



Each year the National School Public Relations Association (NSPRA) recognizes up to 25 superintendents as "Superintendents to Watch." Honorees are school district leaders who have **fewer than five years of experience as a superintendent** and who demonstrate dynamic, fast-paced leadership with strong communication at its core. They use communication technology in innovative and effective ways to engage and inform their school communities and to expand two-way communication and outreach efforts.

On the following page of the submission form, you will be asked to provide the following:

- A statement in 500 words or less on how the nominee demonstrates excellence and leadership using specific examples.
- A statement in 500 words or less describing a communication program implemented by the nominee, including the use of new and more traditional communication vehicles with specific examples.
- A statement in 500 words or less about how the nominee integrated communication goals and strategies into the school district's strategic plan and how those goals and strategies are communicated to all stakeholders.
- A statement in 500 words or less about the nominee's visible involvement in the district's communication efforts (e.g., participates in face-to-face engagement activities, responsive to media requests, models good communication for staff, etc.).
- File upload of or links to samples that demonstrate the work of the school communications program of the nominee (if uploading a file, do not to exceed more than 10 pages total).
- Two (2) letters of support for the nominee.

Supplementary materials and information are also permitted, but optional.

**Nominations are due by Friday, October 18.**

Provide the following information about the *individual you are nominating* below.

**First Name \***

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**Last Name \***

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**Suffix**

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**Job Title \***

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**District/Agency/Organization Name \***

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**Email Address \***

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**Phone Number \***

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**Primary Address \***

Street:

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Line2:

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City:

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CountryCode:

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State:

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Zip:

**Public social media handle for the superintendent you are nominating**

**(e.g., Facebook, X and/or Instagram handles):**

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**Has the nominee been a superintendent for fewer than  
five (5) years total? \***

Select one option

Yes

No

Provide the following information ***about yourself*** below.

**First Name \***

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**Last Name \***

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**Suffix**

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**Job Title \***

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**District/Agency/Organization Name \***

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**Email Address \***

---

**Phone Number \***

---

**Primary Address \***

Street:

---

Line2:

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City:

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CountryCode:

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State:

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Zip:

**Page: Entry**

**Submission Title \***

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**How does the nominee demonstrate excellence and leadership? Give specific examples. \***

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**Describe a communication program that the nominee implemented, including the use of new and more traditional communication vehicles. Give specific examples. \***

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**How has the nominee integrated communication goals and strategies into the school district's strategic plan? How are these goals and strategies communicated to all stakeholders? \***

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**How does the nominee demonstrate active, visible involvement in the district's communication efforts (e.g., participates in face-to-face engagement activities, responsive to media requests, models good communication for staff, etc.)? \***

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**Submit two (2) letters of support for the nominee. \***

[File Upload]



[File Upload]

**Upload a file of or provide links to samples that demonstrate the work of the school communications program of the nominee. If uploading a file of samples, do not submit more than 10 pages total.\***

[File Upload]

**Link to samples:**

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**Link to samples:**

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**Link to samples:**

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**Link to samples:**

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**Link to samples:**

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**Link to samples:**

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**Link to samples:**

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**optionalPleaseProvideAnyAdditionalInformationToSupportThisNomination**

**OPTIONAL: Please provide any additional information to support this nomination.**

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