



# Agenda Request Form

Meeting Date	Agenda Item Number
February 11, 2021	A-4

Title
Recognition of Georgia School Public Relations Association (GSPRA) Publication Awards
Requested Action
School Board Recognition of Georgia School Public Relations Association (GSPRA) Publication Awards
Summary Explanation and Background
<p>The Cherokee County School District earned top awards for communications and community engagement including three “Best in State” top honors!</p> <p>The Georgia School Public Relations Association's Annual Publications, Photography &amp; Electronic Media Contest recognizes outstanding work by public schools, school systems, post-secondary institutions, and educational agencies and associations. CCSD earned the highest total number of awards presented, with 15 Gold Awards and three “Best in State” awards among its numerous honors.</p> <p>The School District earned the top recognition statewide for its communications in regard to the COVID-19 crisis, including its numerous messages sent directly to parents, monthly parent e-newsletter and its webpages developed specifically to share information about the virus, CCSD's response and related community resources. The monthly CCSD Connections parent e-newsletter was recognized as the most outstanding education newsletter distributed in the State. CCSD also earned top honors for its Instructional Framework handbook designed to explain and guide implementation of new practices to further improve teaching and learning.</p>
Priority Area
Family, Partner and Community Engagement; Positive Culture and Climate; Quality Workforce
Financial Impact
N/A
Exhibits: (List)
List of Awards
Source of Additional Information
Dr. Brian V. Hightower                      770.479.1871 Barbara Jacoby                                770.479.1871

## GSPRA 2020 Awards

### **BEST IN CATEGORY (& GOLD AWARD)**

Category: Crisis Communications – COVID-19 Response

- Barbara P. Jacoby, Chief Communications Officer
- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications

Category: Handbook – Instructional Framework handbook

- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications

Category: Newsletter - CCSD Connections Parent e-Newsletter

- Barbara P. Jacoby, Chief Communications Officer

### **GOLD AWARDS**

Category: Annual Report – CCSD Annual Report of District Progress

- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications

Category: Excellence in Writing – 2 Gold Awards: Message to the Class of 2020 and Teacher of the Year Finalists Presentation

- Barbara P. Jacoby, Chief Communications Officer

Category: Internet Website

- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications
- Barbara P. Jacoby, Chief Communications Officer
- Penny Dempsey, Coordinator of Events and Recognition Programs
- Anne Reed, Executive Secretary for Office of Communications

Category: Newsletter – 2 Gold Awards

- Connection Points employee newsletter

- Bobby Blount, Chief Information Officer
- Robby Carmichael, Executive Director of Student Information Services
- Brad Orth, Executive Director of Business Information Systems
- Dr. Shannon Carroll, Supervisor of Instructional Technology
- Dr. Jennifer Scrivner, Supervisor of Research Services
- Chris Saxon, Supervisor of Technology Field Services
- Karla Tipton, Supervisor of Technology Support Services
- Matt Roper, Facilitator of Technology Support Services
- Jeremy Gravley, Manager of Technology Logistics
- Kaity Littlefield, Administrative Assistant for Technology Services

- District Delegate employee newsletter

- Penny Dempsey, Coordinator of Events and Recognition Programs

Category: Photography – 2 Gold Awards

“Grad Parade” and “Preschool Moments”

- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications

Category: Social Media

- Barbara P. Jacoby, Chief Communications Officer
- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications
- Penny Dempsey, Coordinator of Events and Recognition Programs
- Anne Reed, Executive Secretary for Office of Communications

Category: Special Event – 2 Gold Awards

2020 Legacy Makers: CCSD Teachers of the Year Celebration and Partner Up! with CCSD

- Penny Dempsey, Coordinator of Events and Recognition Programs
- Anne Reed, Executive Secretary for Office of Communications

**SILVER AWARDS**

Category: Marketing Campaign – 2 Silver Awards

- Blueprint Campaign

- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications
- #thanksCCSD
- Penny Dempsey, Coordinator of Events and Recognition Programs

Category: Special Purpose Publication - CCSD FY20 Budget

- Kenneth Owen, Chief Financial Officer
- Marjorie DeFrank, Executive Director of Financial Management
- Tina Farmer, Director of School Nutrition
- Shannon Nolan, Director of Procurement Services
- Mindy Woosley, Supervisor of Accounting & Budgets
- Connie Henderson, Supervisor of Payroll
- Jenna Williams, Coordinator of Financial Compliance & Reporting
- Tammie Hunter, Administrative Assistant for Office of Financial Management

**BRONZE AWARD**

Category: Photography

“Teacher of the Year”

- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications