



Honor a Mentor or a Colleague
with the

***NSPRA Lifetime Professional
Achievement Award***

One of the hallmarks of NSPRA and the school public relations profession is the unique network of professionals who come together to support each other as colleagues, mentors and friends and who generously share their knowledge, skills and expertise with others. Now you and your chapter can recognize the many contributions of veteran NSPRA members who work tirelessly behind the scenes on behalf of education and improved communication between schools and community with the *NSPRA Lifetime Professional Achievement Award*.

This award is given periodically during the year to recognize veteran NSPRA members who have:

- Led distinguished careers as school public relations professionals;
- Earned the respect of their colleagues at the state and national level;
- Remained active NSPRA members at either the chapter or national level for the majority of their careers;
- Shared their knowledge and experience at chapter workshops and conferences and at the NSPRA Seminar;
- Contributed to the work of NSPRA committees and task forces;
- Mentored new members and supported NSPRA colleagues;
- Demonstrated the practice of good public relations on a daily basis;
- Constantly advocated the need for good communication between schools and the public.

This award is not necessarily tied to an honoree's retirement. The award also may be bestowed posthumously.

Eligibility

Eligible nominees must:

1. Hold professional membership in NSPRA for at least 10 years (or have been a member for at least 10 years at the time of death).
2. Be a member of an NSPRA state chapter(s) for at least 10 years, unless the state has no chapter.

3. Hold (or have held during his or her career) a full-time school PR position (with a district, school, educational agency or association) for a minimum of 10 years.

Nominations

Any current NSPRA Chapter Officer or past NSPRA Executive Board member may submit a nomination, using the official form available at <http://www.nspr.org/LifetimeAchievementEntryForm.pdf>. If there is no chapter in the nominee's state, the nomination may be submitted by an NSPRA member. An administrative fee of \$50 must accompany the nomination. Nominations may be submitted three times a year, prior to the Executive Board meetings. **Deadlines for nominations are: October 15 February 15 and June 15.** Up to three pages of additional supporting documentation may be enclosed with the official form.

Selection

All nominations will be submitted to the appropriate regional vice president for review. The NSPRA Executive Board will consider and approve nominations at regular meetings of the Board.

Announcement and Presentation

Nominating chapters/members will receive a certificate with the recipient's name that is suitable for framing, along with a letter of commendation from the NSPRA president. Nominating chapters/members are encouraged to schedule a special presentation to present the award.

Award recipients will be listed on the NSPRA web site. Award recipients also will be recognized at the Annual Meeting during the Association's National Seminar in July.

Nomination Deadlines: October 15, February 15, and June 15