

Agenda Request Form

Cherokee County School District

Meeting Date
January 19, 2017

Agenda Item Number
A-4

Topic
Georgia School Public Relations Association (GSPRA) Publication Awards
Requested Action
Board Recognition of Georgia School Public Relations Association (GSPRA) Publication Awards
Summary Explanation and Background
<p>The Cherokee County School District won 15 awards from the Georgia School Public Relations Association (GSPRA), as announced at the GSPRA 2016 Annual Conference on Dec. 6, 2016 in Augusta, a record total and including a "Best in State" top honor!</p> <p>The Annual Publications, Photography & Electronic Media Contest recognizes outstanding work produced by Georgia schools, school systems, post-secondary institutions, educational agencies or education-related associations. The awards won by CCSD are coordinated and facilitated by the Office of Public Information, Communication and Strategic Planning and represent collaboration between and among multiple departments.</p> <p>A special award also was presented to one of CCSD's parent leaders: Lisa-Marie Haygood of Cherokee County, President of Georgia PTA, who received the 2016 Outstanding Leadership in School-Community Relations Award. The award, which is not necessarily presented annually, is the highest honor the Association awards to a non-public relations professional in recognition of outstanding advocacy on behalf of public schools. Ms. Haygood has long been one of CCSD's most vocal cheerleaders for public schools. Starting from her days as room mom for her daughter's kindergarten class, and rising through the ranks of the Cherokee County PTA and then District-level PTA, she always has been a go-to parent for advocating on behalf of children and the public schools they attend. Ms. Haygood took her advocacy efforts to the next level when she became President of the Georgia PTA last year and led the successful grassroots campaign to defeat the Amendment One plan of Stake-takeover of public schools.</p>
Major System Priority
Attracting and Retaining the Best Teachers and Support Staff
Financial Impact
N/A
Exhibits: (List)
List of awards

Board Action
<i>(For Official School Board Records Only)</i>

Source of Additional Information				
<table style="width: 100%; border: none;"> <tr> <td style="border: none;">Dr. Brian V. Hightower</td> <td style="border: none; text-align: right;">(770) 704-4202</td> </tr> <tr> <td style="border: none;">Barbara Jacoby</td> <td style="border: none; text-align: right;">(770) 704-4228</td> </tr> </table>	Dr. Brian V. Hightower	(770) 704-4202	Barbara Jacoby	(770) 704-4228
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OFFICE OF THE SUPERINTENDENT OF SCHOOLS

Approved in Open Board Meeting on: _____ (Date)

By: _____ (School Board Chairman)

CCSD GSPRA 2016 Awards

Best in Category, Image/Identity Package

Gold Award, Image/Identity Package

- Dr. Brian V. Hightower, Superintendent of Schools
- Bobby Blount, Office of Technology and Information Services
- Barbara Jacoby, Office of Public Information, Communications and Strategic Planning
- Carrie McGowan, Office of Public Information, Communications and Strategic Planning

Gold Award, Internet Website (www.CherokeeK12.net)

- Bobby Blount, Office of Technology and Information Services
- Tim Feltner, Office of Technology and Information Services
- Susan Campbell, Office of Technology and Information Services
- Barbara Jacoby, Office of Public Information, Communications and Strategic Planning
- Carrie McGowan, Office of Public Information, Communications and Strategic Planning

Gold Award, Marketing Campaign (#WeAreCCSDTeachers)

- Barbara Jacoby, Office of Public Information, Communications and Strategic Planning

Gold Award, Newsletter: Connection Points

- Bobby Blount, Office of Technology and Information Services
- Tim Feltner, Office of Technology and Information Services
- Debbie Childress, Office of Technology and Information Services
- Robby Carmichael, Office of Technology and Information Services
- Esther Brenneman, Office of Technology and Information Services
- Derek Brock, Office of Technology and Information Services
- Christina Clayton, Office of Technology and Information Services
- Chris Saxon, Office of Technology and Information Services

Gold Awards (3 Awards), Photography (“Let Me Win”; “Welcome Home”; Aguaponics Lab)

- Carrie McGowan, Office of Public Information, Communications and Strategic Planning

Silver Awards (2 Awards), Excellence in Writing (Teacher of the Year profiles; “You Are a Superhero”)

- Barbara Jacoby, Office of Public Information, Communications and Strategic Planning

Silver Award, Newsletter: Accolades

- Carrie McGowan, Office of Public Information, Communications and Strategic Planning

Silver Award, Newsletter: District Delegate

- Penny Dempsey, Office of Public Information, Communications and Strategic Planning

Silver Award, Social Media

- Barbara Jacoby, Office of Public Information, Communications and Strategic Planning
- Carrie McGowan, Office of Public Information, Communications and Strategic Planning
- Penny Dempsey, Office of Public Information, Communications and Strategic Planning

Silver Award, Special Purpose Publication: Financial Facts

- Carrie McGowan, Office of Public Information, Communications and Strategic Planning

Silver Award, Special Purpose Publication: Ready to Learn

- Carrie McGowan, Office of Public Information, Communications and Strategic Planning

Above: "Let Me Win" from CCSD Special Olympics Awareness Games. **Below:** Canton ES



STEM Academy Aquaponics Lab.





sons at Indian Knoll ES.

Above: "Welcome Home" Military father reunion with