



**Connecticut Association of Boards of Education, Inc.**

81 Wolcott Hill Road, Wethersfield, CT 06109-1242 • (860) 571-7446 • Fax (860) 571-7452 • www.cabe.org

July 2018

TO: Member Board Chairs, Superintendents, Education Affiliates and RESCs

FROM: Lisa Steimer, Senior Staff Associate for Professional Development and Communications

RE: **43rd Annual Bonnie B. Carney Awards of Excellence for Educational Communications Contest**

*The annual CABE/CAPSS Convention is November 16 and 17, 2018 which means that your Communications Contest entries **must be received no later than Friday, September 7, 2018.***

Effective communication with parents and taxpayers in your school district is a very significant part of your district operation. It is important for the community to be aware of the exciting activities and events taking place in our schools each day. They are your supporters and you need them. CABE established the Awards of Excellence for Educational Communications in 1975 and named the awards in honor of Bonnie B. Carney in 2016.

Entries are divided into three categories based on district size: under 2000 ADM; 2000 to 5000 ADM; and over 5000 ADM.

1. **Social Media** - Twitter, Facebook, YouTube, etc., are all examples of social media. Does your district or do your schools participate? If so, send us your twitter handle, Facebook page, or YouTube Url.
2. **Going Green** - your most environmentally friendly ideas. Please submit the article (no longer than 500 words) via email, but mail your entry form and fee).
3. **Newsletter** — internal or external, for periodic distribution.
4. **Annual Report** — for distribution in the community.
5. **District Budget** — document detailing a school budget for distribution in the community.
6. **Parent/Student Handbook** — handbooks or pamphlets intended to promote better understanding of school policies, procedures, and regulations.

7. **Course Selection Guide** — handbook or booklet distributed to students and parents for the purpose of selecting subjects for the coming year and promoting a better understanding of the school.
8. **Calendar** — distributed to the community to promote a better understanding of the public schools.
9. **Special Project** — board handouts, flyers and all other innovative or experimental projects related to educational communications which do not fit above.
10. **Special Project (AV)** — video tape or slide show presentations **must be developed by the school district.**
11. **Computer Generated Project** - (for example, Powerpoint presentations) developed to further the school district message. Entries **must be developed by the school district** and a hard copy must accompany all entries.
12. **Website** - school district or individual school web sites are eligible for entry into this category. Entries **must be developed by the school district.**

Boards may submit as many entries in as many classifications as they wish. Entries should be for the 2018-2019 year and not have previously been entered for consideration. Entries will not be returned.

*Winning districts will be notified the week of October 8, 2018. At that time if you are a winning district you will be asked to send 10 copies (videos, slides, going green, and computer projects excluded) of your winning entry for display at the November 2018 CABE/CAPSS Convention to be held at the Mystic Marriott Hotel in Groton.*

**IMPORTANT: The fee is \$25 for a single entry. Multiple entries are \$20 each, (e.g., 2 entries \$40, 3 entries \$60, 4 entries \$80, etc.). A CHECK OR PURCHASE ORDER MUST ACCOMPANY YOUR ENTRIES.**

# Bonnie B. Carney Awards of Excellence for Educational Communications

## Official Entry Form

A COMPLETED COPY of this form must be attached to each entry submitted along with ENTRY FEE OR PURCHASE ORDER.

**Entries must be received by Friday, September 7, 2018.**

Mail to: CABE, 81 Wolcott Hill Rd., Wethersfield, CT 06109, Attention: Communications Contest. **Entries without an Official Entry Form will not be considered.**

**Please fill out all information and type or print clearly (if your website access or YouTube URL is not readable your entry will be eliminated):**

Date \_\_\_\_\_ Name of District \_\_\_\_\_

Name of person(s) who created this entry \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Daytime Phone \_\_\_\_\_

1. Size of district (check one):

- Under 2000 ADM       2000 - 5000 ADM       Over 5000 ADM

2. Title of project \_\_\_\_\_

Publication or production date \_\_\_\_\_

3. Type of Project (check one):

- |  |  |
|--|--|
| <input type="checkbox"/> Social Media                | <input type="checkbox"/> District Budget         |
| <input type="checkbox"/> Going Green                 | <input type="checkbox"/> Parent/Student Handbook |
| <input type="checkbox"/> Newsletter                  | <input type="checkbox"/> Course Selection Guide  |
| <input type="checkbox"/> Annual Report               | <input type="checkbox"/> Calendar                |
| <input type="checkbox"/> Computer Generated Projects | <input type="checkbox"/> Special Project         |
| <input type="checkbox"/> Web Sites                   | <input type="checkbox"/> Special Project (AV)    |

4. For what audience was the project intended? (Check appropriate boxes)

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Students | <input type="checkbox"/> Community   |
| <input type="checkbox"/> Staff    | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Parents  |                                      |

5. How was project used? \_\_\_\_\_

**NOTE: ENTRIES MUST BE THE WORK OF SCHOOL DISTRICT PERSONNEL NOT OUTSIDE AGENCIES.**

**Winning districts will be notified the week of October 8, 2018.**