

This brochure is a key marketing piece to encourage school boards from across Texas to nominate superintendents for the prestigious Superintendent of the Year program, which for more than three decades has been the premiere recognition for outstanding school district leaders. This brochure is mailed in January to all boards ahead of when the nominations process opens. The marketing of the SOTY award concludes each year in September when a winner is announced live at txEDCON, the largest annual gathering of public education leaders in Texas.