

# Communications Excellence and Professional Awards

Categories, Criteria, Rules,  
and Entry Guidelines

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23

SPRING 2023

• [COSPRA.ORG](http://COSPRA.ORG)

Colorado School Public Relations Association

 **cospira**

# Awards Overview

## Submission Period: Friday, March 24, 2023 - Friday, April 7, 2023.

Submitted works must have been completed between February 26, 2022-April 7, 2023, to be considered.

Works must be submitted through the [COSPPRA Awards 2023 Entry Submission Form](#)

### PAYMENTS

After completing the Awards submission form, [please click here to submit payment due](#). Please note that you will need to complete a *separate payment form* for each award type submitted.

**Or mail checks made out to COSPPRA to:**  
Melissa Johnson  
COSPPRA Treasurer  
7350 N. Broadway  
Denver, CO 80221

If you would rather receive an invoice, please email [johnsonm1@mapleton.us](mailto:johnsonm1@mapleton.us) to request one. **Payments must be received by April 24, 2023.**

### HOW ALL AWARD ENTRIES ARE JUDGED

COSPPRA uses independent, experienced professionals from other SPRA chapters in Arizona, Iowa, Oklahoma, Kansas, and Washington to evaluate entries in the Medallion Award, Golden Achievement Award, and Publications and Digital Media Excellence Awards. Committees from these SPRA chapters will evaluate entries for the Communicator of the Year, Rookie of Year Award, Accreditation (APR) Candidate Scholarship Award, and Professional Development Scholarship Award.

Judges have no pre-set limit on the number of awards that may be given in each category. They may also opt to issue no awards in a category if no entries are deemed worthy of recognition.

## Communications Excellence Awards

- **MEDALLION AWARD**  
For superior comprehensive programs and campaigns grounded in strategic communication best practices (\$40 entry fee)
- **GOLDEN ACHIEVEMENT AWARD**  
For outstanding, strategic work as part of a larger program in all aspects of school PR, communications, marketing and engagement (\$40 entry fee)
- **PUBLICATIONS AND ELECTRONIC MEDIA AWARDS**  
For outstanding print and digital work in school communications that have been created for a specific purpose (\$25 entry fee)

## Professional Awards

- **COMMUNICATOR OF THE YEAR AWARD**  
As the most prestigious and enduring award of the Colorado School Public Relations Association, the Communicator of the Year Award recognizes the public relations best practices of people and organizations whose work supports Colorado public education. COSPRA members must nominate others for this award. (No entry fee)
- **ROOKIE OF THE YEAR AWARD**  
The Rookie of the Year Award recognizes an outstanding COSPRA member who exhibits a creative, dedicated, and professional approach to school communications and has not been employed in school public relations for more than 36 months by April 7, 2023. (No entry fee)
- **ACCREDITATION CANDIDATE (APR) SCHOLARSHIP**  
The Accreditation (APR) Candidate Scholarship recognizes a COSPRA member who demonstrates a strong commitment to continually improve his or her knowledge, skills and abilities in public relations to benefit the organization he/she works for, other COSPRA members, and the greater public education community. This award pays for part of the fee to earn an APR. (No entry fee)
- **PROFESSIONAL DEVELOPMENT SCHOLARSHIP**  
The Professional Development Scholarship recognizes a COSPRA member who demonstrates a strong commitment to continually improve his/her skills to benefit his/her organization and the public education community. The award recipient will receive one registration to the NSPRA 2023 National Seminar, July 16-19 in St. Louis, MO. (No entry fee)

### ***President***

Stacy Rader, Douglas County School District

### ***President Elect***

Randy Barber, Boulder Valley School District

### ***Past President***

Abbe Smith, Cherry Creek Schools

### ***Northern Region Vice President***

Michael Hausmann, Thompson School District

### ***Southern Region Vice President***

Samantha Briggs, Widefield School District

### ***Western Region Vice President***

Matt Jenkins, Montrose Schools

### ***Metro Region Vice President***

Jonathan Bradley, Aurora Public Schools

### ***Treasurer/Secretary***

Melissa Johnson, Mapleton Public Schools

### ***Events Chair***

Kimberly Eloë, Jeffco Public Schools

### ***Awards Chair***

Christine Toulouse, Global Village Academy Collaborative

### ***Website Chair***

Dalton Sprouse, Pueblo School District 60



# Medallion Award

## For superior comprehensive programs and campaigns grounded in strategic communication best practices

A Medallion Award will be given for each winning entry selected by the judges. Judges may award more than one Medallion Award in a category or none at all. Winners will be recognized and presented with their Medallion Awards at the COSPRA Spring Conference on Friday, May 5, 2023.

### Award Criteria

Submissions must show the logical Research, Planning, Implementation, and Evaluation (RPIE) process. Your entry will be judged on concept clarity, good writing and evidence of objective evaluation. Entries will be judged against other entries as well as the quality of programs and how well they meet the criteria.

### MEDALLION AWARDS CATEGORIES

Medallion Awards entries will be considered based on these categories:

- Bond/Finance Campaign
- Comprehensive, Strategic, Year-Round Communication Programs
- Crisis Communication
- Marketing/Branding Campaign
- Public Engagement/Parental Involvement
- Special Communication Programs/Campaigns

### Award Rules

All Medallion Award entries must be submitted electronically via the [COSPRA Awards 2023 Entry Submission Form](#). Compile all application materials into a single PDF document. Multiple materials will not be accepted.

Programs/campaigns must have been underway or completed between February 26, 2022, and the contest deadline of Friday, April 7, 2023. For submitted Bond/Finance Campaign entries, all results need to be completed by the deadline to be eligible for an award this calendar year.

*Note: An organization-wide program or campaign is larger than a project. Projects should be entered in the Golden Achievement category.*

### Entry Guidelines

To be eligible for consideration, the total entry is limited to no more than 12 pages in length for school districts and 5 pages in lengths for schools and must include:

- **INFORMATIVE FILE NAME** – The PDF file name must include the submitter's name, the school district, and the title of the submission.
- **SYNOPSIS OF THE PROGRAM/CAMPAIGN (350 WORDS MAX)** that provides a clear, concise overview.

- **SUMMARY OF THE PROGRAM/ CAMPAIGN (1,000 WORDS MAX)** – The summary should include links to any key support materials (document PDFs, websites, videos, social media, etc.).

***Additional support material demonstrating the RPIE strategic planning process steps outlined below may be included in the PDF document, but may not exceed 12 pages for school districts and 5 pages for schools.***

Samples or brief synopses of support materials are sufficient (e.g., no need to include complete survey results or reports). Organize the summary carefully around the four-step PR planning process and clearly describe each component.

The judges will evaluate on a point scale and are looking for strategic quality, not mass quantity, of examples/materials.

- **RESEARCH** – Provide a careful analysis of the need for the program/project/campaign. Include stated goals and measurable objectives.
- **PLANNING** – Describe planning and development of the program, campaign or activity, including how target audiences were identified, the specific roles of key leaders and their related responsibilities, and how communication vehicles were selected/created. Outline the specific budget and resources that were determined and set.
- **IMPLEMENTATION** – Outline the specific timelines (start and end dates, key target dates, etc.); describe the strategies, tactics and activities carried out; provide examples of the quality of written and graphic materials; and demonstrate how key messaging supported goals.

- **EVALUATION** – Explain how the assessment component was included and implemented. Clearly state the indicators of success and include demonstrative evidence of the effectiveness of strategies and messaging. Explain how improvements, changes, revisions, additions and/or next steps were identified and incorporated into future planning.

All entries become part of COSPRA's resource files. All materials submitted may be reproduced, displayed, referenced or summarized in any COSPRA publication, website or resource.

Entrants may request a summary of judges' comments by emailing [ctoulouse@gvaschools.org](mailto:ctoulouse@gvaschools.org) no later than Tuesday, May 30, 2023. Summaries will be provided in late June/July.

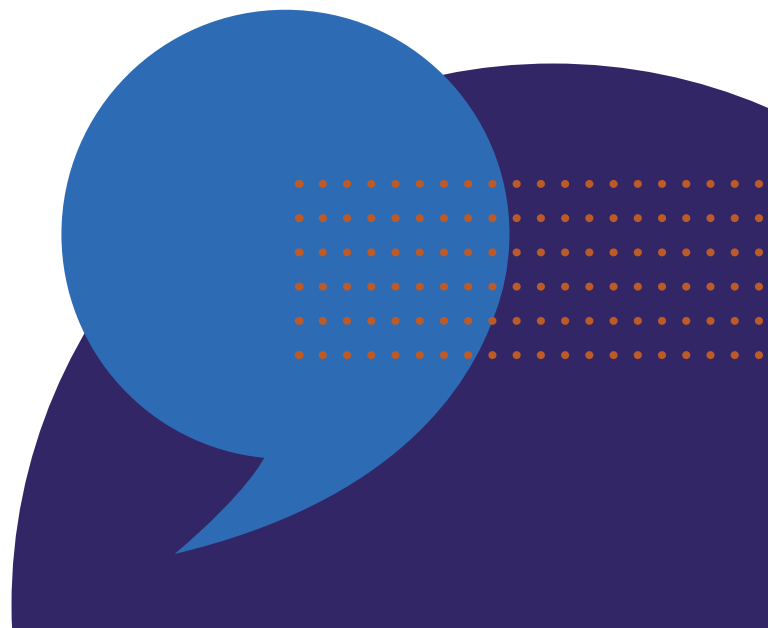
#### **Fee**

\$40 entry fee. Payments can be made online or by check.

#### **Deadline**

Entries must be submitted via the [COSPRA Awards 2022 Entry Submission Form](#) by Friday, April 7, 2023.

Winners will be notified by April 28, 2023.



# Golden Achievement Award

**For outstanding, strategic work as part of a larger program in all aspects of school PR, communications, marketing and engagement**

COSPRA's Golden Achievement Award recognizes exemplary work in your school public relations efforts, regardless of your district's size or budget. Judges will select as many winners as meet the criteria. Each winner will receive a certificate suitable for framing at the COSPRA Spring Conference on Friday, May 5, 2023. All winners will be recognized on COSPRA's website.

## **Award Criteria**

Submissions must show the logical Research, Planning, Implementation, and Evaluation (RPIE) process. Read the rules carefully. Failure to follow the rules will result in subtracted points to your entry. Your entry will be judged on concept clarity, good writing and evidence of objective evaluation. Entries will be judged against other entries as well as the quality of programs and how well they meet the criteria.

## **Award Rules**

All Golden Achievement Award entries must be submitted electronically via the [COSPRA Awards 2023 Entry Submission Form](#). Compile all application materials into a single PDF document. Multiple support materials will not be accepted. Projects must have been underway or completed between February 26, 2022, and the contest deadline of Friday, April 7, 2023. For submitted Bond/Finance Campaign entries, all results need to be completed by the deadline to be eligible for an award this calendar year.

## Award Entry Guidelines

To be eligible for consideration, the total entry is limited to no more than 6 pages and must include:

- **INFORMATIVE FILE NAME** – The PDF file name must include the submitter's name, the school district, and the title of the submission.
- **SUMMARY OF THE PROJECT (1,000 WORDS MAX)** – The summary should show clear evidence of each RPIE step. Links to key support materials may be included (document PDFs, websites, videos, social media, etc.)

***Additional support material demonstrating the RPIE strategic planning process steps outlined below may be included in the PDF document, but may not exceed 6 pages*** Samples or brief synopses of support materials are sufficient (e.g., no need to include complete survey results or reports). Organize the summary carefully around the four-step PR planning process and clearly describe each component.

- **RESEARCH** – Provide a careful analysis of the need for the program/project/campaign. Include stated goals and measurable objectives.
- **PLANNING** – Describe planning and development of the program, campaign or activity, including how target audiences were identified, the specific roles of key leaders and their related responsibilities, and how communication vehicles were selected/created. Outline the specific budget and resources that were determined and set.

- **IMPLEMENTATION** – Outline the specific timelines (start and end dates, key target dates, etc.); describe the strategies, tactics and activities carried out; provide examples of the quality of written and graphic materials; and demonstrate how key messaging supported goals.
- **EVALUATION** – Explain how the assessment component was included and implemented. Clearly state the indicators of success and include demonstrative evidence of the effectiveness of strategies and messaging. Explain how improvements, changes, revisions, additions and/or next steps were identified and incorporated into future planning.

All entries become part of COSPRA's resource files. All materials submitted may be reproduced, displayed, referenced or summarized in any COSPRA publication, website or resource.

Entrants may request a summary of judges' comments by emailing [ctoulouse@gvaschools.org](mailto:ctoulouse@gvaschools.org) no later than Tuesday, May 30, 2023. Summaries will be provided in late June/July.

### ***Fee***

\$40 entry fee. Payments can be made online or by check.

### ***Deadline***

Entries must be submitted via the [COSPRA Awards 2022 Entry Submission Form](#) by Friday, April 7, 2023.

Winners will be notified by April 28, 2023.





# Publications and Digital Media Excellence Awards

**For outstanding print and digital work in school communications that have been created for a specific purpose**

COSPRA's Publications and Digital Media Excellence Awards recognize outstanding education publications, e-newsletters, digital media programs, radio/TV/video programs, social media, infographics, blogs and websites. Prizes are awarded according to publication or digital media type, and organization type and size. Your entries are judged only against those from similar-sized organizations.

Winning contest entrants receive a notification letter. The top award in each category is the Award of Excellence. Winners of this award will receive a handsome plaque. Winners of Merit and Honorable Mention Awards receive certificates suitable for framing. Award of Excellence winners will be displayed at the COSPRA Spring Conference 2023. All winners will be recognized on COSPRA's website

## **Award Criteria**

Publication entries, including e-newsletters, will be judged on content, quality of writing, effective audience

targeting, graphic layout and overall design (exception: Writing entries). Digital media entries will be judged for content, professional quality, effective audience targeting and use of accessibility best practices. Programs for radio and television must be broadcast quality.

## **Publications and Digital Media Excellence Awards Categories**

Publications and Digital Media Excellence Awards entries will be considered based on these categories:

- **ADVERTISEMENT**  
Entries are accepted for printed or online advertisements that have appeared in newspapers, magazines, trade journals, billboards or other print or online media which are not published by the school or district.
- **ANNUAL REPORT**  
Published once a year, annual reports summarize district accomplishments and meet accountability requirements set by the state.



- **BRANDING/IMAGE PACKAGE**  
A set of identification items for consideration in this category may include a logo, graphic elements incorporated into brochures, letterhead, apparel or other materials, a marketing statement, etc. that brands a district, school, agency or organization. Entry must include three or more related pieces to qualify.
- **CALENDAR**  
This category includes publications containing a schedule of dates for school year/school activities plus general information about the school or system.
- **ELECTRONIC NEWSLETTER**  
This category includes external or internal electronic publications published regularly.
- **FINANCE PUBLICATION**  
Publications considered in this category are developed to communicate and create understanding about how schools are funded, taxes, school and district uses of revenue, etc.
- **HANDBOOK**  
This category includes annual publications for students, teachers or parents with general information about the organization, its policies, and protocols.
- **INTERNET/INTRANET WEBSITE**  
Please include your website's address on your entry form. Special purpose or short-term websites are also accepted. Intranet entries must include passwords or other log-in information so judges can access your site. One website per entry.
- **MAGAZINE**  
News and feature articles that are issued periodically. Submit one issue per entry.
- **MARKETING MATERIAL**  
Include in this category materials that communicate a school or school district's special qualities that make it appealing to potential customers or employees. Publications, videos or other electronic applications are accepted in this category.
- **PRINT NEWSLETTER/NEWSPAPER**  
External or internal, published periodically. Two different issues of a newsletter must be submitted to qualify as one entry.
- **PHOTOGRAPHY**  
Entries can be a single photograph or a group of photographs that have been published in print or on the Internet. Images are judged on overall quality, artistic presentation and "story-telling" effectiveness. Images cannot be over 10MB in size.
- **SPECIAL PURPOSE PUBLICATION**  
This category is for one-time external or internal booklets, brochures, magazines, posters or other materials developed for a unique event, program, issue or another purpose
- **SPECIAL PURPOSE VIDEO**  
This category is for one-time external or internal video production developed for a unique event, program, issue or another purpose. Each entry is limited to a single program, presentation or episode per entry. Video can have been distributed in any format and is not limited to educational access broadcasting.

- **TELEVISION PROGRAMMING**  
This category is for original, locally-developed and produced programs or a program series that educates inspires or informs the audience through educational access broadcasting. (This does not include news stories broadcast on local television network affiliates.)
- **WRITING**  
One article from a newsletter, newspaper op-ed piece, editorial or speech. Length of 500 to 5,000 words. Submit only the relevant article, not an entire publication.

## Award Rules

All Publications and Digital Media Excellence Awards entries must be submitted electronically via the [COSPRAs Awards 2023 Entry Submission Form](#). Compile all application materials into a single Google Drive folder to share. Please ensure the folder’s permission settings enable anyone to view the content.

Projects must have been underway or completed between February 26, 2022, and the contest deadline of Friday, April 7, 2023. For submitted Bond/Finance Campaign entries, all results need to be completed by the deadline to be eligible for an award this calendar year.

## Award Entry Guidelines

To be eligible for consideration, entrants must complete a [COSPRAs Awards 2023 Entry Submission Form](#) for each individual entry.

- **INFORMATIVE FOLDER NAME** – The Google Drive folder name must include the submitter’s name, the school district, and the title of the submission.

- **SUBMISSION QUESTIONS** – Each entry must fully answer the following questions on the submission form:
  - Entry Title (the name want printed on the plaque or certificate)
  - Summary of Project (300 words max)
  - Why was this project needed? What was its purpose?
  - What research went into this project?
  - How did you implement or communicate this project?
  - What planning, approach and goals were associated with the work?
  - How did you evaluate or measure your success?

All entries become part of COSPRAs resource files. All materials submitted may be reproduced, displayed, referenced or summarized in any COSPRAs publication, website or resource.

Entrants may request a summary of judges’ comments by emailing [ctoulouse@gvaschools.org](mailto:ctoulouse@gvaschools.org) no later than Tuesday, May 30, 2023. Summaries will be provided in late June/July.

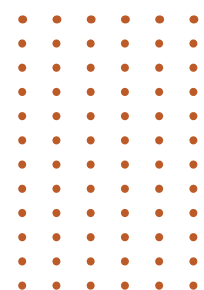
### **Fee**

\$25 entry fee. Payments can be made online or by check.

### **Deadline**

Entries must be submitted via the [COSPRAs Awards 2022 Entry Submission Form](#) by Friday, April 7, 2023.

Winners will be notified by April 28, 2023.





# Communicator of the Year

**For individuals or organizations demonstrating exceptional public relations best practices with a high degree of ethics and professionalism that contribute to the betterment of Colorado public education**

As the most prestigious and enduring award of the Colorado School Public Relations Association, the Communicator of the Year Award recognizes the public relations best practices of people and organizations whose work supports Colorado public education. COSPRA members must nominate others for this award. There is no cost to submit a nomination for this award. The selection committee will select one award winner. The winner will receive a plaque and letter of commendation at the COSPRA Spring Conference on Friday, May 5, 2023. The winner will also be recognized on COSPRA's website.

## **Award Criteria**

Submissions will be judged by a selection committee based on the following criteria:

- Given to an individual or an organization demonstrating effective public relations strategies aimed at supporting Colorado public education.
- Recognized as an advocate who has earned a reputation as being highly credible with a variety of audiences.
- Demonstrates exceptional leadership and communication skills.
- Experience and involvement in communicating with diverse audiences.
- Uses communication strategies that demonstrate strategic thinking which contribute to the betterment of Colorado public education.
- Demonstrates effective personal communication with a wide variety of audiences.
- Demonstrates ethics and professionalism in communication.
- Recognized role model for communicators and non-communicators alike, and someone whose communication skills and messages have impacted the lives of others.

## Award Rules

All Communicator of the Year entries must be submitted electronically via the [COSPPRA Awards 2023 Entry Submission Form](#). Compile all application materials into a single Google Drive folder to share. Please ensure the folder's permission settings enable anyone to view the content.

## Award Entry Guidelines

To be eligible for consideration, entrants must complete a [COSPPRA Awards 2023 Entry Submission Form](#) for each individual entry.

- **INFORMATIVE FOLDER NAME** – The Google Drive folder name must include the name of the person being nominated, the school district, and the phrase “Communicator of the Year.”
- **SUBMIT A NARRATIVE (1,000 WORDS MAX)** – The narrative must outline how the person or organization has met the award's criteria.

***The submission may also include up to 10 pages of supporting documentation*** including, but not limited to, data demonstrating the nominee's effectiveness in meeting the award criteria, samples of the nominee's communications work, measures of effectiveness, and letters of support.

All entries become part of COSPPRA's resource files. All materials submitted may be reproduced, displayed, referenced or summarized in any COSPPRA publication, website or resource.

Nominees may request a summary of judges' comments by emailing [ctoulouse@gvaschools.org](mailto:ctoulouse@gvaschools.org) no later than Tuesday, May 30, 2023. Summaries will be provided in late June/July.

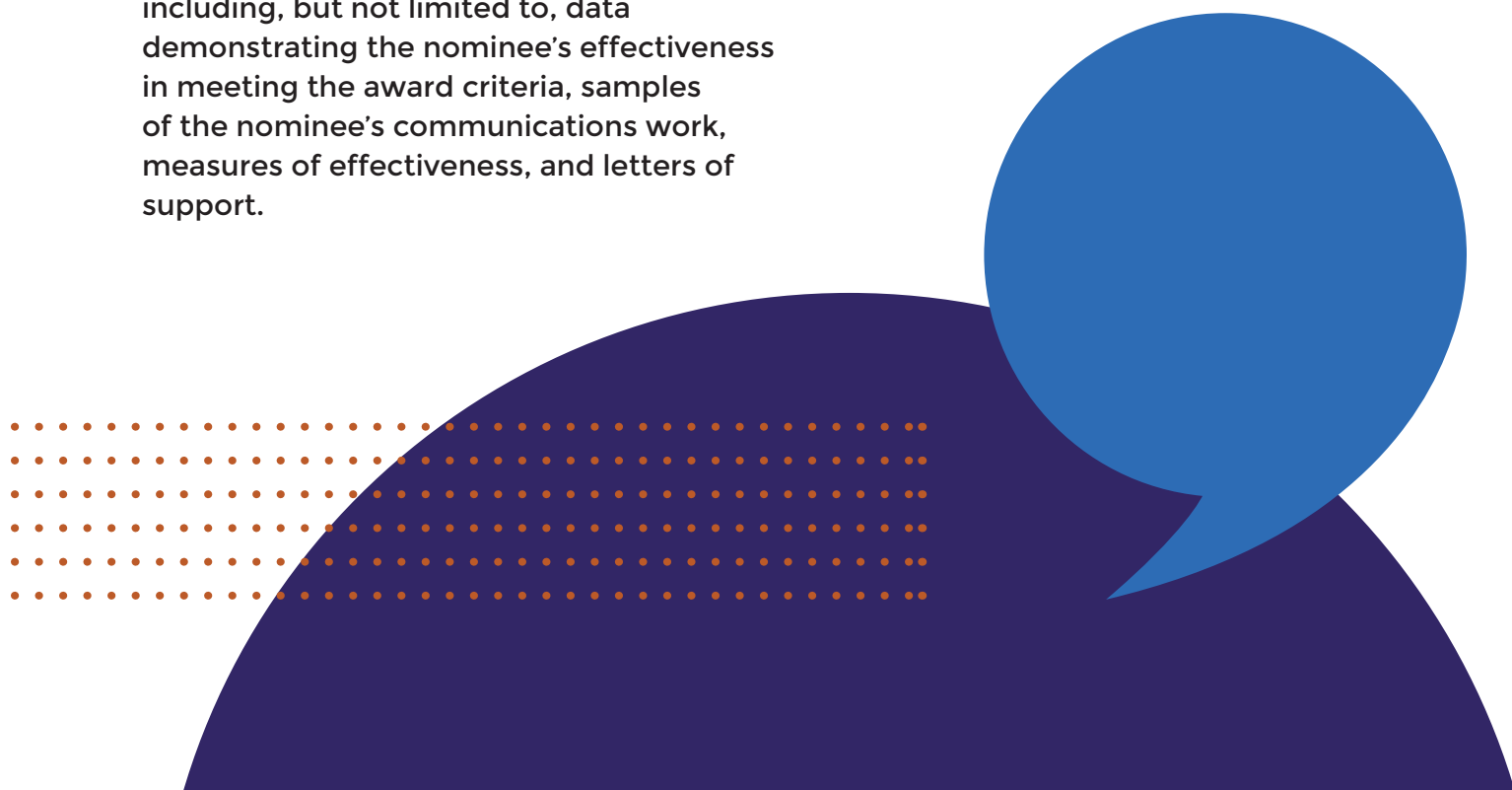
### **Fee**

No entry fee.

### **Deadline**

Entries must be submitted via the [COSPPRA Awards 2022 Entry Submission Form](#) by Friday, April 7, 2023.

Winners will be notified by April 28, 2023.





# Rookie of the Year

## For an outstanding COSPRA member who has not been employed in school public relations for more than 36 months

The Rookie of the Year Award recognizes an outstanding COSPRA member who exhibits a creative, dedicated, and professional approach to school communications and has not been employed in school public relations for more than 36 months at the time of the application deadline.

COSPRA members can self-nominate or nominate others for this award. There is no cost to submit a nomination for this award. The selection committee will select one award winner. The winner will receive a plaque and letter of commendation at the COSPRA Spring Conference on Friday, May 5, 2023. The winner will also be recognized on COSPRA's website.

### Award Criteria

Submissions will be judged by a selection committee based on the following criteria:

- Nominee is a current COSPRA member
- Nominee demonstrates a creative, dedicated, and professional approach to school communications
- Nominee has not been employed in school public relations for more than 36 months at the time of the application deadline, including any previous school public relations positions

### Award Rules


All Rookie of the Year entries must be submitted electronically via the [COSPRA Awards 2023 Entry Submission Form](#). Compile all application materials into a single PDF document. Multiple support materials will not be accepted

### Award Entry Guidelines

To be eligible for consideration, entrants must complete a [COSPRA Awards 2023 Entry Submission Form](#) for each individual entry.

- **INFORMATIVE FILENAME** – The Google Drive folder name must include the name of the person being nominated, the school district, and the phrase “Rookie of the Year.”
- **SUBMIT A NARRATIVE (1,000 WORDS MAX)** – The narrative must outline how the person or organization has met the award's criteria.

***The submission may also include up to 5 pages of supporting documentation*** including, but not limited to, samples of the nominee's communications work, measures of effectiveness, and letters of support.

A decorative graphic on the right side of the page. It features a large dark blue circle at the top left, a medium blue circle overlapping it to the right, and a vertical column of small orange dots extending from the bottom of the medium blue circle down the right edge of the page.

All entries become part of COSPRA's resource files. All materials submitted may be reproduced, displayed, referenced or summarized in any COSPRA publication, website or resource.

Nominees may request a summary of judges' comments by emailing [ctoulouse@gvaschools.org](mailto:ctoulouse@gvaschools.org) no later than Tuesday, May 30, 2023. Summaries will be provided in late June/July.

***Fee***

No entry fee.

***Deadline***

Entries must be submitted via the [COSPRA Awards 2022 Entry Submission Form](#) by Friday, April 7, 2023.

Winners will be notified by April 28, 2023.



# Accreditation (APR) Candidate Scholarship Award

**For a COSPRA member committed to continually improving his or her knowledge, skills and ability and who wishes to pursue his or her Accreditation in Public Relations (APR)**

The Accreditation (APR) Candidate Scholarship recognizes a COSPRA member who demonstrates a strong commitment to continually improve his or her knowledge, skills and abilities in public relations to benefit the organization he/she works for, other COSPRA members, and the greater public education community.

COSPRA members can self-nominate for this award. There is no cost to submit a nomination for this award. The selection committee will select one award winner. The winner will receive funds to offset the cost of applying for Accreditation. This award pays for \$275 of the \$385 fee to earn your APR. School PR professionals are eligible to earn the other \$110 of the fee back from NSPRA.

The winner will receive a letter of commendation at the COSPRA Spring Conference on Friday, May 5, 2023. The winner will also be recognized on COSPRA's website.

## **Award Criteria**

Submissions will be judged by a selection committee based on the following criteria:

- Nominee is a current COSPRA member
- Nominee has at least five years of professional experience in public relations or a related field
- Nominee articulates a clear understanding of the value of Accreditation as it relates to the candidate's professional growth
- Nominee demonstrates a desire to hone his or her strategic communication knowledge, skills and abilities as they relate to his or her district and the school public relations profession
- Nominee regularly demonstrates strategic communication skills in his or her role within a district or education organization



## Award Rules

Accreditation (APR) Candidate Scholarship entries must be submitted electronically via the [COSPPRA Awards 2023 Entry Submission Form](#). Compile all application materials into a single PDF document. Multiple support materials will not be accepted.

## Award Entry Guidelines

To be eligible for consideration, entrants must complete a [COSPPRA Awards 2023 Entry Submission Form](#) for each individual entry.

- **INFORMATIVE FILENAME** – The Google Drive folder name must include the name of the person being nominated, the school district, and the phrase “APR Candidate Scholarship.”
- **SUBMIT A NARRATIVE (1,000 WORDS MAX)** – Submit a narrative that outlines at least three strategies you will use to successfully earn your APR, articulate why you view earning your APR as a professional growth opportunity, and demonstrate how earning your APR will improve your communications work.

**The submission may also include up to 5 pages of supporting documentation** including, but not limited to, samples demonstrating how you use strategic communication skills in developing and implementing projects in your district or education organization.

All entries become part of COSPPRA’s resource files. All materials submitted may be reproduced, displayed, referenced or summarized in any COSPPRA publication, website or resource.

Nominees may request a summary of judges’ comments by emailing [ctoulouse@gvaschools.org](mailto:ctoulouse@gvaschools.org) no later than Tuesday, May 30, 2023. Summaries will be provided in late June/July.

### **Fee**

No entry fee.

### **Deadline**

Entries must be submitted via the [COSPPRA Awards 2022 Entry Submission Form](#) by Friday, April 7, 2023.

Winners will be notified by April 28, 2023.





# Professional Development Scholarship Award

**For a COSPRA member committed to continually improving his or her knowledge, skills and ability and who wishes to attend the next National School Public Relations Association (NSPRA) National Seminar**

The Professional Development Scholarship recognizes a COSPRA member who demonstrates a strong commitment to continually improve his/her skills to benefit his/her organization and the public education community. COSPRA members must self-nominate for this award. There is no cost to submit a nomination for this award. The selection committee will select one award winner. Preference will be given to those who have not previously attended an NSPRA National Seminar. The winner will receive a letter of commendation at the COSPRA Spring Conference on Friday, May 5, 2023. The winner will also be recognized on COSPRA's website.

The award recipient will receive one registration to the NSPRA 2023 National Seminar, July 16-19 in St. Louis, MO. By accepting this award, the recipient understands he or she is responsible for any incidental costs necessary to attend the conference and agrees to pay such costs.

As a condition of accepting this award, the recipient agrees to attend a COSPRA Executive Committee meeting to discuss his or her NSPRA Seminar experience, or the recipient may be asked to submit a report on his/her experience

## Award Criteria

Submissions will be judged by a selection committee based on the following criteria:

- Nominee is a current COSPRA member
- Nominee demonstrates a desire to hone his or her strategic communication skills as they relate to their organization and the school public relations profession.
- Nominee actively participates in professional development sessions presented by local or national public relations experts.
- Nominee regularly attends COSPRA regional meetings, conferences, and workshops

## Award Rules

Professional Development Scholarship entries must be submitted electronically via the [COSPRAs Awards 2023 Entry Submission Form](#). Compile all application materials into a single PDF document. Multiple support materials will not be accepted.

## Award Entry Guidelines

To be eligible for consideration, entrants must complete a [COSPRAs Awards 2023 Entry Submission Form](#) for each individual entry.

- **INFORMATIVE FILENAME** – The Google Drive folder name must include the name of the person being nominated, the school district, and the phrase “Professional Development Scholarship.”
- **SUBMIT A NARRATIVE (1,000 WORDS MAX)** – Submit a narrative that articulates why you view your participation in the NSPRA National Seminar as a professional opportunity and outline how you will apply your conference experience to improve your communications work.

**The submission may also include up to 5 pages of supporting documentation** including, but not limited to, samples demonstrating how you use strategic communication skills in developing and implementing projects in your district or education organization.

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Nominees may request a summary of judges’ comments by emailing [ctoulouse@gvaschools.org](mailto:ctoulouse@gvaschools.org) no later than Tuesday, May 30, 2023. Summaries will be provided in late June/July.

### **Fee**

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Winners will be notified by April 28, 2023.

Colorado School Public Relations Association

