Agenda Request Form

Meeting Date	Agenda Item Number
November 21, 2019	A-6

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

The Cherokee County School District won top awards for communications and community engagement including two “Best in State” top honors!

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 number of awards presented with 17 Gold Awards - including two “Best in State” honors -- and four Silver Awards.

Priority Area

Family, Partner and Community Engagement; Positive Culture and Climate; Quality Workforce

Financial Impact

N/A

Exhibits: (List)

List of Winners

Source of Additional Information

Dr. Brian V. Hightower	770.479.1871
Barbara Jacoby	770.479.1871

GSPRA 2019 Awards

BEST IN CATEGORY (& GOLD AWARD)

Category: Photography
For "Grad Jump" photographed by Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications

Category: Newsletter
For the District Delegate monthly employee newsletter edited by Penny Dempsey, Coordinator of Events and Recognition Programs

GOLD & SILVER AWARDS

Category: Crisis Communications
Gold Award
- Barbara P. Jacoby, Chief Communications Officer
- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications

Category: Excellence in Writing
Gold Awards, "Teacher of the Year Finalist Announcement" and "#CCSD1stDay"
- Barbara P. Jacoby, Chief Communications Officer

Category: Internet Website
Gold Award
- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications
- Barbara P. Jacoby, Chief Communications Officer

Category: Newsletter
Gold Award, CCSD Connections parent newsletter
- Barbara P. Jacoby, Chief Communications Officer

Gold Award, Connection Points employee newslettter
- Bobby Blount, Chief Information Officer
- Robby Carmichael, Executive Director of Information Technology
- Brad Orth, Executive Director of Business Information Systems
- Dr. Shannon Carroll, Supervisor of Instructional Technology
- Dr. Jennifer Scrivner, Supervisor of Research
- Chris Saxon, Supervisor of Technology Field Services
- Karla Tipton, Supervisor of Technology Support Services
- Derek Brock, Facilitator of Technology Support Services
- Matt Roper, Facilitator of Technology Support Services
- Jeremy Gravley, Manager of Technology Logistics
- Marsha Pickens, Administrative Assistant
- Kaity Littlefield, Copy Editor/Support Clerk

Category: Photography
Gold Awards, "Teacher of the Year" and "Region Champs"
- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications

Category: Social Media
Gold Award
CCSD Office of Communications

Category: Special Event
Gold Awards, “2019 Legacy Makers: CCSD Teachers of the Year Celebration,” “CCSD 2019 Support Staff Employee of the Year Awards” and “Partner Up! with CCSD”
- Penny Dempsey, Coordinator of Events and Recognition Programs
- Anne Reed, Executive Secretary for Office of Communications
- Barbara P. Jacoby, Chief Communications Officer

Category: Special Purpose Publication
Gold Award, 2019 Legislative Partnership Priorities
- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications
- Mike McGowan, Chief of Staff

Silver Award, CCSD FY20 Budget
- Kenneth Owen, Chief Financial Officer
- Marjorie DeFrank, Executive Director of Financial Management
- Tina Farmer, Director of School Nutrition
- Shannon Nolan, Director of Procurement Services
- Mindy Woosley, Supervisor of Accounting & Budgets
- Connie Henderson, Supervisor of Payroll
- Jenna Williams, Coordinator of Financial Compliance & Reporting
- Tammie Hunter, Administrative Assistant for Office of Financial Management

Category: Annual Report
Silver Award
- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications

Category: Electronic Media
Silver Awards, “Bronco’s Surprise” and “#CCSD1stDay”
CCSD Office of Communications

Category: Marketing Campaign
Silver Award, #SafeCherokee
CCSD Office of Communications