



Bob Grossman Leadership in School Communications Award

Deadline: March 7, 2025

The [Bob Grossman Leadership in School Communications Award](#) recognizes a practicing superintendent of schools or a CEO of a public school district or education agency (i.e., county office of education), association, service center, intermediate unit or BOCES. If the superintendent serves a BOCES or Service Agency, please include the enrollment of the local district and/or the number of districts served.

Current NSPRA Executive Board members and NSPRA staff are ineligible for nomination.

RECOGNITION CRITERIA

As part of the selection process, a selection committee will consider whether the nominee:

- Demonstrates support for the communication function by maintaining or establishing a communications program, position or department.
- Ensures communication components are included in the district/organization's strategic plan and are focused on supporting student achievement goals.
- Is a proponent of open and transparent communication and integrates communication into decision-making processes.
- Includes the communications professional (if applicable) on the cabinet and works closely with that person to achieve strategic communication goals.
- Maintains a separate budget line for communication, marketing, and engagement efforts.
- Embraces and incorporates new communication tools and strategies.

- Provides communication training opportunities for administrators, the board and staff.
- Holds administrators and staff accountable for effective communication practices.
- Practices strategic communication management and effective public engagement processes.
- Demonstrates excellent personal communication skills and ethical leadership.

Read more about the award [here](#) and submit a nomination below. The deadline to submit a nomination is March 7, 2025.

Submission Title *

Please complete the information below about **YOURSELF.**

First Name *

Last Name *

Address *

Street:

Line2:

City:

CountryCode:

State:

Zip:

District/Organization *

Job Title *

Email Address *

Phone Number *

Are you a current NSPRA member? *

Select one option

- Yes
- No

Are you a current member of a state/regional SPRA chapter of NSPRA? *

Select one option

- Yes
- No

Of which SPRA are you a member? *

Select one option

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Please complete the information below about your NOMINEE.

Nominee's First Name *

Nominee's Last Name *

Nominee's Job Title *

Nominee's District/Organization *

Nominee's Address *

Street:

Line2:

City:

CountryCode:

State:

Zip:

Nominee's Phone Number *

Nominee's Email Address *

Check any credentials that apply for your nominee.

Select one or more options

- Accredited in Public Relations (APR)
- Ed.D.
- Ph.D.
- Other

Please specify: *

Is the nominee a current NSPRA member? *

Select one option

- Yes
- No
- I don't know

Is the nominee a current member of a state/regional SPRA chapter of NSPRA? *

Select one option

- Yes
- No
- I don't know

Of which SPRA is your nominee a member? *

Select one option

Why should the nominee be considered for the award? In your statement, include examples of how the nominee meets the listed criteria for consideration. *

Does the nominee maintain a separate budget line for communication, marketing and engagement efforts? *

Select one option

- Yes
- No
- Unsure

Is the district/organization's communications professional (if applicable) on the cabinet/leadership team? *

Select one option

- Yes
- No
- N/A

Attach the nominee's résumé below. *

[File Upload]

Attach a minimum of two letters of support specifically related to the nominee's leadership in the area of school public relations and communications. Additional letters of support may be submitted. Please do NOT attach any materials beyond letters of support. *

[File Upload]