



Bob Grossman Leadership in School Communications Award

Deadline: March 13, 2026

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 13, 2026.

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

- Alabama School Public Relations Association (ALSPRA)
- Arizona School Public Relations Association (ASPRA)
- Arkansas School Public Relations Association (ArkanSPRA)
- California School Public Relations Association (CalSPRA)
- Chesapeake School Public Relations Association (CHESPRA)
- Colorado School Public Relations Association (COSPRA)
- Florida: Sunshine State School Public Relations Association (SunSPRA)
- Georgia School Public Relations Association (GSPRA)
- Idaho School Public Relations Association (IdSPRA)
- Illinois School Public Relations Association (INSPRA)
- Indiana School Public Relations Association (INDSPRA)
- Iowa School Public Relations Association (ISPRA)
- Kansas School Public Relations Association (KanSPRA)
- Kentucky School Public Relations Association (KYSPRA)
- Louisiana School Public Relations Association (LASPRA)
- Michigan School Public Relations Association (MSPRA)
- Minnesota School Public Relations Association (MinnSPRA)
- Mississippi School Public Relations Association (MSPRA)
- Missouri School Public Relations Association (MOSPRA)
- Nebraska School Public Relations Association (NebSPRA)
- New England School Public Relations Association (NESPRA)
- New Jersey School Public Relations Association (NJSPPRA)
- New York School Public Relations Association (NYSPPRA)
- North Carolina School Public Relations Association (NCSPPRA)
- Ohio School Public Relations Association (OHSPRA)
- Oklahoma School Public Relations Association (OKSPRA)
- Oregon School Public Relations Association (OSPRA)
- Pennsylvania School Public Relations Association (PenSPRA)
- South Carolina Chapter of NSPRA (SC/NSPRA)
- Tennessee School Public Relations Association (TNSPRA)
- Texas School Public Relations Association (TSPRA)
- Utah School Public Relations Association (USPRA)
- Washington School Public Relations Association (WSPRA)
- Wisconsin School Public Relations Association (WSPRA)

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

- Alabama School Public Relations Association (ALSPRA)
- Arizona School Public Relations Association (ASPRA)
- Arkansas School Public Relations Association (ArkanSPRA)
- California School Public Relations Association (CalSPRA)
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- Colorado School Public Relations Association (COSPRA)
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- Washington School Public Relations Association (WSPRA)
- Wisconsin School Public Relations Association (WSPRA)

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]