

Agenda Request Form

Cherokee County School District

Meeting Date
July 19, 2018

Agenda Item Number
A-3

Title
Recognition of CCSD's Office of Communications - - Winner of Five National Awards from the National School Public Relations Association
Requested Action
School Board Recognition of CCSD's Office of Communications - - Winner of Five National Awards from the National School Public Relations Association
Summary Explanation and Background
<p>The National School Public Relations Association annually honors the best publications and electronic media produced by school districts nationwide as part of their communications efforts.</p> <p>The School District won a Merit Award for Social Media - one of only seven awarded to school districts nationwide -- for its #CCSDfam campaign. Launched in July with a video by Chief Communications Officer Barbara Jacoby, the campaign led to posts throughout the school year on CCSD's District and school social media platforms by employees, parents, students and partners celebrating successes, encouraging unity and embracing the theme of family.</p> <p>CCSD's Annual Report of District Progress, which showcases important achievements and data, for the second consecutive year won Honorable Mention in recognition of work by Carrie McGowan, the Office of Communications' supervisor of strategic planning, community relations and publications.</p> <p>CCSD Connections, the School District's monthly parent newsletter launched this past school year by Ms. Jacoby, earned an Honorable Mention award, as did the Teacher Appreciation Day message "To the Teachers in Our Classrooms and My Heart" and the video news story, "CCSD Grads Return as Teachers."</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	
Dr. Brian V. Hightower	770.479.1871
Barbara Jacoby	770.479.1871

OFFICE OF THE SUPERINTENDENT OF SCHOOLS

Approved in Open Board Meeting on: _____ (Date)

By: _____ (School Board Chairman)