



**March 5, 2024**

**Gregory-Portland Independent School District**

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**G-PISD earns Best of Category & State “Gold Star” Awards for Excellence in Communications from the Texas School Public Relations Association (TSPRA)**

Gregory-Portland ISD was honored last week with two State “Best of Category” Awards and 12 State “Gold Star” Awards for Excellence in Communications from the Texas School Public Relations Association (TSPRA). Top honors for Best of Category were received for the graphic design of the 2022-23 Academic Calendar and for the district’s “CATCast,” a podcast created and managed by the district team that provides a learning experience for students who host the show and interview fellow students, teachers and staff, families, and community leaders.

Superintendent Dr. Michelle Cavazos said she’s proud of the connections being made throughout the community resulting from the district’s commitment to “transparent, two-way” communication. “We are here in service to every person in our community,” she said, “so we strive to understand and adapt to changing needs as we develop new and improved ways to engage and connect.

“These awards received by our outstanding Communications and Engagement team, along with the collaboration of those they serve and support throughout the district, is evidence that we are committed to continuously improving the services we provide at G-PISD. It’s wonderful to know that others in the state have recognized our district for the many ways we aim to keep the public informed and engaged.”

G-PISD’s Chief Communications and Engagement Officer Crystal Matern agreed and acknowledged the efforts of her team. “We are extremely fortunate to have some talented professionals serving our district, and I am exceedingly grateful for the opportunity to serve and support each of them,” she said. “Meanwhile, we recognize that communicating and collaborating with more than 20,000 Gregory and Portland taxpayers as well as various stakeholder groups is a high calling and responsibility.

“It takes all of us working within district as well as students, families, and community members who actively support the incredible achievements and advancements happening all across G-PISD – especially those earned by our phenomenal students, teachers, and staff.”

Matern said the district’s Communications and Engagement team includes Sharon Reckaway, Director of Family and Community Engagement; Tanis “T” Acosta, Coordinator of Multimedia Production; Ally Spiegelman, Coordinator of Communications; and Jodie Scanlan, Secretary to the Chief Communications and Engagement Officer. Additionally, Reckaway oversees the strategic efforts and services provided by district’s Lead Social Worker Jessica Rombs, and Social Workers Michelle Campbell and Joanna Rocha.

In addition to receiving two Best of Category and 12 Gold Star Awards at the state level, G-PISD also earned two Silver and two Bronze awards for high achievement in Texas school public relations. Awards were received for the following programs and projects that were completed and/or launched during the 2022-2023 school year:

|   |                   |   |
|---|-------------------|---|
| Best of Category “CATCast” Podcast Channel                                    | Gold Star Award   | G-PISD Brand Style Guide  |
| Best of Category District Academic Calendar                                   | Gold Star Award   | Xavier Barrera Dedication Invite                                  |
| Gold Star Award Bond 2023 Community Brochure                                  | Gold Star Award   | Staff Compensation Flyer, Graphic                                 |
| Gold Star Award Early Childhood Center Logo                                   | Gold Star Award   | “CATCast” Podcast Digital Media                                   |
| Gold Star Award Press Release: “G-PISD Community approves \$176 Million Bond” | Gold Star Award   | Press Release: “Superintendent signs 5-Year Contract with G-PISD” |
| Gold Star Award "The Future is Bright” Grad Portrait                          | Silver Star Award | “Trailblazers” Theme Banner                                       |
| Gold Star Award Teacher of the Year Promo Video                               | Silver Star Award | Xavier Barrera Dedication Poster                                  |
| Gold Star Award Calendar Design, 2022-2023                                    | Bronze Star Award | State of the District Video 2022                                  |
| Gold Star Award “CATCast” Podcast Channel Logo, Image/Identity Design         | Bronze Star Award | "No Better Place” Dual Language Program Video Feature             |

The G-PISD Board of Trustees will publicly recognize and celebrate the success of the district’s Communications and Engagement team at an upcoming school board meeting on March 25, 2024, following receipt of their awards at

the state TSPRA conference last week. ##

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