

FOR IMMEDIATE RELEASE

Sunday, July 20, 2025

Contact: Dr. Erica S. Taylor
Assistant Superintendent for Communications
and Business and Community Partnerships
erica.taylor@ocsdsc.org



Left photo is Hatara Tyson, OCSD's Communications & Graphic Design Specialist

OCSD Wins National Golden Achievement Award for Excellence in Engagement from NSPRA

Orangeburg, S.C. – The Orangeburg County School District (OCSD) has been recognized by the National School Public Relations Association (NSPRA) as a recipient of the 2025 Golden Achievement Award for its innovative initiative, "Excellence in Engagement: Transforming Customer Service in OCSD."

This prestigious award, one of the highest honors in school communications, celebrates exemplary strategic work in public relations, marketing, and engagement. OCSD's winning entry was submitted by Hatara Tyson, Communications & Graphic Design Specialist, on behalf of the district's Communications Department.

"This award reflects our district's intentional effort to improve every interaction with our families, staff, and community," said Superintendent Dr. Shawn D. Foster. "From the front office to the boardroom, customer service is foundational to how we build trust and foster strong school-community partnerships."

The "Excellence in Engagement" campaign was designed to strengthen stakeholder relationships by training staff, standardizing communication practices, and infusing customer service excellence into OCSD's culture. The initiative resulted in improved satisfaction among families, stronger brand perception, and more consistent communication across the district.

"We are incredibly proud to be recognized on a national stage for a program that centers people and relationships," said Dr. Erica S. Taylor, Assistant Superintendent for Communications, Business, and Community Partnerships. "Hatara Tyson's leadership and creativity were instrumental in bringing this campaign to life and ensuring it resonated across every level of our organization."

NSPRA received a record number of entries for the 2025 School Communication Awards, underscoring the increased focus on effective public engagement in K-12 education. Awards are judged by experienced, accredited public relations professionals based on strategy, implementation, and measurable outcomes.

OCSD received the award during 2025 NSPRA's Annual Meeting and Celebration of Achievement in Washington, D.C, today.

Also, to learn more about OCSD, please contact Dr. Erica S. Taylor, Assistant Superintendent for Communications and Business and Community Partnerships, at erica.taylor@ocsdsc.org or 839-356-4040.

Orangeburg County School District

The mission of Orangeburg County School District, the catalyst of innovation and excellence, is to ensure all students discover and develop their person, purpose, and platform through high-quality educational experiences distinguished by a culture of collaboration, equity, and inclusion; a creative learning environment with inspiring opportunities; a commitment to nurture the academic, physical, social and emotional well-being of all. Visit us online at ocsdsc.org

###