

SDNB Academic & Career Planning and Annual Report Earn Awards

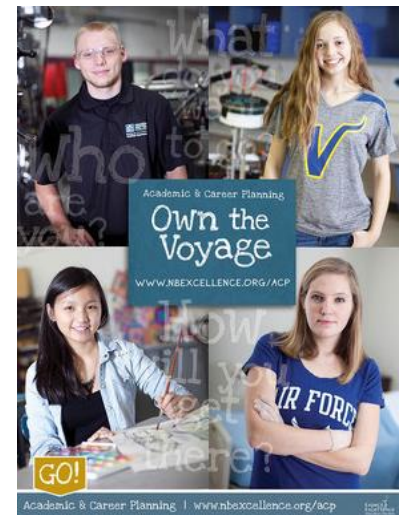
Wisconsin School Public Relations Association honors SDNB communication

New Berlin, Wis. – The School District of New Berlin’s Academic and Career Planning campaign – which included an interactive secondary schools course guide, videos, posters and a video scribe – has been honored by the Wisconsin School Public Relations Association (WSPRA) with a Spectrum Award.

SDNB also received a WSPRA Spectrum Award of Merit for its 2014-15 Annual Report, “Now & Then,” which focused on the 50th anniversary of SDNB’s first high school graduating class.

Spectrum Awards recognize high-quality communications efforts produced by or on behalf of Wisconsin school districts. This year, this statewide competition honored 25 school districts with awards, presented at WSPRA’s annual conference in November in Stevens Point, Wis.

“Spectrum Award winners exemplify the very best communications work in school districts across the state,” said WSPRA President Kevin Hickman. “The winners demonstrate the value of engaging stakeholders in order to build community support for Wisconsin’s public schools.”



Superintendent Joe Garza, Superintendent of the School District of New Berlin, thanked WSPRA for the recognition and all who helped develop and execute the award-winning efforts, including videographer Tony Meister of Chameleon Communications and graphic designer Nathan Chow of Foundry.



“The district has made a concerted effort in recent years to enhance district and school communication with all of our stakeholders,” Garza said. “Academic and Career Planning has been a strong focus for our communication.”

WSPRA’s Spectrum Awards are judged by members of the Illinois School Public Relations Association (INSPPRA) on a four-point scale in four areas: goals and objectives, research and planning, execution and evaluation and results.

Comments from judges about SDNB’s 2014-15 Annual Report included: “This report is superlative. Annual reports are standard fare and usually boring. But the idea of anchoring the report around the 50th anniversary of the first graduating class made each page exciting to read.” Chow designed the report with material written by then-SDNB Communications Director Melinda Mueller and Communications Assistant Lisa Sink.

Regarding SDNB’s ACP campaign, one judge wrote it was “easily the best and most comprehensive effort I’ve seen. A very ambitious and wonderfully executed effort to explain academic and career planning options to parents and students.”

Another judge wrote: “The individual videos were very well executed. Great use of all technology, especially appealing to the younger generation with QR codes and videos.”

The ACP “Own Your Voyage” communications included:

- A new, interactive guide for students and families on choosing courses, extracurricular activities, college in high school options and other related college and career readiness activities and pathways. The ACP Guide is located at www.nbexcellence.org/district/acp.cfm. Courses were aligned to color-coded career clusters with a navigable left sidebar that allowed students and parents to easily skip around to explore all choices available.
- Videos and posters of students pursuing a variety of career paths, explaining how they discovered their interests and the steps they were taking to “own their voyage” and achieve their goals. The videos are shown at www.nbexcellence.org/district/acp-student-stories.cfm and on the district’s YouTube channel: youtube.com/user/SDNBSchools. The posters had CR codes.
- A video scribe describing students’ ACP journey included consistent imagery and messaging. The scribe script was developed in collaboration with district staff, Chow and Meister. The scribe is located at www.nbexcellence.org/district/acp.cfm.



The materials were posted on “College and Career Readiness” section of the district’s website, which provides students and families with more information and resources.

The Wisconsin School Public Relations Association (WSPRA) is a professional association representing schools, school districts, educational associations, consulting agencies and organizations. WSPRA is a state affiliate of the National School Public Relations Association (NSPRA). The mission of WSPRA is to expand the capacity of its members to provide effective communication management for the purpose of strengthening educational opportunities for all students.

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