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NEWS RELEASE

FOR IMMEDIATE RELEASE

KIMBERLY AREA SCHOOL DISTRICT EARNS TWO SPECTRUM AWARDS FOR SCHOOL COMMUNICATIONS

Kimberly, Wis. – December 6, 2018 - The [Kimberly Area School District \(KASD\)](http://www.kimberly.k12.wi.us) was recently honored by the [Wisconsin School Public Relations Association \(WSPRA\)](http://www.wisconsinpublicrelations.org) with two Spectrum Awards for its work in school communications.

WSPRA presented the Spectrum Awards to Nicole Noonan, Marketing & Community Coordinator for KASD, at its recent annual conference in Madison. The Kimberly Area School District earned an Award of Excellence for its [kindergarten enrollment campaign](#) and an Award of Merit for its



District-level communications regarding [Academic and Career Planning \(ACP\)](#). “I am proud of our staff members, and especially Nicole Noonan, for their efforts to communicate with our community,” said Bob Mayfield, Superintendent of the Kimberly Area School District. “Both of these projects are deserving of recognition as they highlighted the important work our staff is doing to ensure students start here and excel here.”

The District created the kindergarten enrollment campaign in order to communicate with families about the benefits of choosing the 4K Center for Literacy for their child’s 4-year-old kindergarten education. By proactively communicating with families about the registration process, they saw an increase in families enrolling earlier in the year, which allowed the District to better plan for the school year.

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The Award of Merit was earned for the District-level communications about their updated Academic and Career Planning (ACP) resources. Preparing students for their future is a strategic priority for the District and was noted by parents on a survey as one of the top priorities the District should focus on for the future. The District uses the Academic and Career Planning process to support students in grades 5K through 12 as they prepare for their next steps in life. The award-winning communications were intended to help parents and staff members gain an understanding of the ACP process and how it was updated to better serve students.

Spectrum Awards recognize high-quality public relations efforts produced by or on behalf of Wisconsin school districts. This year, this statewide competition honored 42 school districts with awards.

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

WSPRA’s Spectrum Awards are judged by members of other school public relations associations throughout the United States, including Illinois, North Dakota, Minnesota, Michigan, Iowa, and South Carolina. All entries were judged on a 30-point scale in six areas: goals and objectives, research and planning, execution and evaluation, results, language, and design.

The Wisconsin School Public Relations Association (WSPRA) is a professional association representing schools, school districts, educational associations, consulting agencies and organizations. The theme for the 2018 conference was “Building on the Best. Creating the best possible school communications for student success!”

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.

About the Kimberly Area School District

The Kimberly Area School District is a progressive public school district committed to providing the best possible education available to students. Its responsibility is to help lead the way in developing well-rounded students and future citizens. The District wants every student to be given the opportunity to reach their potential

through academics, the arts and co-curricular activities. It encompasses approximately 17 square miles and serves over 5,100 students in one 4K center, four elementary schools (5K-4), two intermediate schools (5-6), one middle school (7-8) and one high school (9-12). To learn more about the Kimberly Area School District, call (920)788-7900 or visit www.kimberly.k12.wi.us.