

## **Call for Nominations**

### **2011 INSPRA Distinguished Service Award Guidelines**

Are there noteworthy people who spread the good word about your schools or through other actions enhance the image of public education and the reputation of your school district? The Illinois Chapter of the National School Public Relations Association (INSPRA) annually sponsors the Distinguished Service Awards (DSA) to honor deserving education staff and supporters of local school districts. This statewide program brings recognition to the award recipient and the nominating school district.

Whether it's the school superintendent, a teacher, a custodian, a parent, a school board member or community member, public relations and communications are at the foundation of any role or responsibility in our schools.

This is your district's chance to recognize stakeholders who fulfill their roles as public relations ambassadors for education.

On Friday, May 6, 2011, DSA recipients will be honored at a luncheon at the Park Ridge Country Club in Park Ridge, IL. The highlight of the event is the selection of one of the Distinguished Service Award of Excellence winners as Public Relations Ambassador of the Year.

School districts, foundations, past winners, and individuals may submit nominations. Only one nomination per category per school district will be accepted. 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 Service Award Guidelines**

#### **Purpose**

The INSPRA annually sponsors the DSAs to honor deserving education staff and supporters of local school districts. This statewide program brings recognition to the award recipient and the nominating school district.

#### **Award Categories**

##### **Administrator**

This group includes superintendents, associate/assistant superintendents, principals, assistant principals, directors/coordinators, and other certified or non-certified staff members who function in administrative roles.

##### **Board of Education Member**

##### **Community Member**

**Faculty/Certified Staff**

This group includes teachers, counselors, and other certified school service personnel such as nurses, psychologists or social workers.

**Parent****Student****Support Staff**

This group includes aides, bus drivers, crossing guards, maintenance/custodial personnel, food service workers, para-professionals, administrative assistants or secretaries.

**Team**

This includes two or more individuals who worked together to complete a single project or activity.

**Recognition Criteria**

The following criteria will be considered for selection. The nominee has gone above and beyond normal job responsibilities to exemplify excellence, and:

- Supports or improves understanding and communication in the school and/or district.
- Fosters cooperative partnerships between school and community.
- Strengthens stakeholder support for education.

**Nomination Process**

School districts may submit one nomination per category. Nominations should include the following:

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

Completed nominations **MUST** be submitted electronically to [cglatz@managementservices.org](mailto:cglatz@managementservices.org) as a Word document attachment by March 25, 2011. If selected for an award, 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 Distinguished Service Award 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.

## **Announcement**

All Awards of Excellence and Merit nominees and nominators will receive invitation letters to the DSA Luncheon. The award presentation is made during the luncheon.

## **Nomination Format**

Before nominating, please review the criteria and scoring rubric that is used to select recipients for the award. Letters of recommendation will not be accepted. Please complete the following information below.

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, which describe how the nominee has gone above and beyond normal job responsibilities to exemplify excellence. Please:

- Describe how the nominee supports or improves understanding and communication in your school and/or district.
- Provide specific examples of how the nominee fosters cooperative partnerships between school and community.
- Describe programs created by the nominee that strengthen overall support for education by stakeholders.
- Provide any additional information or comments.

## 2011 INSPRA Distinguished Service Award Judging Rubric

Nominee's Name: \_\_\_\_\_

Category: \_\_\_\_\_

Areas of Evaluation	Does Not Meet 0-1 point	Meets 2-3 points	Exceeds 4-5 points	Score
<b>Nominee helps support or improve understanding and communication in the school and/or district</b>	There is little to no evidence that the nominee has been involved with a program or carried out job duties that support or improve understanding and communication strategies in the school or district.	There is sufficient evidence that the nominee has been involved with a program or carried out job duties that support or improve understanding and communication strategies in the school or district.	There is overwhelming evidence that the nominee has been involved with or <u>initiated</u> a program or <u>goes above and beyond job duties that results in direct support</u> or improves understanding and communication strategies in the school or district.	
<b>Actions of nominee foster cooperative partnerships between school &amp; community</b>	There is little to no evidence that the actions of the nominee foster cooperative partnerships between school & community.	There is sufficient evidence that the actions of the nominee fosters or <u>may help result in</u> cooperative partnerships between school & community.	There is overwhelming evidence that the actions of the nominee fosters or <u>results in</u> cooperative partnerships between school & community.	
<b>Actions of nominee strengthen overall support for education by stakeholders</b>	There is little to no evidence that the actions of the nominee strengthen support for education.	The actions of the nominee strengthen support for education by some stakeholders.	The actions of the nominee have a major impact, leading to support for education by many/all stakeholders.	
<b>Overall impression of the nomination</b>	This submission does not meet my expectations.	This submission meets my expectations.	This submission exceeds my expectations.	

Score of 0-9  
Score of 10-15  
Score of 16-20

No Award  
Award of Merit  
Award of Excellence

\_\_\_\_\_ Check here if this nominee qualifies for a DSA Award of Excellence **AND** you believe the INSPRA President and President-Elect should consider this nominee for the Ambassador of the Year Award.