

GVIDS WEBSITE RECEIVES TSPRA'S GOLD STAR

Laura McCormick,
Grandview ISD's
Chief Communications
Officer and the
district's web
developer, receives
The Gold Star Award
at TSPRA's
prestigious Annual
Star Award Banquet in
Sugar Land, Texas



TEXAS SCHOOL PUBLIC RELATIONS ASSOCIATION AWARD

Grandview ISD's website was recognized by TSPRA, a 1,200 member nonprofit, professional organization dedicated to promoting public schools through effective communications.

The TSPRA Star Award honors individuals and school districts for their outstanding contributions in school communications. Amongst thousands of entries in over 50 categories, Grandview ISD's website received the Gold Star Award, which was the highest in its category, and put GVIDS alongside much larger districts like Coppell ISD and Grapevine-Colleyville ISD as recipients.

"Considering that a school's website is its most powerful PR tool, I am incredibly proud to bring home an award that comes directly from an established communications association such as TSPRA." ~L. McCormick

The judges' comments praised the Grandview ISD website as one that is beautifully-designed, navigable, and clean. Also noted was the positive narrative on the home page, using eye-catching photography and graphics to tell the stories of staff, students, and even alum, providing a great deal of information at a glance. According to Grandview ISD Superintendent, Kirby Basham,

"TSPRA has given us great feedback and I am very proud of how Laura McCormick has become a huge asset in her role as Chief Communications Officer and has created an award-winning website for our district."

TSPRA's Gold Star Award is presented for a website which achieves its purpose with noticeable creativity, craft, and skill and in an exceptional way

