Cherokee County School District

Agenda Request Form

Meeting Date	Agenda Item Number
March 17, 2022	A-11

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 earned top awards for communications and community engagement including “Best in State” honors!

The Georgia School Public Relations Association's annual awards program recognizes outstanding work by public schools, school systems, post-secondary institutions, and educational agencies and associations. The winners were announced by the association on Friday; CCSD earned 19 awards, including 13 Gold Awards, four Silver, and two “Best in State” awards - a tie for the most of these highest honors.

The district earned Gold Awards across the board in categories ranging from website, social media, newsletters and publications to writing, photography and special events. CCSD won the “Best in State” award in the newsletters category in recognition of its monthly District Delegate magazine-style newsletter for employees, as well as the top prize in the special events category for its annual Legacy Makers banquet honoring all CCSD Teachers of the Year. In addition, the Office of Financial Management earned its first-ever Gold Award for its annual budget; and the Office of Technology & Information Services earned its second consecutive Gold Award for its monthly newsletter focused on technology for CCSD employees.

Priority Area

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

Financial Impact

N/A

Exhibits: (List)

List of Awards

Source of Additional Information

Dr. Brian V. Hightower	770.479.1871
Barbara Jacoby	770.479.1871

GSPRA 2021 Awards

BEST IN CATEGORY (& GOLD AWARD)

Category: Newsletter - District Delegate employee newsletter
- Penny Dempsey, Coordinator of Events and Recognition Programs
- Natasha Diaz, Professional Development Specialist

Category: Special Event – 2021 Legacy Makers: CCSD Teachers of the Year Celebration
- Penny Dempsey, Coordinator of Events and Recognition Programs
- Anne Reed, Administrative Assistant to Chief Officers for Communications; Chief of Staff

GOLD AWARDS

Category: Excellence in Writing – 3 Gold Awards
- "CCSD Students Creating Prosthetic Limbs for Those in Need" and "CCSD Surprises District's Teacher of the Year Four Finalists"
- Barbara P. Jacoby, Chief Communications Officer

- "CCSD Educator Donating Kidney to Student"
- Penny Dempsey, Coordinator of Events and Recognition Programs

Category: Internet Website
- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications
- Barbara P. Jacoby, Chief Communications Officer
- Penny Dempsey, Coordinator of Events and Recognition Programs
- Anne Reed, Administrative Assistant to Chief Officers for Communications; Chief of Staff

Category: Newsletter – 2 Gold Awards
- CCSD Connections Parent e-Newsletter
- Barbara P. Jacoby, Chief Communications Officer
- Connection Points employee newsletter
- Bobby Blount, Chief Information Officer
- Robby Carmichael, Executive Director of Student Information Services
- Brad Orth, Executive Director of Business Information Systems
- Dr. Shannon Carroll, Supervisor of Instructional Technology
- Dr. Jennifer Scrivner, Supervisor of Research Services
- Chris Saxon, Supervisor of Technology Field Services
- Karla Tipton, Supervisor of Technology Support Services
- Matt Roper, Facilitator of Technology Support Services
- Jeremy Gravley, Manager of Technology Logistics
- Kaity Littlefield, Administrative Assistant for Technology Services

Category: Photography – "Liberty Lions Return"
- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications

Category: Social Media
- Barbara P. Jacoby, Chief Communications Officer
- Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications
- Penny Dempsey, Coordinator of Events and Recognition Programs
- Anne Reed, Administrative Assistant to Chief Officers for Communications; Chief of Staff

Category: Special Event – Support Staff Employees of the Year Awards Ceremony
• Penny Dempsey, Coordinator of Events and Recognition Programs
• Anne Reed, Administrative Assistant to Chief Officers for Communications; Chief of Staff

Category: Special Purpose Publication – 2 Gold Awards
- First Day Facts back-to-school report
• Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications

- CCSD Fiscal Year 2021 Budget report
• Kenneth Owen, Chief Financial Officer
• Marjorie DeFrank, Executive Director of Financial Management
• Tina Farmer, Executive 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

SILVER AWARDS

Category: Crisis Communications – Pandemic Response
• Barbara P. Jacoby, Chief Communications Officer
• Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications

Category: Excellence in Writing – "A Story of #CCSDfam Kindness and Gratitude Even Through Tragedy"
• Penny Dempsey, Coordinator of Events and Recognition Programs

Category: Photography – "Superintendent Thanks Bus Driver"
• Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications

Category: Special Purpose Publication – Legislative Partnership Priorities
• Carrie McGowan, Supervisor of Strategic Planning, Community Relations & Publications