

Call for Nominations
2011 INSPRA Distinguished Communicator Award

Established in 2007, the Illinois Chapter of the National School Public Relations Association (INSPRA) Distinguished Communicator Award (DCA), formerly known as the INSPRA Public Relations Professional of the Year, is one of the highest and most prestigious honors presented by INSPRA. Its purpose is to recognize an INSPRA member for a career that exemplifies the professional practices of school public relations and deserves recognition for an outstanding body of work sustained over time. Past award recipients include:

2007

Stacey Holland

2008

Mindy Ward

2009

Peg Mannion

2010

Melea Smith, APR

School districts, foundations, past winners, and individuals who are current members of INSPRA may submit nominations for this award. The deadline for the 2011 nominations is Friday, March 25.

If you have any questions or need additional help, please call INSPRA at 815-464-3275.

INSPRA Distinguished Communicator Award Guidelines

Purpose

The INSPRA DCA is one of the highest honors bestowed by INSPRA. It recognizes an INSPRA member for a career that exemplifies the professional practices of school public relations, and deserves recognition for an outstanding body of work sustained over time. In addition, it recognizes the member's active involvement and leadership at local and state levels, as well as professional contributions to INSPRA.

Eligibility

Eligible nominees must:

- Hold a professional membership in INSPRA
- Currently work in the field of educational PR in a professional position (with a district, school, educational agency or organization) for the equivalent of five (5) or more years

Recognition Criteria

The following criteria will be considered for selection.

The nominee:

- Personally advances the practice of educational communications at local and state levels through projects, programs, initiatives or special circumstances.
- Contributes to the body of knowledge of the profession through published writings/videos/ products.
- Serves as a strategic advisor to professional colleagues and educational leaders.
- Is a credible spokesperson on issues related to educational communications/public relations.
- Represents the educational communications/public relations professional as a leader in INSPRA, NSPRA, or in other associations and organizations.
- Regularly presents/facilitates or organizes presentations at state education conferences and/or colleges/universities.
- Has received local/state/national awards/honors in recognition of his/her professional achievements.

- Strongly advocates for strategic communications and the role of the educational communications practitioner.
- Models the highest code of ethics and professional integrity.

Nomination Process

Nominations should include the following:

- 600-word essay answering the essential criteria
- 300-word summary of your nomination for use in the program booklet
- Completed Nomination Form found in the 2011 Distinguished Service Awards (DSA) brochure

Completed nomination forms **MUST** be submitted electronically to cglatz@managementservices.org as a Word document attachment by March 25, 2011. If selected as an Award of Excellence, the summary will be published in the DSA program booklet. For your nomination to be complete, you must also fax the Nomination Form located in the DSA brochure to the INSPRA office at 815-469-1901.

The fax and email must be received no later than midnight, March 25, 2011.

A confirmation will be sent within two business days upon receiving the complete nomination.

Selection

A two-three-member committee of school district superintendents will serve as the Screening Committee for nominations. The Screening Committee will review and judge nominations and submit ranked finalists to the INSPRA President and President-Elect by the April INSPRA Board of Director meeting.

Final selection of the INSPRA Distinguished Communicator Award is made by the current INSPRA President and President-Elect, who comprise the Final Selection Committee. The Final Selection Committee will make its decision by April 15.

Announcement

All Award of Excellence nominees and nominators will receive invitation letters to the DSA Luncheon. The DCA winner will be announced and the award presentation will be made during the luncheon.

INSPRA Distinguished Communicator Award Nomination

Before nominating an INSPRA member for this award, please review the attached criteria and rubric that is used to select recipients for the award. Please complete the following information.

Name of person you are nominating:

Nominee's current position:

School District/Agency/Organization:

Address:

City/State/Zip:

Phone:

Email:

When writing the nomination, provide specific examples and information that describe how the nominee has gone above and beyond normal job responsibilities to exemplify excellence. Your nomination should describe:

- The nominee's contributions to the school communications and public relations profession
- The nominee's contributions to INSPRA
- Awards and honors received by the nominee
- Additional reasons why you feel the nominee meets the criteria and deserves to receive this award

**INSPRA DSA
Distinguished Communicator Award Judging Rubric**

Nominee's Name: _____

Areas of Evaluation	0-1 point	2-3 points	4-5 points	6-7 points	Score
The nominee has a long and well documented record of actions that support or improve understanding and communication in the schools and/or district	Below Average	Average	Above Average	Exemplary	
The nominee has demonstrated a consistent pattern of actions that foster cooperative partnerships between schools and community	Below Average	Average	Above Average	Exemplary	
The nominee has demonstrated a consistent pattern of service and leadership to the profession of school public relations	Below Average	Average	Above Average	Exemplary	
Overall impression of the nominee	Below Average	Average	Above Average	Exemplary	

Score of 16-22 Award of Excellence

Score of 23-25 Distinguished Communicator Award