



## **Superintendent of the Year Award 2018**

### *MSPRA Outstanding Superintendent Communicator Award for Superintendents*

This award from the Michigan School Public Relations Association annually recognizes a practicing superintendent of schools or CEO of an education agency, service center, or intermediate unit for outstanding leadership in school public relations and communications.

#### Procedures:

- MSPRA sends this entry form for the Outstanding Superintendent Communicator Award to all MSPRA members.
- Each member may submit one entry for the award. Only members may submit nominations. All entries must use the Official Entry Form and include the following: Statement of Nomination (not to exceed two one-sided pages), biographical sketch, one letter of nomination. Up to six one-sided pages of additional documentation (e.g. newspaper columns, employee communications, etc.) may be enclosed. Five sets of nomination paperwork must be received at MSPRA offices by Friday, May 18, 2018. Entries that do not follow these procedures will be disqualified.
- A selection committee comprised of two MSPRA executive board members, one MSPRA member, and a current or former superintendent will be appointed by the MSPRA president.
- The award will be presented at the winning Superintendent's Board of Education meeting TBD in the fall of 2018. MSPRA will also provide complimentary MSPRA annual conference registration for the award winner.

#### Criteria:

The nominee must be a current superintendent or CEO of a public school district or education agency.

Consideration for the nomination will include demonstrated evidence of the following:

- The superintendent demonstrates the value of a year round, ongoing program of internal and external communications.
- The superintendent supports communications by allocating a portion of the budget to the program and providing staff and board training.
- The superintendent works closely and in a strategic way with the district's communications professional(s).

- The superintendent practices communication management techniques such as empowering staff, working with the community, interacting with the media, and building partnerships with other entities.
- The superintendent demonstrates excellent personal communication skills such as ethics, honesty, openness and good listening skills.

To enter, please return the following:

- Official Entry Form Typed "Statement of Nomination" indicating why the nominee should be considered, based on the criteria listed for this nomination category (limited to two single-sided pages).
- Brief biographical sketch of the nominee (limited to one single-sided page)
- One Letter of Nomination (limited to one single-sided page). We encourage these to come from someone other than the PR/Communications professional such as a board member, a community member, a district principal or central office administrator.
- Additional Documentation (limited to six single-sided pages)
- One original of the entry materials and four copies of the completed entry.

Judges will review a maximum of eleven single-sided pages per entry (total page count includes entry form). Entries that exceed the total page count will not be reviewed in their entirety.

Deadline: May 18, 2018

Send entries to: MSPRA 1001 Centennial Way, Suite 300 Lansing, MI 48917-9279