Cherokee County School District

Agenda Request Form

Meeting Date	Agenda Item Number
July 15, 2021	A-1

Title

Recognition of CCSD's Office of Communications - - Winner of National School Public Relations Association 2021 Golden Achievement Award

Requested Action

School Board Recognition of CCSD's Office of Communications - - Winner of National School Public Relations Association 2021 Golden Achievement Award

Summary Explanation and Background

CCSD's Office of Communications has earned the National School Public Relations Association's prestigious 2021 Golden Achievement Award.

This is the third consecutive year that the Office has earned this top honor, which "recognizes exemplary work in all aspects of school public relations, communication, marketing and engagement." Only 55 school districts nationwide earned the 2021 Award.

The Award recognizes CCSD's communications, from the one-year time frame eligible for the award (April 2020-April 2021), in response to the COVID-19 pandemic and its impact on school operations and the community as a whole. The communications work recognized by the honor includes the numerous messages sent by CCSD to parents, employees and other stakeholders; the dedicated webpage housing COVID-19 related information including CCSD's nationally recognized case tracking and public reporting system; and the Office's response to international media attention as one of the first school systems in the Nation to open on time and in person in August 2020.

The Office of Communications is made up of Chief Communications Officer Barbara Jacoby, Supervisor Carrie McGowan, Coordinator Penny Dempsey and Executive Secretary Anne Reed.

Priority Area

Family, Partner and Community Engagement; Quality Workforce

Financial Impact

N.A

Exhibits: (List)

N/A

Source of Additional Information

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