



SUNSPRA School Communicator of the Year

This category reflects the highest award a school communicator can receive at the state/regional level. Candidates should be current members of their chapters, hold professional membership in NSPRA, and plan to continue working in the profession. The selected award winner from Florida will go on to compete at the National level.

This program is designed to recognize the outstanding leadership and contributions of active, front-line school communicators who work full-time in school districts or education service agencies.

Procedures

All entries will be submitted through SUNSPRA's online award platform and must include the following:

- A brief summary (no more than two pages) describing the communication and public relations achievements of the nominee in the areas of **Leadership, Communication, Professionalism** and **Community Involvement**.
- High-resolution headshot of the nominee

Nominations must be submitted no later than **Friday, October 20, 2023**.

Criteria

- **Leadership:** Demonstrated leadership in successfully meeting the communication needs of their school system or educational service agency. Examples may include leading successful communication campaigns, overcoming an internal communication challenge, or creating a robust strategic communication plan.
- **Communication:** Demonstrated strength in both personal and organizational communication. Examples may include evidence of persuasion, the power of engagement, or influence in decision-making.
- **Professionalism:** Constant improvement of knowledge and skills, while providing professional development opportunities and mentoring to others. Examples may include achieving accreditation in public relations (APR), participating in NSPRA's Mentor Match program, or serving as a speaker at the chapter or national level.
- **Community Involvement:** Active participation in their local community activities and an understanding of regional, national, and international issues. Examples may include volunteering in their local community, organizing a fund-raising event for their community, or writing an article that demonstrates broad knowledge of the complexities of public education.

Entries for this award are \$50 for members, and \$75 for non-members.

Please submit your nominee by clicking [HERE](#).