



NEWS RELEASE

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Cumberland County Schools Earns Top Honor for Exceptional Communications

Cumberland County Schools (CCS) receives multiple statewide awards for excellence in school communications and community engagement

Fayetteville, NC – The North Carolina School Public Relations Association (NCSPRA) recently announced that CCS' Communications and Community Engagement team received 13 Blue Ribbon Awards in the areas of marketing, special events, digital media, publications and writing.

The district also earned a "Best of the Best" Award in the special events category for its CCS Graduation campaign, which is the top honor in the statewide awards. While several entries may win gold, silver or bronze awards in any category, only one submission is selected as the "Best of the Best" in each category.

"Our district is a unique and diverse community of successful students, premier professionals and committed partners, and our team is honored to be the storytellers of this exceptional community," said Dr. Lindsay Whitley, the associate superintendent for Communications and Community Engagement. "These awards represent just a fraction of the incredible work these storytellers do, and I am so proud of them."

CCS won awards in the following categories:

Best of the Best Award

(Special Events/Programs) - CCS Graduation Campaign

Gold Awards

(Publications) - State of Education: #CumberlandStrong - 2021 Annual Report to the Community

(Digital Media Engagement) - CCS Online Back-to-School/Newcomers Guide

(Digital Media Engagement) - CCS Redesigned District Website

(Special Events/Programs) - Cumberland County Schools 2022 Administrators of the Year Virtual Celebration - "The Great Comeback: Defying All Odds to Lead Impactfully"

(Special Events/Programs) - CCS Graduation Campaign
(Special Events/Programs) - Reading Takes You Places - Reading Campaign
(Special Events/Programs) - Cumberland County Schools 2021 Rollin'
Recruitment Fair Bus

Silver Awards

(Publications) - "NTK: Insider Edition," Employee Newsletter
(Special Events/Programs) - Cumberland Family Academy (CFA)
(Excellence in Writing) - TOY Winner Vows to "Never Stop Being a Student"
(Special Events/Programs) - Leianna's Drive By Graduation Celebration

Bronze Awards

(Special Events/Programs) - The "Gathering of the Village" Campaign
(Excellence in Writing) - Green Strides: Cumberland County Schools
Welcomes United States Department of Education and North Carolina State
Deputy Superintendent

Regarding the "Best of the Best" CCS Graduation Campaign, the judges commented, "Simply exceptional! From the graphics to the videos to engagement, this was a job very, very well done! Bravo!"

A Blue Ribbon Award recognizes excellence in school communications and public relations in eight categories: digital media engagement, electronic media, excellence in writing, image/graphic design, marketing, photography, publications (print and electronic), and special events and programs.

NCSPRA is the premier organization for school communications and public relations professionals in North Carolina.

Whitley stated, "We thank NCSPRA for recognizing our hard work, and we are looking forward to further developing innovative and diverse communications and marketing strategies to engage parents and community stakeholders in the educational process in the future."

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