

Colorado School Public Relations Association Awards Submission

Category: E-Newsletter Entry

Title: LPS Latest

File link: [LPS Latest - September 24, 2025](#)

[LPS Latest - November 20, 2025](#)

District: Littleton Public Schools

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Target Audience

LPS Latest is the official districtwide e-newsletter for Littleton Public Schools (LPS), reaching approximately 20,000 recipients.

The target audience includes:

- Families with students currently enrolled in LPS, including LPS's two charter schools
- Littleton Public Schools staff
- Members of the LPS Board of Education
- The district's "Key Communicators" network, including community stakeholders such as district committee members, former Board of Education members, city and county leaders, state legislators, law enforcement partners, business leaders, senior volunteers, and other engaged community members

In addition to direct distribution, *LPS Latest* is available through a web-based archive and subscription page, allowing community members to view past editions and sign up to receive future newsletters.

Supplemental Narrative

Purpose and Key Messaging

LPS Latest serves as the district's primary digital storytelling and information-sharing tool. Its purpose is to keep families, staff, and community members informed while reinforcing the district's mission, values, and priorities.

Each edition delivers key messages connected to district initiatives and strategic priorities, including:

- Student achievement and learning experiences
- Staff excellence and recognition
- District programs and initiatives
- Upcoming events and opportunities for engagement
- Important updates affecting students and families

Through these stories and updates, the newsletter consistently reinforces LPS's brand as a district committed to academic excellence, strong community partnerships, and student-centered learning.

Strategic Planning and Content Development

The Communications team takes a strategic and collaborative approach to planning each edition.

Rather than publishing on a rigid schedule, *LPS Latest* is released when there is meaningful and relevant content to share. This intentional strategy helps maintain high engagement and ensures readers consistently receive valuable information.

Content development includes collaboration with departments and leadership across the district, including:

- Learning Services
- Social, Emotional, and Behavior Services
- Human Resources
- Nutrition Services
- Transportation
- The Superintendent's Office
- School leaders

Through this coordinated process, the Communications team curates stories that represent the full scope of district priorities and programs.

Writing Quality and Organization

The writing style of *LPS Latest* is designed specifically for a school community audience: clear, concise, informative, and engaging.

Articles are organized in a way that allows readers to easily scan headlines while also providing deeper storytelling opportunities. The tone balances professionalism with warmth and approachability, helping families and community members connect with the district's work.

Each edition undergoes careful review to ensure language is free of grammatical, spelling, punctuation, and usage errors while maintaining a voice that reflects the district's values and culture.

Graphic Design and Storytelling

Visual presentation is an important component of *LPS Latest*.

The newsletter features a clean, well-organized design that prioritizes readability and visual engagement. Design elements include:

- Consistent district branding and visual identity
- Authentic photography highlighting real classroom and student experiences
- Custom-designed graphics that emphasize key initiatives and announcements
- Clear visual hierarchy that guides readers through the publication

These visual elements enhance the layout and strengthen storytelling while maintaining an aesthetically appealing and easy-to-read format.

Accessibility and Inclusive Communication

LPS prioritizes accessibility and inclusive communication in all district publications.

All editions of *LPS Latest* are fully digitally accessible, with design and formatting aligned to best practices for accessibility. Features include:

- Alt text for images and graphics
- High-contrast color palettes to improve readability
- Descriptive links for screen reader compatibility
- Mobile-friendly design and readable typography

Language access is also a key component of the newsletter. Each edition is professionally translated into Spanish, including custom graphics created specifically for the Spanish-language version. Additionally, the browser version of the newsletter includes Google Translate functionality, allowing readers to translate the content into more than 100 languages.

These measures ensure that district communications are accessible to the entire LPS community.

Audience Engagement and Impact

LPS Latest reaches approximately 20,000 inboxes and consistently achieves an average open rate of approximately 60 percent, significantly outperforming common PreK–12 school district benchmarks.

Industry averages for school district emails typically range from 30–40 percent, while Benchmark Email reports an average open rate of 16.73 percent for K–12 communications.

This high engagement demonstrates that the newsletter effectively delivers relevant, timely, and valued information to the district's audiences.

Brand Identity and Community Connection

Throughout each edition, *LPS Latest* reinforces the LPS brand through consistent visual design, clear messaging, and storytelling that highlights the people and programs that make the district exceptional.

By celebrating students, educators, staff, and community partners, the newsletter fosters pride in the district while strengthening relationships between schools and the community they serve.

Through intentional planning, strong writing, engaging design, accessible communication, and measurable engagement, *LPS Latest* effectively informs, inspires, and connects the Littleton Public Schools community.