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RCSD Communications Team Receives National Recognition for 3rd Consecutive Year

The Rochester City School District is proud to announce that its Communications team was recognized on the national stage earlier this week at the National School Public Relations Association (NSPRA) 2026 National Seminar, held July 19 – 22 in New Orleans, Louisiana.

For the third consecutive year, NSPRA honored the RCSD Communications team with national awards for excellence in school public relations and strategy, earning three top honors:

- **Golden Achievement Award:** Recognized for the impact of the District's "[*Strive for Five: Show Up Strong, Five Days Long*](#)" Attendance Campaign. Developed in response to a documented attendance challenge affecting students across the District, this yearlong multi-channel campaign [launched on August 20, 2025](#), at Montessori Academy School No. 53, combining community partnerships and family engagement to elevate daily attendance.
- **Publications & Digital Media Award of Excellence (Video):** Awarded for "[*Here with Purpose: A New Chapter Begins*](#)," the District's 2025 Superintendent's Conference Day video featuring Superintendent Dr. Eric Jay Rosser. Shown to all RCSD employees across schools and District offices, the video was designed to unify, inspire, and set the tone for a new chapter grounded in transparency, collaboration, and student-centered leadership.
- **Publications & Digital Media Award of Excellence (Calendar):** Recognized for the 2025 – 2026 District Calendar, which showcased the District's new branding. Designed in-house, the annual calendar serves as an essential informational tool for students, families, and staff. Every family receives a printed bilingual (English/Spanish) version, with an [interactive digital version](#) optimized for web and mobile access.

Congratulations to the Communications team on these remarkable achievements.