



NEWS RELEASE

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SCCOE staff honored with an NSPRA Golden Achievement Award and two Telly Awards

SAN JOSE, CA – The Santa Clara County Office of Education’s (SCCOE) Media and Communications department has been awarded three awards for excellence in communications for video productions and a marketing campaign during the past year.

In conjunction with Human Resources, the department received a Golden Achievement Award from the National Schools Public Relations Association (NSPRA). NSPRA’s Golden Achievement Award “recognizes exemplary work in all aspects of school public relations, communication, marketing, and engagement.”

The department, in conjunction with Multilingual Educations Services, received two Telly Awards for excellence in film and video productions. The Telly Awards “recognize distinction in creative work.” This year, more than 13,000 entries were submitted from all over the world.

SCCOE received the following awards:

2016 NSPRA Golden Achievement Award: Santa Clara County School Job Fair

[The Santa Clara County School Job Fair](#) focused on the challenges of recruiting highly skilled bus drivers, clerical staff, custodians, cooks, classroom assistants, and other “behind-the-scenes” employees who keep students safe and ensure schools run smoothly. The event was a day for eligible candidates to meet face to face with hiring administrators for immediate positions and potential future openings. More than 100 HR representatives from 24 school districts (including the COE, Metropolitan Ed, and Foothill-DeAnza Community College District) met with candidates (capacity for our conference center). Attendees each met with an average of 10 districts, and half of those surveyed were offered jobs at the job fair.

The award focuses on the marketing and branding campaign; the advertising featured photography and graphic design by Mike Bromberg and written copy by Ken Blackstone, and former employee Danielle Smith. The event was hosted and organized by the SCCOE Human Resources Department.

2016 Silver Telly Award: Engaging Future Global Citizens: Young Cultural Ambassador Program

Film/Video - TV Programs, Segments, or Promotional Pieces - Education

[Engaging Future Global Citizens: Young Cultural Ambassador Program](#) highlights a cultural exchange program. 177 students, parents, and teachers from China visited Ohlone Elementary School (Palo Alto Unified School District), Rolling Hills Middle School (Campbell Union School District), Meyerholz Elementary School (Cupertino Union School District), and Katherine Smith Elementary School (Evergreen School District). This once-in-a-lifetime visit was designed to foster opportunities to share and collaborate around the topics of science, cultural diversity, and multilingualism for students and adults alike. Participants in the event shared their differences and similarities in a rewarding cultural experience.

2016 Bronze Telly Award: My Name, My Identity: My Story

Film/Video - TV Programs, Segments, or Promotional Pieces – Education

[My Name, My Identity: My Story](#) highlights students sharing their “name story.” Participants are invited to share the story behind their name, or that of their children. This video is part of a larger campaign asking educators and community members to honor students, neighbors, and coworkers by promising to learn how to pronounce their names correctly.

The “[My Name, My Identity](#)” campaign is a collaboration between the SCCOE, National Association for Bilingual Education, and McGraw-Hill Education, a learning science company. The “My Name, My Identity” campaign is a joint effort of County Superintendent of Schools Jon R. Gundry; Associate Superintendent of Educational Services Dr. Angelica Ramsey; Technology Services Branch employees Mark Ashley, Sonia Kao, Karen Larson, and Eric Sandoval; Denise Giacomini, SCCOE Professional Expert; Melissa Christie, Director of Curriculum & Instruction Department; the Learning Multimedia Center members Dollie Forney and Beth Olszewsky; and the Multilingual Educational Services Team Rhonda Beasley, Keysha Doutherd, Mathew Espinosa, Vickie Teshin-Anderson, Sheila Walters, and Dr. Yee Wan, Director of the Multilingual Education Services, C & I Department.

Both videos were filmed by Lindsey Wong and edited by Tim Walter. These projects were a joint effort between Media & Communication Department employees Ken Blackstone, Shannon Carr, Mike Bromberg, Ernie Pacleb, Danielle Smith and the Multilingual Team and C & I Departments.

[Media & Communications](#) provides the news media with a spectrum of information about the SCCOE and the wider education community through news releases, electronic newsletters, and the SCCOE Web site. It also responds promptly to media requests for information and analysis, whether related directly to the SCCOE or to broader education issues.

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