



Georgia School Public Relations Association

*Publication, Photography, and Electronic Media Virtual
Awards Celebration*

January 28, 2021

Awards by District

GSPRA

Georgia School Public Relations Association

Baldwin County School District



2 Gold: Excellence in Writing & Videography/Electronic Media

2 Silver: Image/Identity Package & Newsletter/Magazine

4 Bronze: Photography, Website, Marketing Campaign, & Handbook

Bibb County School District



1 Gold: Image/Identity Package

4 Silver: Newsletter/Magazine, Special Event, Videography/Electronic Media, & Social Media

2 Bronze: Photography & Marketing Campaign

Burke County Public Schools



2 Silver: Special Purpose Publication

2 Bronze: Marketing Campaign &
Special Purpose Publication

Cherokee County School District



15 Gold: Website, Special Event, Crisis Communication, Excellence in Writing, Photography, Handbook, Newsletter/Magazine, Special Purpose Publication, Social Media, Annual Report

3 Silver: Special Purpose Publication & Marketing Campaign

1 Bronze: Photography

Columbia County School District



1 Silver: Special Purpose Publication

Dalton Public Schools



1 Gold: Videography/Electronic Media

1 Bronze: Marketing Campaign

Dougherty County School System



2 Gold: Videography/Electronic Media
& Special Purpose Publication

3 Silver: Excellence in Writing, Special
Event, & Special Purpose Publication

Douglas County School System



4 Gold: Excellence in Writing,
Newsletter/Magazine, Social Media, &
Videography/Electronic Media

2 Silver: Annual Report, Calendar

2 Bronze: Special Purpose Publication &
Marketing Campaign

Dublin City Schools



6 Gold: Photography,
Videography/Electronic Media,
Excellence in Writing, & Special Purpose
publication

2 Silver: Videography/Electronic Media
& Photography

7 Bronze: Photography, Special Purpose
Publication, Videography/Electronic
Media, & Marketing Campaign

Forsyth County Schools



3 Gold: Website,
Videography/Electronic Media, &
Marketing Campaign

2 Silver: Image/Identity Package &
Special Purpose Publication

1 Bronze: Newsletter/Magazine

Georgia Partnership for Excellence in Education



2 Gold: Special Purpose Publication &
Excellence in Writing

1 Silver: Website

1 Bronze: Videography/Electronic
Media

Griffin-Spalding County School System



1 Gold: Annual Report

1 Silver: Newsletter/Magazine

1 Bronze: Marketing Campaign

Quinnett County Public Schools



13 Gold: Videography/Electronic Media,
Photography, Special Purpose
Publication, Excellence in Writing, &
Social Media

1 Silver: Photography

3 Bronze: Newsletter/Magazine &
Photography

Houston County School District



8 Gold: Special Event, Website,
Marketing Campaign, Social Media, &
Calendar

Laurens County School District



3 Gold: Photography,
Videography/Electronic Media, and
Social Media

1 Silver: Photography

Loundes County Schools



3 Silver: Newsletter/Magazine &
Handbook

Lumpkin County Schools



1 Gold: Special Event

Mountain Education Charter High



1 Gold: Videography/Electronic Media

2 Silver: Excellence in Writing, Special Purpose Publication, & Image/Identity Package

3 Bronze: Photography, Newsletter/Magazine, & Website

Muscogee County School District



3 Gold: Excellence in Writing & Marketing Campaign

2 Silver: Crisis Communication & Newsletter/Magazine

Newton County School System



3 Gold: Newsletter/Magazine,
Excellence in Writing, & Annual Report

2 Silver: Excellence in Writing

2 Bronze: Excellence in Writing

Oconee County Schools



3 Gold: Annual Report, Social Media,
Special Purpose Publication

1 Silver: Newsletter/News magazine

1 Bronze: Videography/Electronic
Media

Social Circle City Schools



1 Gold: Special Purpose Publication

Walton County School District



2 Silver: Photography,
Newsletter/Magazine

Best in Category

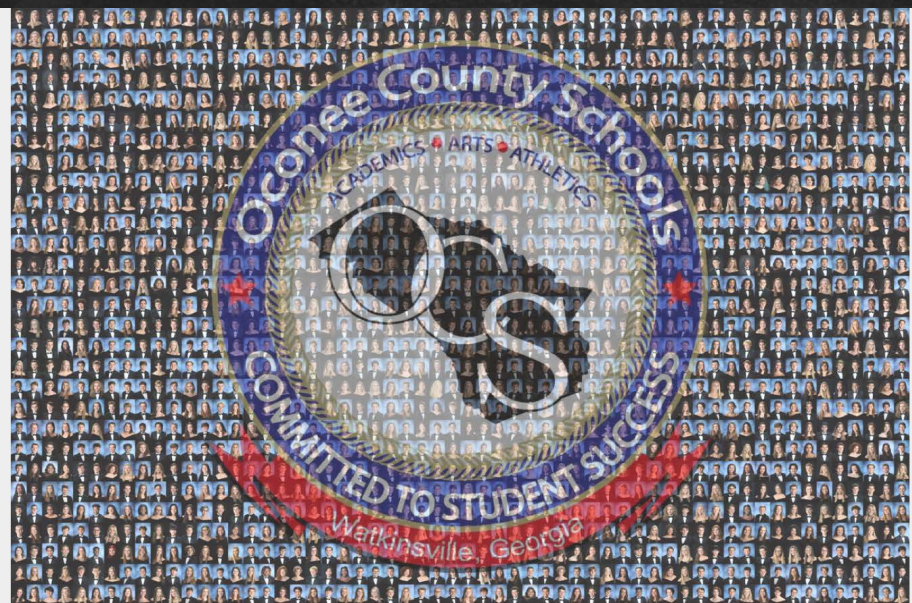
GSPRA

Georgia School Public Relations Association

Best in Category: Annual Report



Oconee County Schools
“Annual Report 2020”



ANNUAL REPORT 2020

ABOUT OCONEE COUNTY SCHOOLS

#1

Statewide Financial Efficiency

#1

School System in Georgia

#3

County School System in America

4 BLUE RIBBON SCHOOLS OF EXCELLENCE

As ranked by Niche

Elementary Level:

- #6 Oconee County Elementary School
- #10 Malcom Bridge Elementary School

Middle Level:

- #7 Malcom Bridge Middle School
- #13 Oconee County Middle School

2 STEM-CERTIFIED SCHOOLS

Colham Ferry Elementary School

Rocky Branch Elementary School

NATIONAL SCHOOL OF CHARACTER

Rocky Branch Elementary School

GOVERNOR'S HIGHEST PERFORMING SCHOOLS

Malcom Bridge Middle School (Gold)

Rocky Branch Elementary School (Bronze)

Malcom Bridge Middle School (Bronze)

North Oconee High School (Gold)

GOVERNOR'S GREATEST GAINS SCHOOLS

High Shoals Elementary School (Bronze)

Malcom Bridge Elementary School (Gold)

North Oconee High School (Platinum)

Oconee County High School (Silver)

GREATSCHOOLS COLLEGE SUCCESS AWARD

Only county system with winners in Northeast Georgia

North Oconee High School

Oconee County High School

TITLE I DISTINGUISHED SCHOOLS

Oconee County Primary School

High Shoals Elementary School

Oconee County Middle School

ADVANCED PLACEMENT HONOR SCHOOLS

Recognized for exceptional merit

North Oconee High School

Oconee County High School

TOP 15 PUBLIC SCHOOLS IN GEORGIA

As ranked by Niche

Elementary Level:

- #6 Oconee County Elementary School
- #10 Malcom Bridge Elementary School

Middle Level:

- #7 Malcom Bridge Middle School
- #13 Oconee County Middle School

BREAKOUT SCHOOL

Georgia Association of Secondary School Principals Honor

Oconee County Middle School

MIDDLE SCHOOL PRINCIPAL OF THE YEAR

Georgia Association of Secondary School Principals Honor

Kathie Carter, Oconee County Middle School

BILL BARR LEADERSHIP AWARD

Georgia School Superintendents Association Honor

Dr. Jason Branch, Superintendent

EXEMPLARY SCHOOL BOARD

Highest designation for school boards by the Georgia School Boards Association

5/5 SCHOOL CLIMATE RATINGS

Oconee County Primary School

Oconee County Elementary School

Colham Ferry Elementary School

Dove Creek Elementary School

Malcom Bridge Elementary School

Oconee County Elementary School

Rocky Branch Elementary School

Malcom Bridge Middle School

Oconee County Middle School

North Oconee High School

COLHAM FERRY ELEMENTARY

POINTS OF PRIDE

- Georgia Department of Education STEM Certified School
- 5/5 for Positive School Climate (Georgia Department of Education)
- \$2,500 Walton EMC EmPOWERment Grant for outdoor classroom

ACADEMIC ACHIEVEMENT

- 90.7 College and Career Ready Performance Index (CCRPI) Overall Score - an "A"
- As designated by the Georgia Department of Education
- 96.5 Content Mastery (CCRPI)
- 93.3 Progress (CCRPI)
- 90.2 Readiness (CCRPI)

Mr. Tony McCullers
Principal

www.oconeeschools.org/CFES
Twitter and Instagram: @cfesmustangs

DOVE CREEK ELEMENTARY

POINTS OF PRIDE

- Oconee County's newest, state-of-the-art school
- 5/5 for Positive School Climate (Georgia Department of Education)
- \$1,300 Walton EMC EmPOWERment Grants for STEM and Literacy

ACADEMIC ACHIEVEMENT

- 88.8 College and Career Ready Performance Index (CCRPI) Overall Score
- As designated by the Georgia Department of Education
- 91.3 Content Mastery (CCRPI)
- 91.3 Readiness (CCRPI)
- 85.2 Progress (CCRPI)

Dr. Susan Stancil
Principal

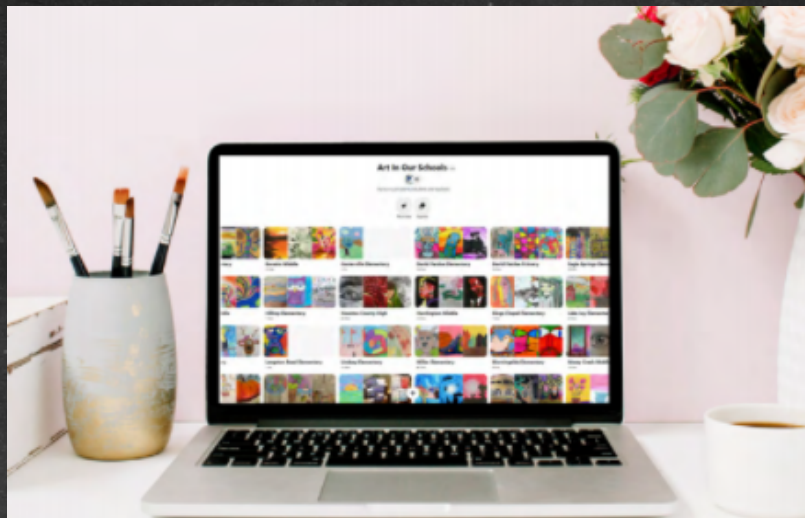
www.oconeeschools.org/DCES
Twitter and Instagram: @dcresdragons

"Highlighting each school in the district and listing the district accomplishments was an excellent addition."

Best in Category: Calendar



**Houston County School
District**
“2020-2021 Student Art
Calendar”



Provides a calendar tailored specifically to the district while providing tangible evidence of the district's focus on fine arts

Exceptional Children's Month Music in Our Schools Month Social Work Month Youth Art Month							March 2021		
SUN	MON	TUE	WED	THU	FRI	SAT			
National School Breakfast Week	1	2 NEA's Read Across America	3	4	5	6			
Perseverance				PTE Court					
7 National School Social Workers' Week	8 BOE Work Session, 6:00 p.m.	9 BOE Meeting, 1:00 p.m.	10 Superintendent's Meeting, 8:00 a.m.	11	12	13			
Respect for the Environment	Georgia Milestones EOC Mid-month								
14 School Board Appreciation Week Daylight Savings Time Begins Cleanliness	15	16	17	18	19 Special Olympics HCHS	20 First Day of Spring			
21	22 ES Report Cards	23 National Agriculture Day	24	25	26	27			
Gratitude									
28	29	30	31					Avery Abrams, David Perdue Primary	
	Spring Break								

*Best in Category: Crisis
Communications*



**Cherokee County School
District**
“CCSD Pandemic Response”



2/26/2020 Message to Parents: Coronavirus



3/20/20 Message from the Superintendent



Governor Closes All Schools through March 31, 2020



7/8/20 CCSD Message: School Reopening

"CCSD is on top of things and proactively communicating, trying to get ahead of rumors. Many things in this email I heard for the first time, and I am grateful to have at least one source I can count on for accurate information." -Parent Email

*Best in Category: Excellence in
Writing*



**Gwinnett County Public
Schools**

“Volunteers on ‘bed build’ project
provide good night’s sleep for kids”

Volunteers on 'bed build' project provide good night's sleep for kids



"Great use of
storytelling and
quotes to really paint
a picture and engage
the reader."

Best in Category: Handbook



**Cherokee County School
District**

**“Instructional Framework
Handbook”**



INSTRUCTIONAL FRAMEWORK

A Guide for Teachers and Leaders



Cherokee County
School District

DESIGN

INSTRUCT

ASSESS

REFLECT

"Concise, colorful, appealing and inviting, easy to navigate."

*Best in Category: Image/Identity
Package*



Bibb County Schools
“Northeast Zone Logos”



"Great way to use the design to bring the community together."

*Best in Category: Marketing
Campaign*



**Houston County School
District**

**“Land the Job You Love’ Teacher
Recruitment Marketing Campaign”**



JOIN OUR TEAM!



*Tips from Dr. Traci Jackson,
Principal of SHES*

Land the Job You Love

"Teaching in Houston County is a dream come true. Houston County teachers work so hard to encourage, inspire, and engage students every single day. One teacher, one child, one book can change the world."

Melissa Camarota
GRES



SCAN ME



- Doors open at 8:00 a.m
- 39 schools onsite for mini interviews
- GaTAPP, MAT and Troops to Teachers Information
- For more information, call 478-988-6244

"Outstanding all the way around."

Best in Category:
Newsletter/Magazine



**Cherokee County School
District**

**“Cherokee Connections Parent
E-Newsletter”**

CCSD Connections

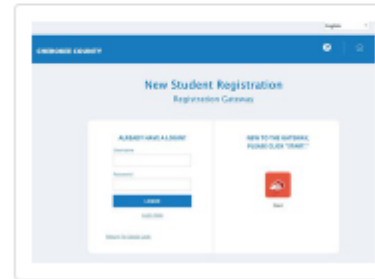
A Monthly Parent Newsletter - May 2020



Cherokee County
School District

"This is a beautiful newsletter. I am impressed by your efforts to survey parents to find out what would be of most interest to them. This demonstrates a commitment to engagement."

TOP STORIES



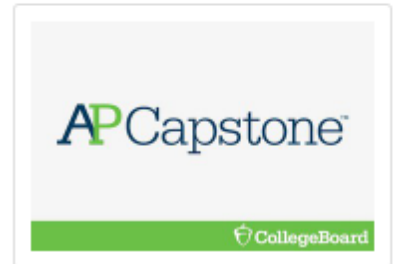
Online Gateway

While CCSD schools and office remain closed, registration for students new to CCSD for the 2020-21 school year is underway through the online [Registration Gateway](#).



Honor Roll

The Cherokee County School District's newly published [Annual Report of District Progress](#) offers the community a snapshot of the past year's successes.



Top Notch

Sequoyah HS has been selected for [AP Capstone](#), an international program offering select graduates a prestigious recognition and opportunities for additional college course credit.

Best in Category: Photography



Dublin City Schools
“Gridiron Grillers”



"This looks
like a photo
I would see
in a
magazine."

Best in Category: Social Media




**Houston County School
District
“Social Media”**




Social Media

the *easy* way.







SOCIAL MEDIA

COVID-19 Pandemic Best Practices



MASK UP

Everyone in the photo must be wearing a face covering correctly. Check to make sure the nose is covered.

MAINTAIN SOCIAL DISTANCE

Encourage everyone to remain physically distanced rather than close together for a photo. When presenting awards, give space and present at arms length.

"Outstanding! BEST OF THE BEST!!!!!! Clear, strategic, effective, easy to understand."

Best in Category: Special Event



**Houston County School
District**
“Teacher and Employee of the
Year Recognition”



Teachers ²⁰¹⁹⁻²⁰²⁰ **OF THE** *Year*



"Outstanding all the way around."

*Best in Category: Special Purpose
Publication*



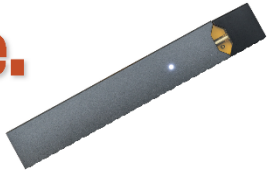
**Gwinnett County Public
Schools**

“Anti-Vaping Poster Series”

**The same
companies
that make
these...**



make these.



**Same drug,
new package.**

Don't buy what they're selling.



**There is as much nicotine
in one e-cigarette pod
as there is in a
pack of cigarettes.**



**Tobacco companies don't care
how you get addicted,
just *that* you get addicted.**



**Vaping is a chemistry
experiment you do
on yourself.**

E-cigarettes can contain
lead, chromium,
manganese or nickel,
and some even
contain arsenic.

**Don't be
a science
experiment.**



"The design is concise and eye-catching, and the graphics/messaging are on target. You do not "beat around the bush" with your messaging and the direct approach is effective."

*Best in Category: Video/Electronic
Media*



**Gwinnett County Public
Schools**

**“Teacher of the Year: Rebecca
Carlisle”**



"This is a fantastic video! It was exceptionally well produced and well-conceived. It completely captured Ms. Carlisle's passion and enthusiasm for teaching and her students."

"It was compelling and watchable with excellent sound, video, and interview quality. In addition, the graphics and photography techniques were phenomenal. Excellent job!"



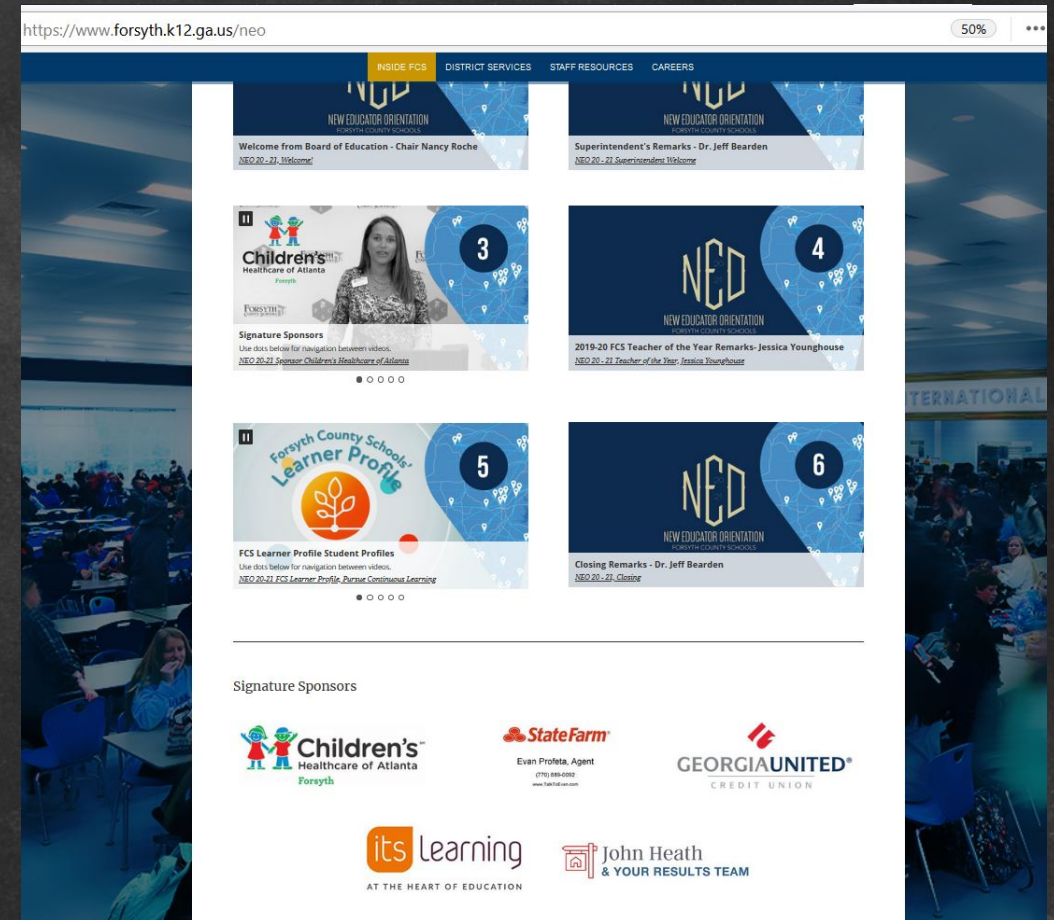
Best in Category: Website



Forsyth County Schools
“New Educator Orientation
Website”



Due to COVID-19, Forsyth County Schools shifted gears from hosting a one-time, one-day, face-to-face new educator orientation to this online, on-demand, convenient and well-designed training.



Professional Awards

GSPRA

Georgia School Public Relations Association

Outstanding Leadership in School & Community Relations



Dr. Jason L. Branch
Superintendent, Oconee
County Schools

*Marie Wofford Professional
Growth Award*



Hayley Greene
Bulloch County Schools

*Anne Raymond Distinguished
Service Award*



Yolanda Stephen, APR
**Troup County School
System**

Thank you!



Georgia School Public Relations Association