experience in the public sector, serving in community and social services, education and engagement roles, I've learned that the most meaningful change happens when people come together for a shared purpose. Collaborating with AZALAS was a natural fit for me because our missions align: elevating Latino leadership, empowering families, and strengthening community voice. This partnership reflects my lifelong commitment to creating spaces where people feel seen, valued, educated and inspired to lead.

How has ASPRA helped elevate the visibility of the AZALAS Conference? What has been most rewarding about working together to promote this year's event and its message?

ASPRA will be an incredible partner in amplifying the reach and visibility of the AZALAS Conference. Through creative storytelling, strategic communication, and a deep understanding of education's impact on communities, ASPRA will ensure that the message of leadership and equity resonates across Arizona. The most rewarding part has been witnessing both organizations, ASPRA and AZALAS blend their strengths. Together, we're not only promoting an event but elevating a message of unity, purpose, and shared progress for Arizona's Latino educators and allies.

Why is effective communication essential to advancing equity and leadership in education?

How does ASPRA's work amplify Latino voices and strengthen community trust?

Effective communication is the cornerstone of equity, it ensures that every student, family, and community member has access to information, opportunity, and representation. ASPRA's work will amplify Latino voices by celebrating authenticity, telling those important stories that reflect our culture, honor our history, and uplift our leadership. When communication is inclusive, transparent and rooted in empathy, it becomes a bridge between schools and the communities they serve.

What advice would you share with others interested in joining ASPRA or supporting AZALAS?

How can they use their skills to help elevate storytelling and leadership in our schools?

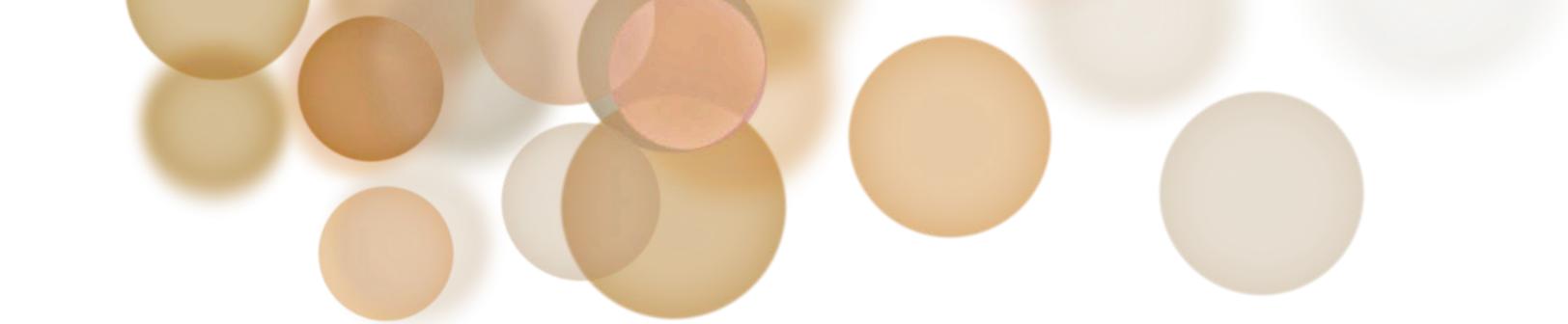
My advice is simple: step forward and get involved. Whether you're a communicator, educator, or community advocate, there's a place for your voice. Use your skills to help tell the stories that strengthen trust, inspire leadership, and celebrate diversity. As someone who earned a Master's in Public Administration with an emphasis in Government and Public Policy from Grand Canyon University in 2023, I believe deeply in lifelong learning and service to our communities. Both ASPRA and AZALAS offer opportunities to grow, collaborate, volunteer and make a lasting difference in education, not just through words, but through meaningful action.

ASPPRA

A portrait of Magali Rivera, a woman with long dark hair, wearing a red top, smiling against a blue background with bokeh light effects.

MAGALI RIVERA

Director of Community Relations
Roosevelt Elementary School District



What motivated you to collaborate with AZALAS, and how does this partnership reflect your work as a communicator and leader?

My motivation to collaborate with AZALAS comes from a deep belief in the power of representation and voice. As a communicator and leader, I've always been driven by the idea that every story matters—especially those of our Latino students, educators, and families. Partnering with AZALAS allows me to help elevate those voices, build bridges between communities, and highlight the incredible leadership emerging across Arizona's schools.

How has ASPRA helped elevate the visibility of the AZALAS Conference? What has been most rewarding about working together to promote this year's event and its message?

ASPRA has played a vital role in elevating the visibility of the AZALAS Conference by amplifying its message across districts, media networks, and professional communities. Through thoughtful storytelling, strategic communication, and authentic collaboration, ASPRA has helped showcase the conference as not just an event—but a movement that celebrates Latino leadership and the future of education in Arizona.

Why is effective communication essential to advancing equity and leadership in education? How does ASPRA's work amplify Latino voices and strengthen community trust?

Effective communication is essential in advancing leadership in education because it builds understanding, trust, and shared purpose. When communication is intentional and inclusive, it ensures that every voice—especially those from underrepresented communities—is heard and valued in the decision-making process. Clear, compassionate communication helps bridge differences, align goals, and create environments where both students and educators can thrive.

What advice would you share with others interested in joining ASPRA or supporting AZALAS? How can they use their skills to help elevate storytelling and leadership in our schools?

My advice for anyone interested in joining ASPRA or supporting AZALAS is to get involved and use your voice. Whether you're a communicator, educator, or community advocate, your skills can make a meaningful difference in how we tell the stories of our schools. Every student success, every family partnership, and every innovative idea deserves to be shared—and that's where your talents come in.

You don't need to have all the answers; you just need the heart to listen, the courage to share authentic stories, and the commitment to lift others up. By contributing your creativity and perspective, you help shape a stronger narrative for public education—one that celebrates leadership, builds pride in our communities, and inspires the next generation to dream bigger.

The background of the page is a deep blue color filled with numerous out-of-focus, circular light spots of varying sizes and shades of blue, creating a bokeh effect. Centered on this background is the text 'ASPRA Celebrations'.

ASPRA

Celebrations

NSPRA

CHAMPIONING

Communication,
Connection, and
Community

DR. JENNIFER CRUZ

Superintendent of the Pendergast Elementary School District
Vice President at Large for Superintendents, NSPRA

Dr. Jennifer Cruz: Championing Communication, Connection, and Community

The National School Public Relations Association (NSPRA) has announced Dr. Jennifer Cruz, Superintendent of the Pendergast Elementary School District, as its new Vice President at Large for Superintendents– a national leadership role that reflects her deep commitment to elevating communication, collaboration, and trust in public education.

Dr. Cruz, a visionary leader known for her authenticity and student-centered approach, has spent her career ensuring that every voice in her school community is heard and valued. Under her leadership, Pendergast has become a model for innovative family and community engagement, transparent communication, and strong partnerships that connect schools to the neighborhoods they serve.

Her appointment to NSPRA’s Executive Board is a testament to her belief that communication is not just a strategy, but a bridge that unites educators, families, and communities in support of student success.

Heidi Vega, APR, Director of Communications for the Arizona School Boards Association and NSPRA’s Immediate Past-President, shared, *“Dr. Cruz exemplifies what it means to lead with purpose and heart. She understands the vital role communication plays in creating connected, thriving school systems. Her voice on the NSPRA Board will bring valuable insight from a superintendent who truly believes in the power of storytelling to strengthen public trust.”*

Ramiro Alvarez, Public Information Officer for the Pendergast Elementary School District and Secretary of the Arizona School Public Relations Association (ASPRA), added, *“Dr. Cruz leads by example– she listens, she collaborates, and she empowers. Her ability to communicate a clear vision while building genuine relationships has inspired countless educators and leaders, both in our district and across the state.”*

As she steps into her national role, Dr. Cruz continues to champion the mission that defines her work in Pendergast: to build schools where communication fosters belonging, leadership inspires trust, and every student’s story is celebrated.



Written by Ramiro Alvarez, Public Information Officer for the Pendergast Elementary School District and Secretary of ASPRA.

HIGLEY UNIFIED SCHOOL DISTRICT EXPANDS THEIR SPANISH DLI PROGRAM



San Tan Elementary Expands Spanish Dual Language Immersion Program with New Preschool Classrooms

San Tan Elementary School in the Higley Unified School District continues to lead in innovative education with the expansion of its Spanish Dual Language Immersion (DLI) program to include preschool classrooms on their elementary campus. This addition marks a significant milestone in the school’s commitment to bilingual education, offering students a comprehensive language experience from an early age.

The DLI program at San Tan follows a 50/50 model, where students spend half their day learning with an English-speaking teacher and the other half with a Spanish-speaking teacher. This immersive approach integrates core subjects such as math, science, and social studies in both languages, fostering academic achievement, cultural awareness, and cognitive development.

San Tan Elementary is also proud to be a Leader in Me Lighthouse Certified School, a prestigious designation that recognizes its commitment to character education and leadership development. Students at San Tan practice “The 7 Habits of Highly Effective People,” helping them build confidence, responsibility, and a strong sense of community. In recent years, the school has earned accolades for its excellence in dual language instruction and student engagement. Events like the annual DLI Showcase allow students to demonstrate their growing language skills through performances and presentations, further highlighting the program’s success.

With the addition of preschool classrooms, San Tan Elementary strengthens its role as a model for early bilingual education and continues to prepare learners for limitless opportunities.



NSPRA

Leading With
Purpose,
**Opening Doors
for Others**

First Latina
NSPRA President,
Concludes Historic
Term and Passes
the Torch

HEIDI VEGA, APR

President, National School Public Relations Association (NSPRA)

Heidi Vega, APR: Leading With Purpose, Opening Doors for Others

As she prepares to conclude her historic term as the first Latina President of the National School Public Relations Association (NSPRA), Heidi Vega, APR leaves an enduring legacy of representation, connection, and heart.

A proud U.S. Air Force veteran and product of Arizona’s public schools, Heidi Vega’s path to national leadership has been defined by perseverance and purpose. From her early work in the military’s public affairs department to her communications roles in the Deer Valley Unified School District and now as Director of Communications for the Arizona School Boards Association, Vega has devoted her career to strengthening trust, transparency, and connection between schools and the communities they serve.

During her tenure as NSPRA President, Vega championed inclusivity, equity, and professional growth for school communicators across the country. She led with a deep sense of familia, ensuring that every voice, especially those from underrepresented districts, felt seen and valued.

“Being president wasn’t about being the first,” Vega reflects. “It was about making space for others and leading together.”

Her impact has been deeply felt in Arizona and beyond. Ramiro Alvarez, Public Information Officer for the Pendergast Elementary School District and Secretary of the Arizona School Public Relations Association (ASPRA), shared: “When I first started my career in school PR, Heidi was the first person to welcome me, introduce me to others, and help me prepare for my new role. She has been a mentor to so many of us—always generous with her time, guidance, and encouragement—and has opened doors for countless Hispanic and Latino leaders across our state and nation.”

Adriana Alvarado Parsons, Director of Communications for the Glendale Elementary School District and President-elect of ASPRA, added, “Heidi leads with authenticity and purpose. She’s the kind of leader who doesn’t just inspire others, she invests in them. Her commitment to elevating voices and creating opportunities for diverse professionals has changed the landscape of school communications in Arizona and across the country.”

As AZALAS reflects on the lasting impact of Latino leaders in education, we honor Heidi Vega for breaking barriers, amplifying voices, and reminding us that true leadership is rooted not in position but in purpose.



Written by Ramiro Alvarez, Public Information Officer at the Pendergast Elementary School District and Secretary of ASPRA, and Adriana Alvarado Parsons, Director of Communications at the Glendale Elementary School District and President-Elect of ASPRA.

ARIZONA SCHOOL PUBLIC RELATIONS ASSOCIATION

STRENGTHEN YOUR DISTRICT'S VOICE

INVEST IN LEADERSHIP & COMMUNICATION
BY JOINING ARIZONA'S PREMIER SCHOOL PR
PROFESSIONALS NETWORK

MEMBERSHIP BENEFITS

- Crisis communication support
- Boost district reputation & trust
- Recognition program open to all member districts
- Statewide leadership network
- Ready-to-use campaigns to improve attendance awareness

JOIN AN ACTIVE NETWORK OF PROFESSIONALS FROM ACROSS ARIZONA

- Access to statewide superintendent & PR leader network
- Mentorship
- Professional Development
- Library of resources

ANNUAL MEMBERSHIPS START AT \$110

Visit our *Scholarships* web page for information about various scholarship opportunities





If you want to go fast,
go alone. If you want to
go far, go *together.*

Make it a great day!

Tracy Harris