

For Immediate Release

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Media Release

CCSD leads state with 21 awards in SC/NSPRA's Rewards for Excellence

Division of Strategy and
Communications

Donald R. Kennedy, Sr.
Interim Superintendent of Schools

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Chief of Staff

Charleston, SC – Charleston County School District's (CCSD) Division of Strategy and Communications, along with five schools, combined to receive a state-best 21 awards in the 2022 Rewards for Excellence program, sponsored by the South Carolina Chapter of the National School Public Relations Association (SC/NSPRA). The honors include three "Best in Show" honors in the District Excellence in Writing category, School Social Media (Cooper River Center for Advanced Studies, and School Website (R.B. Stall High School).

SC/NSPRA recognized 119 programs and projects from across the state during a ceremony on Friday, May 13, 2022, in Columbia.

Rewards for Excellence recognizes outstanding communications and public relations efforts by South Carolina schools, school districts, and education agencies and associations. Public relations veterans with extensive experience in educational and business communications evaluated a total of 217 entries from the school and district levels.

The program features the following three main awards categories:

- Medallion (for comprehensive public relations programs)
- Golden Achievement (for a single project or an aspect of a comprehensive program)
- Publications and Electronic Media (for individual products designed to improve communication)

The following entries from the district and CCSD schools were honored in this year's Rewards for Excellence program:

District

Excellence in Writing - [It all starts with a conversation – Best in Show](#)

Excellence in Writing - [NCHS offers class on "street law" for aspiring lawyers](#)

Excellence in writing - [Pulse of CCSD – Child Development teacher brightens everyone's day](#)

Excellence in Writing - [Pulse of CCSD – Phillip Caston cataloging high school memories year after year at Wando](#)

Excellence in Writing - [Students at Laing expand Go Baby Go project with community donations](#)

Photography – Laurel Hill “Snow Day” 1

Photography – Laurel Hill “Snow Day” 2

Photography – Learning how to raise farm animals

Special Publication – [Valedictorian Booklet 2021](#)

Video (In-House) – [CCSD Minute January 22, 2021](#)

Video (In-House) – [Clemson School of Architecture Career Summer Academy](#)

Video (In-House) – [“Go Baby Go” at Laing Middle School- Stories of CCSD](#)

School

Newsletter – Stiles Point Elementary School

Social Media – Cooper River Center for Advanced Studies' [Facebook page](#) – **Best in Show**

Social Media – R.B. Stall High School's [Facebook page](#)

Video – Cooper River Center for Advanced Studies ([Toys for Tots PSA](#))

Video – North Charleston Creative Arts Elementary School ([January iReady Challenge Winners](#))

Website – [R.B. Stall High School](#) – **Best in Show**

Website – [Drayton Hall Elementary School](#)

Website – [North Charleston Creative Arts Elementary School](#)

Website - [Thomas C. Cario Middle School](#)

“We are tremendously proud of the fact that CCSD won more communications awards than any other district in our state this year,” said CCSD’s Chief of Staff, Dr. Erica Taylor. “Our efforts are all about sharing news about the people and programs of CCSD to our employees, parents, and community at large. It is truly rewarding to see our talented and dedicated team of communications professionals and school staff members recognized by their peers in this way.”

This is the second year in a row CCSD set its own record in the SC/NSPRA Reward for Excellence program; [the district earned 17 honors in 2021](#).

SC/NSPRA is an affiliate of the National School Public Relations Association. The state chapter is composed of more than 140 school public relations practitioners, superintendents, and other educational professionals from across the state. The organization strives to foster development in the field of school public relations and to encourage meaningful community involvement in and understanding of the public school system.

For more information, contact the Division of Strategy and Communications at (843) 937-6303.

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About the Charleston County School District

Charleston County School District (CCSD) is a nationally accredited school district committed to providing equitable and quality educational opportunities for all of its students. CCSD is the second-largest school system in South Carolina and represents a unique blend of urban, suburban, and rural schools spanning 1,300 square miles along the coast. CCSD serves approximately 49,000 students in 88 schools and specialized programs.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, magnet, IB (international baccalaureate), Montessori, and charter schools. Options include programs in science, technology, engineering, and mathematics (STEM); music and other creative and performing arts; career and technical preparation programs; and military.