

Connect-ED[®]

Leadership Through Communication Award

SPONSORED IN PARTNERSHIP BY:

- **Connect-ED** – a service of The NTI Group, Inc.
- American Association of School Administrators (AASA)
- National School Public Relations Association (NSPRA)

EFFECTIVE COMMUNICATION IS A PROVEN INDICATOR OF A SUCCESSFUL SCHOOL SYSTEM. The **Connect-ED** Leadership through Communication Award honors those who recognize that communication is a critical component of leadership and exhibit an ongoing commitment to incorporating communication into their strategic thinking and their daily operations.

The award recognizes the leadership of outstanding superintendent and public relations/communications professionals who, along with their teams, improve communication within their school system and communities. One winning school district will be chosen.

The NTI Group, Inc. will donate \$10,000 to the scholarship fund of the winning school district, to be awarded to a student or students majoring in communications.

ELIGIBILITY REQUIREMENTS

- K-12 public school district superintendents and their public relations/communications professionals are eligible to apply for the award. Applicants must currently be employed by a K-12 public school system, and the school system must be located in the United States.
- The award is designed to recognize the team of superintendent and public relations/communications professional. However, if the applicant's system is small and unable to fund a public

relations/communications position and the superintendent has assumed those duties, that superintendent is also eligible to apply.

Please note: Award recipients are expected to attend the AASA Annual Conference in New Orleans in March 2007 and participate in the special awards ceremony, attend a special reception sponsored by the Connect-ED team and present a session at the conference based on their communication accomplishments. They are also expected to present a session at the NSPRA National Seminar in Phoenix July 2007. The award includes airfare and two nights lodging for the superintendent and public relations/communications professional to both the AASA Conference and the NSPRA Seminar.