

Advancing education through responsible communication

NEWS RELEASE

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West Michigan school chiefs named outstanding communicators

TRAVERSE CITY, MI—Intermediate School District (ISD) Superintendents Karen McPhee and David Sipka now share more than Michigan’s West Coast. Today they were both named “Outstanding Superintendent Communicators” by the Michigan School Public Relations Association (MSPRA). McPhee leads the Ottawa Area ISD while Sipka heads up the Muskegon Area ISD. The awards were presented at the Michigan Association of Intermediate School Administrators Awards Luncheon, showcasing the recipients’ achievement in the presence of their peers.

“For the first time in the history of this award, MSPRA is honoring two superintendents who exemplify excellence in school communication,” said MSPRA President Allison Kaufman. “Both are deserving of this prestigious award for doing school communication right.”

McPhee is being honored for her consistent and continued communication practices and support of clear communication as a strategy for community problem-solving and collaboration. She joined the OAISD as the district's Communications Director and eventually became the superintendent. "It's an honor to be chosen for this award," said McPhee "As a superintendent, I think it's paramount that you build public trust through open and honest dialog, a steady flow of transparent

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Add 1—*West Michigan School Chiefs Outstanding Communicators*

information, and a commitment to fostering positive relationships for the district through communication."

Sipka is being recognized for a number of accomplishments and the marked difference he has made in just three years at MAISD. His communication is transparent, responsive and inclusive. And, he has adopted the successful strategy of including the district’s Public Information Officer as part of the district’s senior leadership team. Sipka said he is extremely honored to have been nominated for the award, and humbled to have been chosen to receive it. “As in most recognitions, so many people are behind the scenes that should share in this honor. Nothing in an organization as complex as an Intermediate School District is accomplished without teamwork," added Sipka.

MSPRA, whose mission is to advance education through responsible communication, annually recognizes a superintendent for leadership in school district communication through the Outstanding Superintendent Communicator Award. For more information, visit www.mspra.org.

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