

Agenda Request Form

Cherokee County School District

Meeting Date
December 13, 2018

Agenda Item Number
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 won 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 & Electronic Media Contest recognizes outstanding work by public schools, school systems, post-secondary institutions, and educational agencies and associations. The winners were announced at the Association's Annual Conference in October; CCSD earned the highest total of “Best in State” awards presented, as well as six Gold, 11 Silver and four Bronze awards.</p> <p>The Association during the awards dinner also made a surprise presentation of its Anne Raymond Distinguished Service Award to CCSD Chief Communications Officer Barbara P. Jacoby. The award, which is not presented every year, recognizes commitment and dedication to the organization and to the profession by an honoree who has “gone above and beyond the call.”</p>
Major System Priority
Attracting and Retaining the Best Teachers and Support Staff
Financial Impact
N/A
Exhibits: (List)
List of Winners

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)

CCSD GSPRA 2018 Awards

BEST IN CATEGORY (& GOLD AWARD)

Category: Crisis Communications

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

Category: Newsletter – “District Delegate”

- Penny Dempsey, Facilitator of Communications

Category: Social Media

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

GOLD, SILVER & BRONZE AWARDS

Category: Excellence in Writing

Gold Award, “Teacher of the Year Surprise”

Silver Awards, “Back to School” and “Teacher Appreciation”

- Barbara P. Jacoby, Chief Communications Officer

Category: Internet Web Site:

Gold Award

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

Category: Photography

Gold Award, “Thanksgiving Friends”

Silver Award, “Spelling Bee Winner”

Bronze Award, “CCSD Grad Walk”

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

Category: Electronic Media

Silver Awards, “#CCSDfam,” “CCSD Grads Return as Teachers” and “Understanding the CCSD Budget”

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

Category: Newsletter

Silver Award, “CCSD Connections Parent Newsletter”

- Barbara P. Jacoby, Chief Communications Officer

Bronze Award, “Connection Points”

- Bobby Blount, Chief Information Officer
- Robby Carmichael, Director of Information Technology
- Dr. Shannon Carroll, Supervisor of Instructional Technology
- Chris Saxon, Supervisor of Technology Field Services
- Karla Tipton, Supervisor of Technology Support Services

- Esther Brenneman, Facilitator of Instructional Technology
- Derek Brock, Facilitator of Technology Support Services
- Matt Roper, Facilitator of Technology Support Services
- Marsha Pickens, Administrative Assistant
- Kaity Littlefield, Copy Editor/Support Clerk

Category: Special Event

Silver Awards, “2018 Legacy Makers: CCSD Teachers of the Year Celebration” and “Partner of the Year & Volunteer of the Year”

- Penny Dempsey, Facilitator of Communications
- Barbara P. Jacoby, Chief Communications Officer

Category: Special Purpose Publication

Silver Award, CCSD FY19 Budget

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

Silver Award, 2018 Legislative Partnership Priorities

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

Category: Annual Report

Bronze Award

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

Category: Marketing Campaign

Bronze Award, #CCSDfam

- Barbara P. Jacoby, Chief Communications Officer