Agenda Request Form

Meeting Date	Agenda Item Number
July 24, 2025	Recognition Item 5

Title

National School Public Relations Association Awards

Requested Action

School Board Recognition of CCSD Office of Communications -- National School Public Relations Association Awards

Summary Explanation and Background

The Cherokee County School District has earned five National School Public Relations Association awards for excellence in communications, including a top honor for strategic communications and community engagement.

CCSD's Communications department is made up of Chief Communications Officer Barbara Jacoby, Director Carrie McGowan, Coordinator Penny Dempsey and Administrative Assistant Anne Reed.

Industry professionals judge communications teams' work in consideration for honors including the prestigious Golden Achievement Award, which recognizes “outstanding, strategic work in all aspects of school public relations, communication, marketing and engagement.” Only 132 school districts, less than 10 percent of systems nationwide, earned the 2025 Golden Achievement Award.

In addition to this award, the team earned an Excellence award for Class Act, CCSD's annual magazine published at the start of the school year; and awards of Merit for CCSD Connections, CCSD's monthly e-newsletter for students' families and the community at large; the CCSD 2024 Advanced Placement (AP) Exam Scores infographic; and the District Delegate, CCSD's bimonthly newsletter for employees.

Financial Impact

N/A

Exhibits: (List) — Enter URL below

N/A

Source of Additional Information — Open URL

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