

Synopsis: DoDEA implemented Phase II of its Advanced Academic Programs and Services (AAPS), expanding services to 29 additional middle schools in School Year 2024-2025. The initiative aims to identify advanced academic potential of students in the secondary environment to appropriately challenge and nurture their abilities, adequately preparing them for college, career, and life. Purpose: Inform parents of middle schools implementing AAPS services for School Year 2024-2025, the benefit of AAPS screenings for all students, and continue to inform them of the level of services afforded to each student. Where and When Used: The video began airing on YouTube.com and dodea.edu in August 2024. Target Audience: The video targets external audiences, informing parents and students of the expansion. How This Supports Effective Communication: The video highlights DoDEAs response to parent feedback requesting AAPS expansion to middle schools. The video focuses on all student needs not just those perceived as advanced by highlighting the benefits of each middle school student retaking the Cognitive Abilities Test, or CogAT, as part of the process to ensure students are appropriately challenged in the classroom. The video demonstrates DoDEAs commitment to continuous improvement and their most coveted stakeholders military connected students and families. Outcomes Achieved: The AAPS full-length video received 472 views and its shorter social media spot had a reach of 1,796 and 1,988 impressions. DoDEA stakeholders have a better understanding of the middle school AAPS expansion and the services AAPS provides to all students.