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## **Dr. Scott Wyndham selected as 2021 Superintendent to Watch**

### ***Avon Community School Corporation Superintendent's effective, innovative communications earn national recognition***

Avon, Ind. – Avon Community School Corporation (ACSC) Superintendent Dr. Scott Wyndham has been selected as a 2021 Superintendent to Watch by the National School Public Relations Association (NSPRA). Wyndham joins just 19 other superintendents nationwide who were honored for their innovative and effective use of technology to engage and inform the school community, and to expand two-way communication and outreach efforts.

Wyndham became Superintendent a few months after the COVID-19 pandemic halted in-person learning across the US. In his first weeks in the role, Avon's 12 schools were some of the first schools in the country to open on time for in-person learning. For two school years, his clear, honest communication has been a consistent and vital factor not only in navigating the pandemic, but in leading his diverse, suburban school district through a season of enrollment growth, redistricting, construction, and hiring. His regular communication—videos, podcasts, e-blasts, newsletters, community meetings, classroom visits, faculty meetings, and more—has kept the district and community informed and focused on the vision of ensuring all belong, learn, and grow in Avon.

Wyndham is quick to deflect praise and share the spotlight. "I love being Superintendent of Avon Schools," he said. "I'm honored to serve on a team with outstanding School Board members, administrators, educators, and support staff. Our students continually amaze me with their intelligence, creativity, energy, and spirit. I'm honored to be recognized as a 2021 Superintendent to Watch and will continue pointing to all the individuals who make our school corporation and community great."

"I work very closely with our Superintendent as I have throughout my 16 years of board service. In that time, I have worked with exemplary superintendents, including Dr. Scott Wyndham. And, in that same time, I have never witnessed a superintendent with more communication needs and requirements thrust upon them," said Avon Board of School Trustees President Kim Woodward. "Thankfully, he is adept at all forms of communication and has used that prowess to ensure that crucial messages to parents, teachers, students, and administration were timely and complete."

"Strong communication at the district level continues to be more important than ever in keeping school families, employees, students and community stakeholders well-informed and engaged," said NSPRA Executive Director Barbara M. Hunter, APR. "We're proud to recognize this year's recipients, who are committed to championing innovative communication efforts as an integral part of their district's success."

Since the 2015-16 school year, NSPRA has recognized 102 school district leaders as Superintendents to Watch. Honorees must have fewer than five years of experience as a superintendent and must demonstrate dynamic, fast-paced leadership with strong communication at its core.

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### **About Avon Schools**

Avon offers students high-quality educational instruction with a keen focus on improving student achievement. We serve 10,300 students from preschool to graduation in 12 schools (one early learning center, six elementary schools, two intermediate schools, two middle schools, and one high school). Our 1,400 employees dedicate themselves to the success of our diverse student population. Learn more at [avon-schools.org](http://avon-schools.org).

### **About NSPRA**

As the leader in school communication, NSPRA serves more than 2,000 members, who work primarily as communication directors in public school districts and education organizations throughout the United States and Canada. NSPRA provides high quality professional development programming through on-demand learning, an annual National Seminar, webinars, online forums and resources. For more information, visit NSPRA's website at [nspra.org](http://nspra.org). Visit [nspra.org/superintendents-watch](http://nspra.org/superintendents-watch) to learn more about the Superintendents to Watch award.

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