

# Agenda Request Form

## Cherokee County School District

<b>Meeting Date</b>
November 16, 2017

<b>Agenda Item Number</b>
A-8

<b>Title</b>
Recognition of Georgia School Public Relations Association (GSPRA) Publication Awards
<b>Requested Action</b>
School Board Recognition of Georgia School Public Relations Association (GSPRA) Publication Awards
<b>Summary Explanation and Background</b>
<p>The Cherokee County School District won a record 16 awards from the Georgia School Public Relations Association (GSPRA) including three “Best in State” top honors!</p> <p>The Annual Publications, Photography &amp; Electronic Media Contest recognizes outstanding work produced by Georgia public schools, school systems, post-secondary institutions, educational agencies or education-related associations. The winners were announced at the Association's recent Annual Conference.</p> <p>A special top state award was also presented to CCSD Superintendent Dr. Brian V. Hightower! The Georgia School Public Relations Association presented Dr. Hightower with the Outstanding Leadership in School/Community Relations Award at its Annual Conference. The award recognizes an individual, other than those directly responsible for a public relations program, who has proven himself or herself to be a leader in using effective school and community relations to build support for public education in his or her community.</p> <p>Previous recipients of the annual award in recent years include: former Fulton County Superintendent of Schools Dr. Robert Avossa; Dr. Stan DeJarnett, Executive Director, Georgia Vision Project; and former Georgia PTA President Lisa-Marie Haygood.</p>
<b>Major System Priority</b>
Attracting and Retaining Best Teachers and Support Staff
<b>Financial Impact</b>
N/A
<b>Exhibits: (List)</b>
List of Winners

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

<b>Source of Additional Information</b>	
Dr. Brian V. Hightower	(770) 704-4202
Barbara Jacoby	(770) 704-4228

### OFFICE OF THE SUPERINTENDENT OF SCHOOLS

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

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

# CCSD GSPRA 2017 Awards

## **Category: Crisis Communications**

### **BEST IN CATEGORY & Gold Award**

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

## **Category: Marketing Campaign**

### **BEST IN CATEGORY & Gold Award, CCSD Ed SPLOST Informational Campaign**

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

## **Category: Social Media**

### **BEST IN CATEGORY & Gold Award**

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

## **Category: Annual Report**

### **Gold Award**

- Carrie McGowan, Supervisor, Strategic Planning, Community Relations and Publications, Office of Communications

## **Category: Electronic Media**

### **Silver Award, "To Close or Not to Close? Inclement Weather" Video**

- Carrie McGowan, Supervisor, Strategic Planning, Community Relations and Publications, Office of Communications
- Brandon Grummer, Teacher, Etowah High School
- John Carter, Assistant Principal, Teasley Middle School

## **Category: Excellence in Writing**

### **Gold Award, "Teacher Appreciation Day"**

- Barbara P. Jacoby, Chief Communications Officer, Office of Communications

### **Silver Award, "Back to School"**

- Barbara P. Jacoby, Chief Communications Officer, Office of Communications

## **Category: Internet Web Site**

### **Gold Award**

- Barbara P. Jacoby, Chief Communications Officer, Office of Communications
- Carrie McGowan, Supervisor, Strategic Planning, Community Relations and Publications, Office of Communications
- Bobby Blount, Chief Information Officer, Office of Technology & Information Services
- Karla Tipton, Supervisor, Technology Support Services, Office of Technology & Information Services

**Category: Special Event**

Gold Award, "2017 Legacy Makers: CCSD Teachers of the Year Celebration"

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

Gold Award, "Partner of the Year & Volunteer of the Year"

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

**Category: Special Purpose Publication**

Silver Award, CCSD FY18 Budget

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

Bronze Award, "First Day Facts"

- Carrie McGowan, Supervisor, Strategic Planning, Community Relations and Publications, Office of Communications

**Category: Newsletter/Newspaper**

Gold Award, "Connection Points"

- Bobby Blount, Chief Information Officer, Office of Technology & Information Services
- Karla Tipton, Supervisor of Technology Support Services, Office of Technology & Information Services
- Debbie Childress, Supervisor of Instructional Technology, Office of Technology & Information Services
- Robby Carmichael, Director of Information Technology, Office of Technology & Information Services
- Esther Brenneman, Facilitator of Instructional Technology, Office of Technology & Information Services
- Derek Brock, Facilitator of Technology Support Services, Office of Technology & Information Services
- Matt Roper, Facilitator of Technology Support Services, Office of Technology & Information Services
- Chris Saxon, Supervisor of Technology Filed Services, Office of Technology & Information Services
- Christina Clayton, Supervisor of Digital Learning, Office of Curriculum and Instruction

Gold Award, "District Delegate"

- Penny Dempsey, Facilitator, Communications, Office of Communications

**Category: Photography**

Gold Award, "Daddy's Home"

- Carrie McGowan, Supervisor, Strategic Planning, Community Relations and Publications, Office of Communications

Silver Award, "Hugs & High Fives"

- Carrie McGowan, Supervisor, Strategic Planning, Community Relations and Publications, Office of Communications