Cherokee County School District

Agenda Request Form

Meeting Date	Agenda Item Number
February 16, 2023	A-8

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. CCSD earned the most top honors presented at the association's awards program held last month with five “Best in State” trophies and 14 Gold Awards.

The district earned Gold Awards across the board in categories including annual report, crisis communications, excellence in writing, handbook, newsletter, photography, social media, special event, special publication and videography electronic media. CCSD won the “Best in State” award in crisis communications for strategies to correct misinformation including developing a Fact vs. Fiction website, excellence in writing for its Teacher of the Year winner profiles, newsletter for its monthly District Delegate magazine-style newsletter for employees (a second consecutive win), special events for its annual Support Staff Employees of the Year recognition program and special publication for its annual Class Act magazine. In addition, the Office of Technology & Information Services earned its third consecutive Gold Award for its monthly newsletter for CCSD employees, and the Office of Financial Management earned a Silver Award for its annual budget report.

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 2023 Awards

BEST IN CATEGORY (& GOLD AWARD)

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

Category: Excellence in Writing – Teacher of the Year profiles
• Barbara P. Jacoby, Chief Communications Officer

Category: Newsletter - District Delegate employee newsletter
• Penny Dempsey, Coordinator of Events and Recognition Programs

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

Category: Special Publication – Class Act magazine
• Carrie McGowan, Director of Strategic Planning, Community Relations & Publications
• Barbara P. Jacoby, Chief Communications Officer

GOLD AWARDS

Category: Annual Report – "10 Amazing Things We've Done in 2021"
• Carrie McGowan, Director of Strategic Planning, Community Relations & Publications
• Barbara P. Jacoby, Chief Communications Officer

Category: Handbook – "Ready to Learn"
• Carrie McGowan, Director of Strategic Planning, Community Relations & Publications

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
• Chris Saxon, Director of Technology Field Services
• Karla Tipton, Director of Technology Support Services
• Dr. Shannon Carroll, Supervisor of Instructional Technology Services
• Matt Roper, Supervisor of Network and Security Services
• Jeremy Gravley, Manager of Technology Logistics
• Kaity Littlefield, Administrative Assistant for Office of Technology & Information Services

Category: Photography – "Celebrating Graduation"
• Carrie McGowan, Director of Strategic Planning, Community Relations & Publications

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

Category: Special Event – Legacy Makers: Teacher of the Year Ceremony
• Penny Dempsey, Coordinator of Events and Recognition Programs
• Anne Reed, Administrative Assistant for Office of Communications and Chief of Staff

Category: Videography and Electronic Media – 2 Gold Awards for "Celebrating CCSD's 2022 Accreditation Renewal Review" and "Georgia Governance Team of the Year"
- Savannah Holcomb, Media Specialist, River Ridge HS
- Carrie McGowan, Director of Strategic Planning, Community Relations & Publications
- Barbara P. Jacoby, Chief Communications Officer

SILVER AWARDS

Category: Photography – "Governor Kemp at Ball Ground Elementary"
- Carrie McGowan, Director of Strategic Planning, Community Relations & Publications

Category: Special Purpose Publication - CCSD Fiscal Year 2022 Budget report
- Kenneth Owen, Chief Financial Officer
- Marjorie DeFrank, Executive Director of Financial Management
- Tina Farmer, Executive Director of School Nutrition and Procurement Services
- Connie Henderson, Director of Payroll Operations
- Jenna Williams, Supervisor of Financial Compliance & Reporting
- Mindy Woosley, Supervisor of Accounting & Budgets
- Tammie Hunter, Administrative Assistant for Office of Financial Management

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

BRONZE AWARDS

Category: Marketing – CCSD Ed SPLOST Informational Campaign
- Barbara P. Jacoby, Chief Communications Officer
- Carrie McGowan, Director of Strategic Planning, Community Relations & Publications

Category: Photography – "Cherokee Teacher of the Year"
- Carrie McGowan, Director of Strategic Planning, Community Relations & Publications

Category: Special Purpose Publication – Blueprint Progress Report
- Carrie McGowan, Director of Strategic Planning, Community Relations & Publications