

Welcome to the 2025 State of the District! This year, the approach to the State of the District was different. Instead of a formal in-person event, the district chose to focus on the work itself, distributing a series of videos from various departments highlighting key strategic efforts. These videos explored a back-to-basics approach and discussed what it means for APS to become One District with One Goal focused on Every Child. The target audience included both internal and external stakeholders of Atlanta Public Schools (APS), such as staff, families, students, and the broader APS community. These videos were crucial in reaching busy families who might not be able to attend the State of the District event in person. They were shared across all APS platforms, including the APS website, social media channels, and newsletters. As a result, the APS community gained a clearer understanding of the ongoing efforts to support academic success for all students and the district's plan to address challenges across K-12 education. Some YouTube stats: Video 1 - 917 views Video 2 - 592 views Video 3 - 250 views