



# The Bob Grossman Leadership in School Communications Award

## (Recognizing School Superintendents)

The **Bob Grossman Leadership in School Communications Award** recognizes a practicing superintendent of schools, or CEO of an education agency, service center or intermediate unit, for outstanding leadership in school public relations and communications. One of NSPRA's most prestigious recognition awards, it is presented at the National Seminar during a General Session. The award includes a complimentary registration to the Seminar plus two-nights lodging.

The award is named for Robert L. Grossman, ASPR, who served as president of NSPRA in 1990-91. During his 23-year career, Bob served as a public relations professional and strategic advisor for school districts and educational agencies in Pennsylvania, Ohio, California, Maryland and Colorado, and as a consultant to districts and agencies across the United States. Bob was known for his creative and strategic public relations and communication practices and was in the vanguard of those who recognized that marketing schools was vital in an era of choice. He believed strongly that the support and commitment of superintendents and top leadership is vital to an effective communication program and he worked to build understanding of the role of the school public relations professional and elevate communication to a management function.

This award is administered by the NSPRA Foundation for the Advancement of Education and funding is provided by donations from Bob's friends and colleagues in his memory.

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### Eligibility

*Eligible nominees:*

- Must be a practicing superintendent/CEO of a public school district or education agency (i.e., county office of education), association, service center, intermediate unit, or BOCES.
- Current NSPRA Executive Board members are ineligible for nomination.

### Nominations

Any professional member of NSPRA may submit one nomination. All nominations must follow the guidelines and include all requested information.

### Deadline

Nominations must be submitted by **April 15**.

### Selection

A selection committee comprised of two NSPRA Executive Board members, one at-large NSPRA member, and the previous year's award recipient (or a practicing or retired superintendent if recipient is not available) will review nominations and select a recipient by May 10.

### Criteria for Consideration

*Judges will consider the following, as well as other attributes, in evaluating nominations.*

**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.



This award is sponsored by  
**West (SchoolMessenger solutions)**  
[www.schoolmessenger.com](http://www.schoolmessenger.com)



# The Bob Grossman Leadership in School Communications Award Nomination Form

Name of Nominee: \_\_\_\_\_

Title: \_\_\_\_\_

School District/Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Years in present position: \_\_\_\_\_

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Nominated by: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

School District/Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

## Nomination must include:

1. A statement (*limited to three pages*) explaining why the nominee should be considered for the award. This should include examples of how the nominee meets the listed criteria for consideration along with other relevant attributes.
2. A brief biographical vita (*limited to one page*) of the nominee.
3. Any additional materials/letters of support specifically related to the nominee's leadership in the area of school public relations and communications (*must not exceed six pages*).
4. If nomination is submitted by mail, it must include one original and four copies of the complete entry.

## Deadline: April 15

Please submit all nomination materials to [awards@nspra.org](mailto:awards@nspra.org) with subject line "Grossman Award" or mail to:  
NSPRA, Attn: Grossman Award  
15948 Derwood Road, Rockville, MD, 20855  
Fax: 301-519-0494

For more information, call 301-519-0496.