

For Immediate Release
May 30, 2018

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Media Release

SC/NSPRA Awards CCSD for Excellence in Communication

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Charleston, SC — The South Carolina Chapter of the National School Public Relations Association (SC/NSPRA) celebrated the effectiveness of 139 programs and projects from across the state at its annual Rewards for Excellence awards ceremony in Columbia, SC recently. The Rewards for Excellence program recognizes outstanding communications and public relations efforts by South Carolina schools, school districts, and education agencies and associations each year.

The program features three award categories:

- *Medallion* for comprehensive, well-planned public relations programs;
- *Golden Achievement* for a single project or projects that represent an aspect of a comprehensive program; and
- *Publications and Electronic Media* for individual publications or electronic media products such as presentations, photography, marketing, handbooks, magazines, calendars, and other special purpose publications designed to improve communication.

This year, nearly 200 entries were adjudicated by public relations veterans with extensive experience in educational and business communications. Charleston County School District (CCSD) was recognized and awarded eight times for the following projects and publications:

- [CCSD 2016-2017 Year in Review](#), *Special Purpose Publication*
- [Focus on CCSD](#), *Print Newsletter*
- [CCSD 2017 High School Valedictorian Booklet](#), *Special Purpose Publication*
- [Mitchell's Recipe for Success](#), *Stories of CCSD, In-House Video*
- [Major Milestone for Mickey's House and Project H.O.M.E.](#), *Excellence in Writing*
- [Monthly Grant Alert](#), *Special Purpose Publication*
- [Directory of School Partners](#), *Special Purpose Publication*
- [A Day of Opportunities](#), *Video (Outside Contractor)*

"Our team strives daily to provide high-quality, excellent communication in all forms to our students, families, staff, and community," said Erica Taylor, Chief Strategy and Communications Officer for the district. "I am very proud of their work and am equally as proud to lead and support a group whose efforts are most deserving of these recognitions."

SC/NSPRA is an affiliate of the National School Public Relations Association. The state chapter is composed of 141 school public relations practitioners, superintendents and other educational professionals from across the state. The organization strives to foster development in the field of school public relations and to encourage meaningful community involvement in and understanding of the public school system. For more information about SC/NSPRA, visit www.scnspra.org.

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About the Charleston County School District

Charleston County School District (CCSD) is the second largest school system in South Carolina representing a unique blend of urban, suburban, and rural schools that span 1,000 square miles along the coast. CCSD serves more than 50,000 students in 86 schools and specialized programs. With approximately 6,100 employees district-wide, CCSD is the fourth largest employer in the region.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, charter, magnet, IB (international baccalaureate), and Montessori schools, and is divided into three Learning Communities. Options include specialized programs in science, engineering and mathematics; liberal arts; music and other creative and performing arts; career and technical preparation programs; and military and other public service enterprises.