

## How to Nominate Someone

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

- 600-word essay answering the essential criteria (see below)
- 300-word summary of the nomination for use in the program booklet
- Completed Nomination Form

**Nomination guidelines and scoring rubrics may be found at <http://www.inspra.org/content/programs/distinguished-service-awards>.**

## Distinguished Service Awards

DSA nominees are district public relations ambassadors worthy of recognition for the impact they have on communication and education. Please include the following information in your DSA nominations:

- Describe how the nominee helps support or improve understanding and communication in your school and/or district.
- Provide examples of how the nominee has fostered cooperative partnerships between school and community.
- Describe the actions of the nominee to strengthen overall support for education by stakeholders.

## Distinguished Communicator Award

Established in 2007, the Illinois Chapter of the National School Public Relations Association (INSPRA) Distinguished Communicator Award, 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. The following criteria will be considered when selecting the recipient.

- Nominee's contributions to the school communications profession
- 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  
P.O. Box 47  
Frankfort, IL 60423

**Earn State  
Recognition  
for Your Public  
and Community  
Relations  
Ambassadors**

## 2011 Distinguished Service Awards

**Call for Nominations**

**Awards Luncheon  
Friday, May 6, 2011**

**With Featured Speaker and Awards Presenter  
Dick Johnson - NBC 5 Reporter, Anchor**

Park Ridge Country Club  
636 N. Prospect Avenue  
Park Ridge, IL 60068

Registration begins at 11:30 AM  
Luncheon is served at 12 Noon



**I N S P R A**

## What are the Distinguished Service Awards?

The Illinois Chapter of the National School Public Relations Association (INSPRA) annually sponsors the Distinguished Service Awards 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 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, Distinguished Service Award recipients will be honored at a luncheon at the Park Ridge Country Club in Park Ridge, Illinois. The highlight of the event is the selection of one Distinguished Service Award of Excellence winner as the Public Relations Ambassador of the Year, and the announcement of the INSPRA Distinguished Communicator Award.



**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?**

## 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.

## INSPRA Distinguished Communicator Award

Only INSPRA Board members, officers, and general members can be nominated for this category.

**Contact Mindy Ward at 847-824-8070 or wardm@d62.org for more information.**

**Printing generously donated by ScotPress Printing.**

## Nomination Form

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 this Nomination Form to INSPRA at 815-469-1901.

**The fax and e-mail must be received no later than midnight, March 25, 2011.**

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

Nominee's Name

Nominee's School District

District Address

Category

Nominator's name, phone number and e-mail address

Signature of Superintendent or Board President

Please check to make certain you have e-mailed your nomination to: [cglatz@managementservices.org](mailto:cglatz@managementservices.org)