

# Agenda Request Form

## Cherokee County School District

Meeting Date
July 18, 2019

Agenda Item Number
A-2

Title
Recognition of CCSD's Office of Communications - - Winner of Four National Awards from the National School Public Relations Association
Requested Action
School Board Recognition of CCSD's Office of Communications - - Winner of Four National Awards from the National School Public Relations Association
Summary Explanation and Background
<p>For the first time, CCSD's Office of Communications has earned the National School Public Relations Association's prestigious Golden Achievement Award.</p> <p>The award "recognizes exemplary work in all aspects of school public relations, communication, marketing and engagement." Only about 100 school districts nationwide annually earn this honor. CCSD earned the recognition for its #SafeCherokee campaign, which encompassed numerous projects including announcements, news articles, posters, social media posts, and videos. The campaign, which also promoted the SafeSchools Alert system, included collaboration with CCSD's Offices of Safety &amp; Security, School Operations and Human Resources and Cherokee County's public safety agencies.</p> <p>The Association also annually honors the best publications and electronic media produced by school districts nationwide, and CCSD's Office of Communications earned three awards: Merit for its CCSD Connections parent e-newsletter, and Honorable Mention for the CCSD website and an "Understanding the CCSD Budget" video produced in collaboration with the Office of Financial Management.</p> <p>The Office of Communications is made up of Chief Communications Officer Barbara Jacoby, Supervisor Carrie McGowan, Coordinator Penny Dempsey and Administrative Assistant Anne Reed.</p>
Major System Priority
Attracting and Retaining the Best Teachers, Principals and Support Staff
Financial Impact
N/A
Exhibits: (List)
N/A

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

Source of Additional Information				
<table style="width: 100%; border: none;"> <tr> <td style="width: 70%;">Dr. Brian V. Hightower</td> <td style="text-align: right;">770.479.1871</td> </tr> <tr> <td>Barbara Jacoby</td> <td style="text-align: right;">770.479.1871</td> </tr> </table>	Dr. Brian V. Hightower	770.479.1871	Barbara Jacoby	770.479.1871
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### OFFICE OF THE SUPERINTENDENT OF SCHOOLS

Approved in Open Board Meeting on: \_\_\_\_\_ (Date)

By: \_\_\_\_\_ (School Board Chairman)