



Each year the National School Public Relations Association 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 on how the nominee demonstrates excellence and leadership using specific examples.
- A statement describing the communication program implemented by the nominee, including the use of new and more traditional communication vehicles with specific examples.
- A statement 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 describing how the nominee uses social media in strategic communication efforts.
- A statement about how the nominee is involved in two-way communication efforts with internal and external constituents (examples include social media, blogs, interactive web pages, face-to-face engagement, etc.).
- File upload or link to samples that demonstrate the work of the school communications program of the nominee. (Do not exceed more than 10 pages total if uploading a file).
- Two (2) letters of support for the nominee.

**Nominations are due by Friday, October 20.**

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

**First Name**

**Last Name**

**Suffix**

**Job Title**

**District/Agency/Organization Name**

**Email Address**

**Phone Number**

**Primary Address**

**Public social media handle for the superintendent you are nominating (e.g., Facebook page, Twitter and Instagram handles):**

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

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

**First Name**

**Last Name**

**Suffix**

**Job Title**

**District/Agency/Organization Name**

**Email Address**

**Phone Number**

**Primary Address**

**Submission Title**

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

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

**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?**

**How does the nominee use social media in strategic communication efforts?**

**How is the nominee involved in two-way communication efforts with internal and external constituents? Discuss examples such as social media, blogs, interactive web pages, face-to-face engagement, etc.**

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

**Upload File:**

**Upload File:**

