



2023 Outstanding Superintendent Communicator Award

For Superintendents:

This award is presented annually by the Sunshine State School Public Relations Association (SUNSPRA) to recognize a practicing Florida Superintendent of schools for their outstanding leadership in school public relations and communications both internally and externally.

Procedures

SUNSPRA will send the entry information for the Outstanding Superintendent Communicator Award to all SUNSPRA members as well as have it posted on the Florida Association of School Administrators (FASA) for non-members.

All entries will be submitted through SUNSPRA's online award platform and must include the following:

- A brief summary (no more than one page) describing the communication and public relations achievements of the nominee
- Examples of internal and external engagement strategies in communication or public relations initiatives
- Media clippings or other evidence of outreach in communications and public relations
- High-resolution headshot of the nominee

Nominations must be submitted no later than **Friday, October 20, 2023**.

Criteria

1. The nominee must be a current superintendent of a public school district in the state of Florida.
2. Consideration for the nomination will include demonstrated evidence of the following:
 - *The superintendent must demonstrate the value of year-round, ongoing internal and external communication programs.*
 - *The superintendent supports communications by allocating a portion of the budget to the program and provides staff and board training and professional development.*
 - *The superintendent works closely and strategically with the district's communications professional(s).*
 - *The superintendent demonstrates excellent personal communication skills including ethics, honesty, openness, transparency, and listening skills.*
 - *The superintendent practices communication management techniques such as empowering staff, working with the community, interacting with media, and building partnerships with other entities.*

Entries for this award are \$50 for members, and \$75 for non-members. Please submit your nominee by clicking [HERE](#).