



**Contact:**

Emily Morgan

[morgane@norwalkps.org](mailto:morgane@norwalkps.org)

203-854-4007 office

## **Connecticut Association of Boards of Education Awards Norwalk Board of Education and Norwalk Public Schools**

Norwalk, Conn. (Nov. 19, 2024) - The Connecticut Association of Boards of Education (CABE) has named Norwalk Public Schools and the Norwalk Board of Education recipients of the 2024 CABE Board of Distinction Award. CABE also honored the district's Communications department with the Bonnie B. Carney Award of Excellence for Educational Communications.

CABE Board Recognitions Award program, which was created in 1998, awards boards of education and superintendents "which exhibit the most effective leadership and are characterized by their ability to work together as teams. The CABE Board Recognition Awards are designed to recognize Boards which work effectively in this manner."

The Board of Distinction Award is the highest honor that CABE presents to state boards. The Norwalk BOE was recognized at the 2024 CABE/CAPPS Convention on Nov. 15. Lunda Asmani, Chief Financial Officer of Norwalk Public Schools, accepted the award on behalf of the district.

CABE also awarded NPS Communications with the Bonnie B. Carney Award of Excellence for Educational Communications in eight categories and 11 total awards.

**Annual Report:** NPS State of the Schools 2023

**Computer Generated Project:** 21 Strong; Hola Familia

**Course Selection Guide:** Norwalk Public Schools School Choice Catalog

**District Budget:** Budget in Brief

**Social Media:** Women's History Month Campaign; Why I Teach Campaign; Long-Tenured Teacher Celebrations

**Special Project:** First Book 2024 Campaign

**Special Project (AV):** Inside NPS

**Websites:** NPS Family Center Website

CABE has been honoring school districts with the Award of Excellence for Educational Communications since 1975. In 2016, the award was renamed in honor of longtime CABE staff member, Bonnie B. Carney, in recognition of her 47 years of dedication to education, focused on communications.

With this award, CABE's goal is to identify and honor the hard working people in school districts for their continuing effort to communicate effectively.

The NPS Communication Department is led by Director of Communications and Marketing Nick Dua. He is joined by Media Relations Specialist Emily Morgan and Digital Media Specialist J.D. Freda. Starting in August 2022, this team incorporated a new dynamic, storytelling approach to all district content.

The nature of the team's content has improved through quality, intention, style, prolificacy and adaptability. The team has implemented new styles of video, from longer-form content to implementing short "Reels" content, interviews, features and campaigns revolving around district events such as First Book, the Hispanic Heritage Festival and the Black Heritage and History Festival.

The team has also focused on individualized content, putting district students, teachers and staff in the spotlight. In May 2024, the new educator spotlight "Why I Teach" campaign was launched, a video series featuring NPS students who choose the teachers they most want to ask "Why Do You Teach?" and other questions about their profession as proud educators. The campaign will expand this winter with "It Takes a Village" that will highlight support staff in schools and Central Office staff.

NPS Communications was also honored for its work this year by the National School Public Relations Association, collecting nine Publications & Digital Media Awards including five Awards of Excellence.