



10 Categories 112 Contest Entries **17** Districts/Organizations



EXCELLENCE IN WARTING

One article from a newsletter, newspaper op-ed piece, website, editorial or speech

EXCELLENCE IN WRITING



AWARD OF EXCELLENCE

Dubuque Community School District
School Performance Profiles Paint an Incomplete Picture

Gilbert Community School District
Powerful Pedro

Iowa Education for Deaf and Blind
Deaf Interpreters

Families Learn Importance of Sign Language for Young Children

Johnston Community School District
Johnston Girls Cross Country Makes History
Competing at Nationals

EXCELLENCE IN WRITING



AWARD OF EXCELLENCE

Keokuk Community School District

Girls Wrestling: Jalyiah Gardner Places Second at State in Iowa's Fastest Growing Sport

'Grandpa's Gravestone is Over There': KHS Students Place Wreaths at Keokuk National Cemetery

KHS Junior Mason Claus Ranked 27th Top Football Recruit in Iowa

Marshalltown Community School District Growing Together

Waukee Community School District

Rising Star: 8th Grade Northwest Softball Pitcher Sophia Schlader

Waukee CSD Students Involved in Congressional Debate



MARKETING/ BRANDING CAMPAIGN

Materials designed to promote the district brand

MARKETING/ BRANDING CAMPAIGN



AWARD OF EXCELLENCE

Iowa City Community School District

Let Your Adventure Begin! Kindergarten Marketing Campaign

'Your Path to Exceptional...' Enrollment Campaign

Marshalltown Community School District
Embrace The Lead

Urbandale Community School District

Enrollment Campaign: Building Lifelong Friendships



NEWSLETTER

External or internal newsletter/e-newsletter, published periodically

NEWSLETTER

AWARD OF EXCELLENCE

Burlington Community School District
The Burlington Bark

Johnston Community School District
JCSD E-Connection

Waukee Community School District
Consistent, Clear, Connected: Aligning
Principal Newsletters in Waukee CSD

West Des Moines Community Schools
We are ALL WDMCS District Newsletter





PHOTOGRAPHY

An image that effectively tells a story, captures significant moments, or conveys the ethos of a school community

PHOTOGRAPHY



AWARD OF EXCELLENCE

Ames Community School District
Playground Excitement

Ankeny Community School District
Volunteer and Student

Council Bluffs Community School District

Driven to Teach October Winner

Des Moines Public Schools
Beating an Olympian
Lincoln Makes History at the Field of Dreams

Gilbert Community School District
Game On Cover Photo
Smiling Preschool Girl

West Des Moines Community Schools My Jersey, Your Impact



PUBLIC ENGAGEMENT

An initiative that fosters meaningful connections with local communities and encourages active public participation

PUBLIC ENGAGEMENT

AWARD OF EXCELLENCE

Ames Community School District
Parent University

Council Bluffs Community School District
Attend Today, Achieve More Tomorrow Campaign

Dubuque Community School DistrictMultilingual Family Night





SOCIAL MEDIA

Social media post, campaign, or collection of posts that effectively use social media for awareness, fundraising, enrollment drives, or other strategic objectives

SOCIAL MEDIA

AWARD OF EXCELLENCE

Dubuque Community School District

Audubon Attendance

#ThankAnEducator

Keokuk Community School District

Enroll & Register Campaign Graphics

Mental Health Awareness Campaign

Marshalltown Community School District

Be A Bobcat In Every Way, Every Day: Registration Effort

Special Education Day Spotlight

Urbandale Community School District
U Belong



SOCIAL MEDIA

AWARD OF EXCELLENCE

Waukee Community School District
Back to School: A Celebration of Joy,
New Beginnings, and the Waukee Experience
Guess Who? Kindergarten Edition

West Des Moines Community Schools
Back to the Dome: Valley Football





SPECIAL PURPOSE

Booklet, brochure, poster, podcast, or material not included in other categories





Ankeny Community School District New Cell Phone Policy Communication **Nourishing Schools**

Council Bluffs Community School District

Achieve Magazine - Fall 2024 Edition

Thomas Jefferson High School Boys Wrestling Poster

Des Moines Public Schools

Reimagining Education Overview Booklet

The Become Here Project: New for the 2024-2025 School Year!

The Become Here Project: The DMPS Foundation







Gilbert Community School District

Game On: Fall 2024

Iowa City Community School District

Online Program of Studies & Career Pathways Catalog
Senior Spotlights

Johnston Community School District

JCSD Legislative Advocacy Day

Keokuk Community School District

District Calendar 2024-25 plus Spotlights

ParentSquare Launch and Roll Out Campaign/Training





AWARD OF EXCELLENCE

Marshalltown Community School District
Embrace The Lead Vinyl Graphics
MCSD Brand Book

Sioux City Community School District
Transportation SOP Book

Urbandale Community School District
New District Apparel Store

Waukee Community School District
Social Media Champions





VIDEO - SERIES

A video series designed for a website, social media, video channel, special event, etc.

VIDEO - SERIES

AWARD OF EXCELLENCE

Dallas Center-Grimes CSD
Mustang Makers

Iowa City Community School District

Course Spotlight Video Series

Movie Theater Video Series

Staff Spotlight Video Series

Marshalltown Community School District

Embrace The Lead Staff & Student Stories





VIDEO - SINGULAR

A video recording or live broadcast designed for a website, social media, video channel, special event, etc.

VIDEO -SINGULAR



AWARD OF EXCELLENCE

Ames Community School District

Staff Appreciation Week - Letters From Students

Ankeny Community School District

Profile of an Innovator: Sophie Bergan

Teaching is a Family Affair

Thank you, Ankeny SROs

Council Bluffs Community School District

Back to School Celebration Rally

Dallas Center-Grimes CSD

Saturday, June 1 - One School, Two State Soccer Titles

Des Moines Public Schools

Caitlin Clark Donates Backpacks to Students

Expanding Early Childhood Education

VIDEO -SINGULAR



AWARD OF EXCELLENCE

Dubuque Community School District

JJ and Logan

Gilbert Community School District
Gilbert Cheerleading: Go Be Great Award Winner
Music and Magic with the Mizeraks

Iowa City Community School District
All-State Music Celebration Video

'Dreams Start Here' Preschool Video

Johnston Community School District
JMS Chamber Choir Boys Perform with
Foreigner at the Iowa State Fair

VIDEO -SINGULAR

AWARD OF EXCELLENCE

Keokuk Community School District

Friday Night Lights in Keokuk

Marshalltown Community School District

An Inside Look of Miller - 2024 Reimagining Miller Bond Referendum

Urbandale Community School District

Karen Acres Elementary: School of Choice - Enroll Now!

Waukee Community School District

Heart of the Lunchroom: A Passion for Serving Students





WEBSITE

Existing website, website redesign project, special purpose, or short-term project website



AWARD OF EXCELLENCE

Burlington Community School District
BCSD Website Redesign

Des Moines Public SchoolsReimagining Education Website

Gilbert Community School District
Gilbert CSD Website

Keokuk Community School District KCSD Four-Day School Week Research Keokuk Community School District Website





Ames Community School District

Ames High Dreams: The Story of Carter White



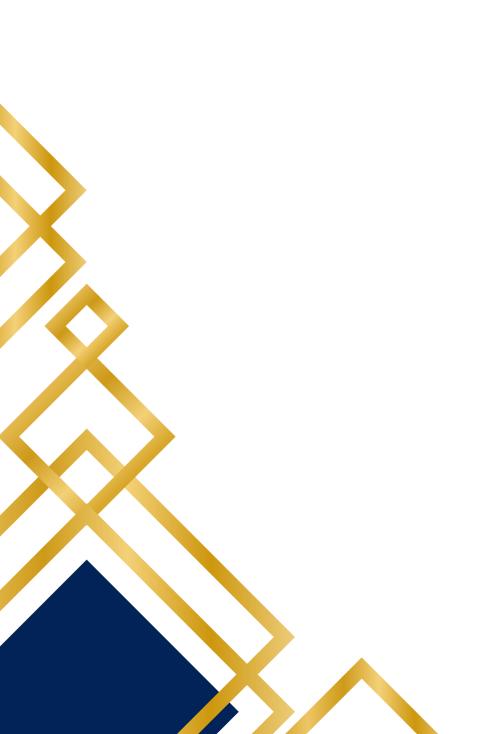
October 31, 2024

Ames High Dreams: The Story of Carter White

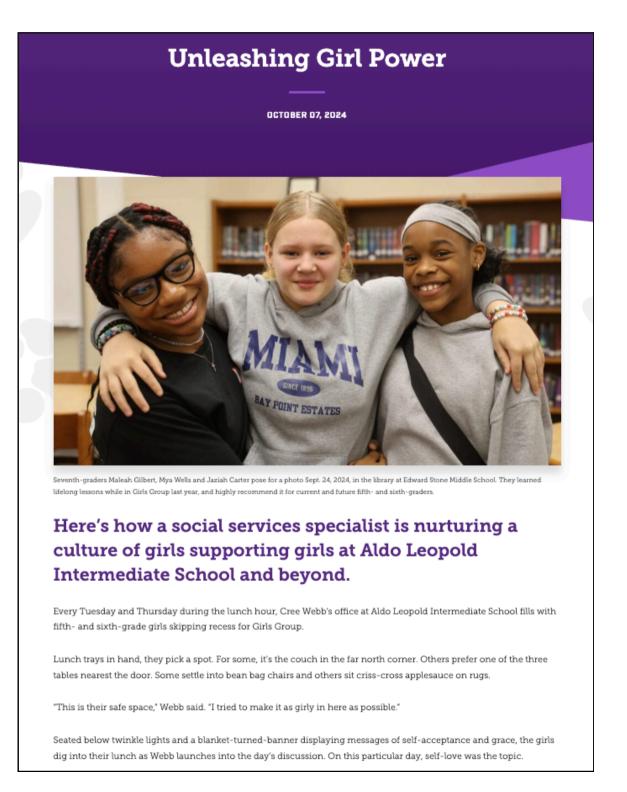
At Ames High School, one name resonates in the world of student broadcasting: Carter White. While known for being the voice of the Little Cyclones during his high school career, Carter was also remembered for his big personality, and even bigger hair. Carter, an Ames High alumni who graduated in 2021, made an indelible mark not only through his involvement with the AHS Sports Network, but also the band program, and the AHS student community. Now a senior at Oklahoma State University, Carter looks back on his formative years at Ames High with fond memories and valuable lessons learned.

Finding Passion in Music and Sports Broadcasting

For Carter, Ames High provided a launchpad for two of his greatest passions: music and sports broadcasting. "One of my favorite memories from Ames High is my time in the band programs and my time with the AHS Sports Network," Carter reflects.



Burlington Community School District Unleashing Girl Power



Iowa Education for Deaf and Blind

The Drive for Independence

The drive for independence

November 14, 2024 by Cindie Angeroth



Driver's education teacher Beth Chadwick shrugs and laughs when asked about her courage level. "I've got a brake on my side of the car, and I make use of it!"

At lowa School for the Deaf, she has taught subjects from English to graphic arts but says driver's education may be her favorite because of what it does for a student's sense of independence.

Chadwick says learning to drive is a milestone many of her students feared they'd never reach. Parents are more apprehensive to teach their child to drive when language barriers exist between them.

Most parents of ISD students are hearing and may not communicate with their child in sign language to the depth necessary to understand rules of the road. Chadwick has students who have never sat in the driver's seat at home before because parents are hesitant. "How do you give feedback to a child who can't hear you?" she said.

FOR STUDENTS WHO ARE DEAF OR HARD OF HEARING LANGUAGE BARRIERS ARE GENERALLY THE LARGEST HURDLE TO CLEAR IN EARNING A DRIVER'S PERMIT, REGARDLESS OF WHERE THEY ATTEND SCHOOL.

"Knowing vocabulary and concepts like 'lane' and 'parallel parking' can make the difference between success and failure when trying to get a driving permit," Chadwick

"I teach the signs I'll use before we ever go out on the road. When we get into the car, I reach into their field of vision with my left hand to demonstrate, 'Stay in your lane. Turn left. Slow down."

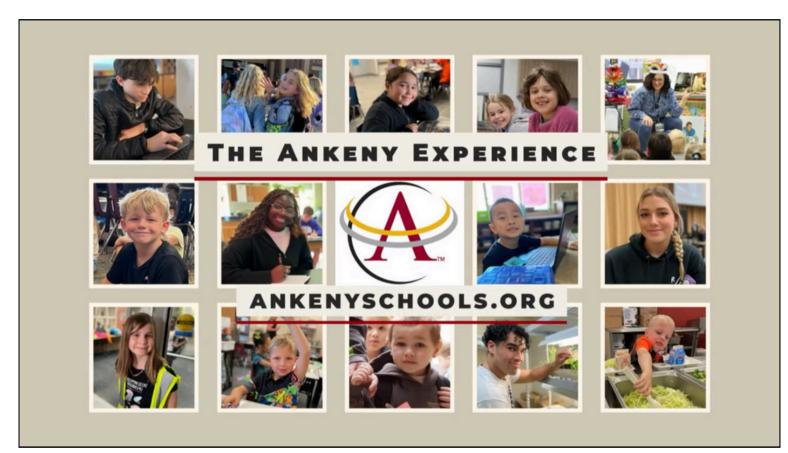
It's different at Iowa School for the Deaf, because Chadwick explains unfamiliar terminology and gets concepts across that might have been difficult to grasp in another setting. Some vocabulary and legal terminology



Chadwick explains how to adjust speed to maintain a safe following distance to ISD student Kaitlyn Johns. Getting a learner's permit and driving experience can be challenging for a teen who is deaf or hard of hearing. ISD driver's ed classes remove language barriers to learning.

Ankeny Community School District

The Ankeny Experience











Dubuque Community School District

Seedlings Preschool Center Identity





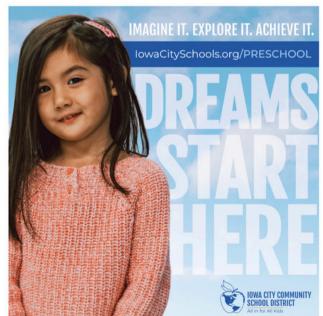




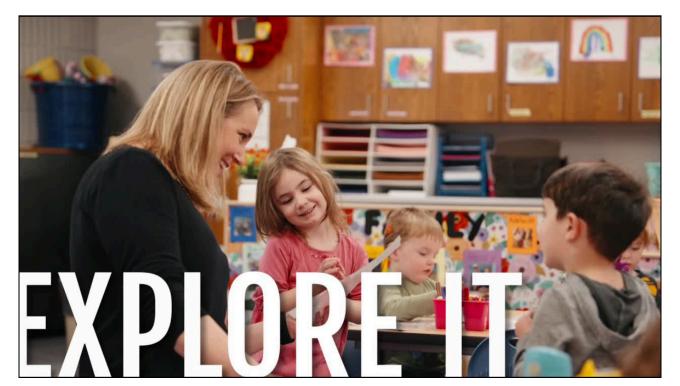
Iowa City Community School District

Dreams Start Here! Preschool Marketing Campaign







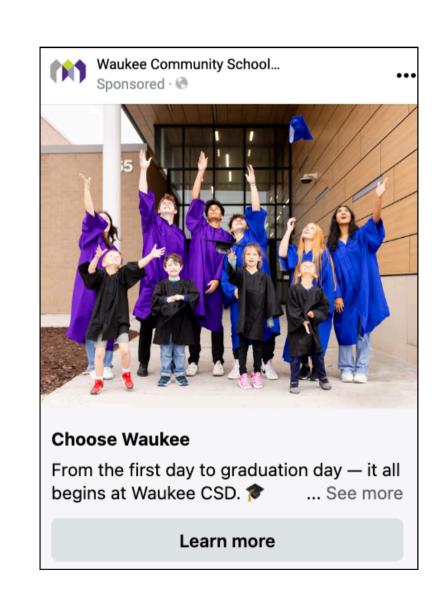






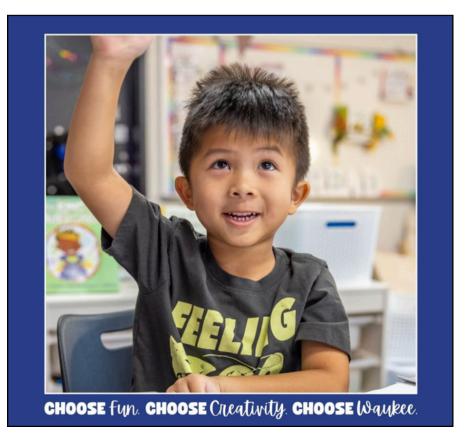
Waukee Community School District

Choose Waukee











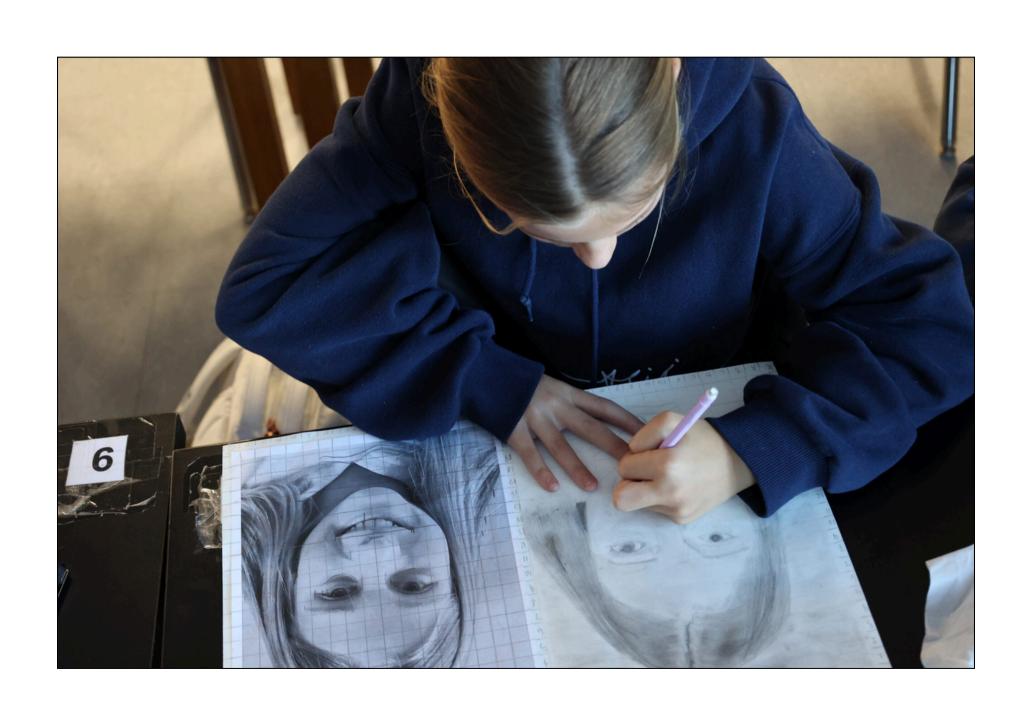
Ames Community School District

Selfie With the Sup



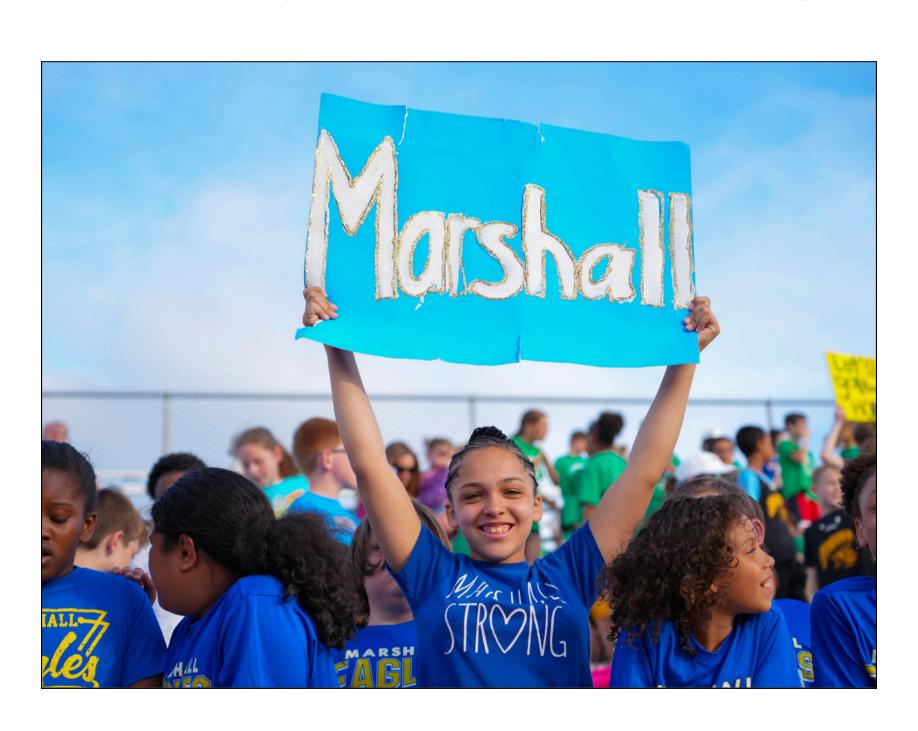
Ankeny Community School District

Art Class Portrait



Dubuque Community School District

Elementary Track Meet: Marshall Strong



Gilbert Community School District

K-Prep Science Fun



Marshalltown Community School District

Last Day of Preschool!

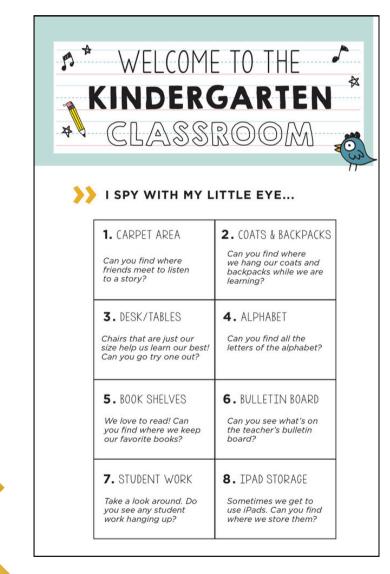


Waukee Community School District

Where Learning & Play Come Together: A Glimpse Into the Joy of Waukee CSD



Dubuque Community School District Kindergarten Sneak Peek









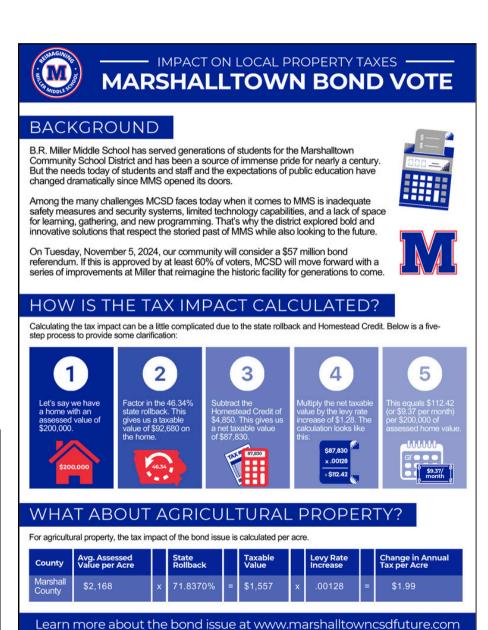


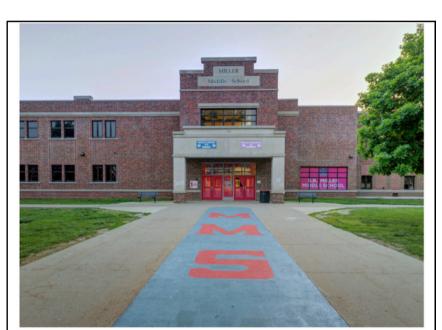
Marshalltown Community School District

Reimagining Miller Bond Referendum Campaign









MARSHALLTOWN CSD SCHOOL BOARD APPROVES BOND REFERENDUM FOR NOVEMBER 5 BALLOT

Marshalltown CSD

August 6, 2024

The Marshalltown Community School District School Board has approved a \$57 million bond referendum that will appear on the ballot Tuesday, November 5, 2024.

Petitions asking the board to place the bond question on the ballot circulated in the community over the past several weeks. After it received the required number of signatures from eligible voters, the petition was verified by MCSD staff and formally filed with the School Board for its consideration.

Bond referendums require at least 60% approval from voters to pass. Funds provided by a successful referendum in November would be used in conjunction with revenue that MCSD receives from the statewide one-cent sales tax fund known as Secure an Advanced Vision for Education (SAVE) to finance the project.

"We want to thank our community members for their effort with the petition," said Superintendent Dr. Theron Schutte. "The board's decision now means our residents will have the opportunity to consider a bond referendum that, if approved this November, would reimagine Miller Middle School for future generations of students."

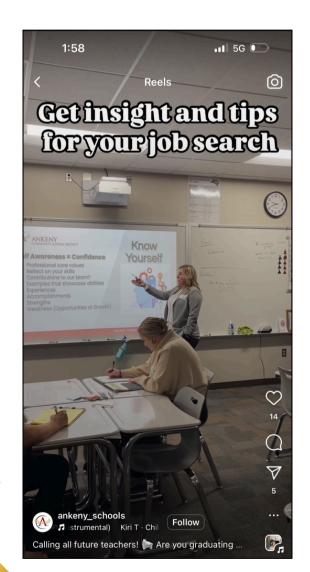
Dubuque Community School District

Dream Big: Kyle Konrardy





Ankeny Community School District Educator Empowerment Conference Marketing





EDUCATOR EMPOWERMENT CONFERENCE DATE SATURDAY, NOVEMBER 23

We are excited to invite you to share an incredible opportunity with your students and colleagues in teacher education programs! The Ankeny Educator Empowerment Conference on November 23 is designed to equip future teachers with the tools they need to confidently transition from graduation to the classroom.

This event is a valuable resource for soon-to-be educators, offering:

- Insights from experienced Ankeny teachers, instructional coaches, and administrators
- Interactive breakout sessions that foster hands-on learning
- Strategies for creating engaging lessons, managing diverse classrooms, and cultivating positive learning environments
- Tips on resume-building and mastering classroom management
- Opportunities to network with fellow educators and share innovative ideas

Please encourage your students to attend and take advantage of this chance to grow both personally and professionally. Your support in spreading the word would be greatly appreciated!

Warm regards,

Justin Mohr

Recruiter, Ankeny Community School District



Calling all future teachers!

Are you graduating soon from a teaching program?

Make plans to attend the **Ankeny Educator Empowerment Conference** on November 23!

This **free event** is designed to help you transition from graduation to the classroom, equipping you with tools and insights to begin a rewarding career in education.

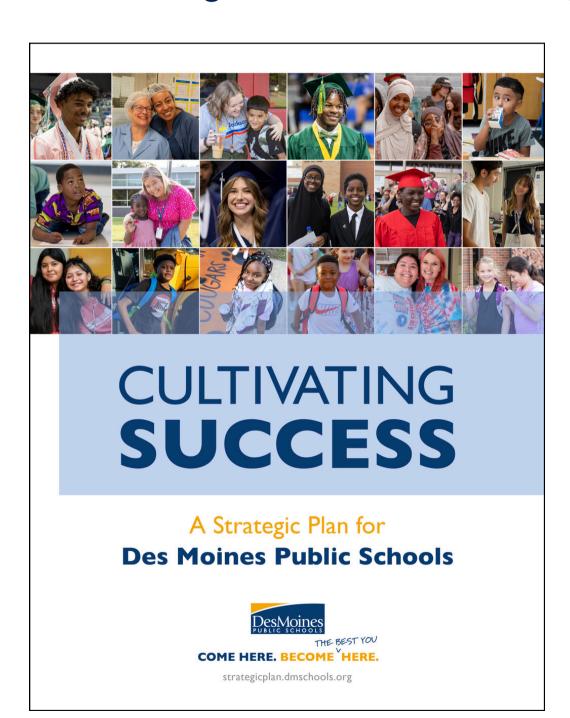
Featuring breakout sessions and a networking lunch, this is a chance to connect and learn alongside peers, experienced educators, and administrators.

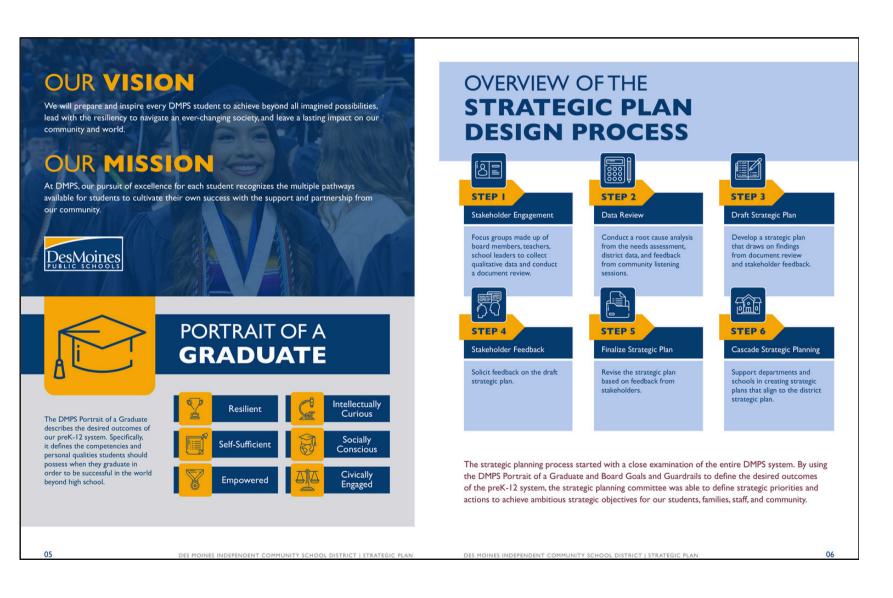




Des Moines Public Schools

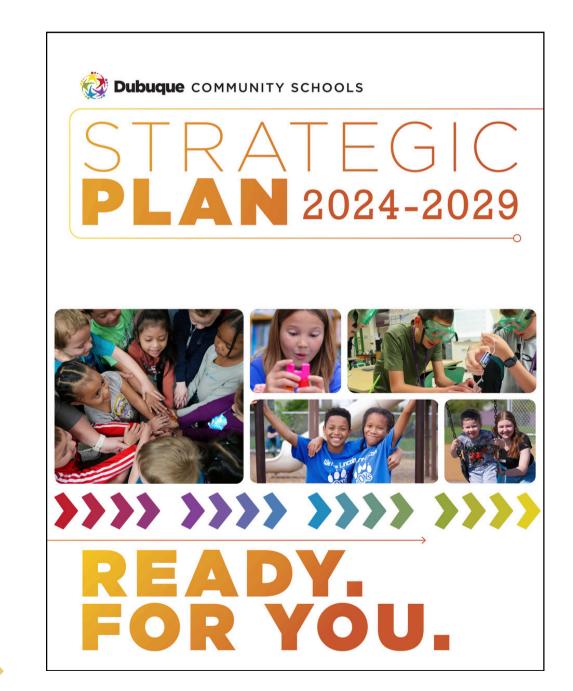
Cultivating Success - A Strategic Plan for Des Moines Public Schools

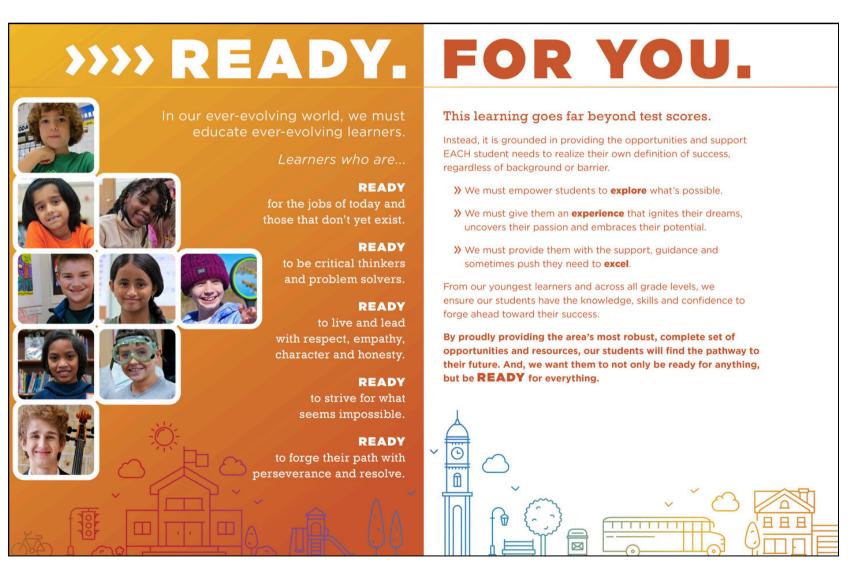




Dubuque Community School District

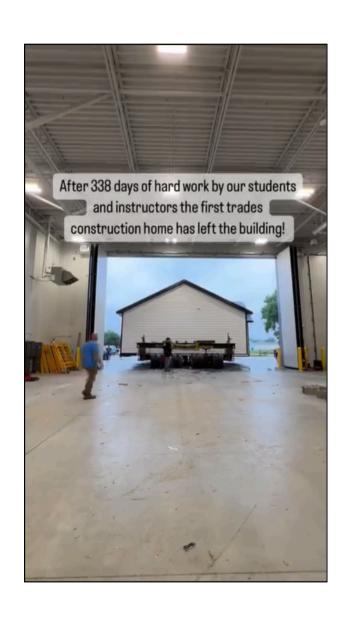
READY. FOR YOU. 2024-2029 Strategic Plan





Sioux City Community School District

Construction Trades Home Promotion & Sale





About the Build

Construction of the single-family, one-story ranch home began in the fall of 2023 by students enrolled in the Career Academy's trades pathway along with trades pathway instructors Rick Niles and Gary Niles. The home is nearing completion and will be ready to be moved in June 2024.

Offer Process

Interested buyers are invited to submit their formal offers according to the offer process outlined by the Sioux City Community School District. Offers should be submitted via the offer form on the Sioux City Community School District website no later than May 9, 2024 and include proof of

The offer will be selected based on the proposed purchase price, the financial capability of the buyer and the adherence to the terms and conditions of the sale.

Ready to Submit an Offer? Complete the Form Scan the QR code to complete the offer form no later than May 9, 2024!

funding or financing (bank statement or written proof of bank loan).

- Modern Kitchen
- Quartz Countertops
- Soft-close doors Ensuite in master Double Waste
- Main-level laundry Baskets Mud room Durable LVP

Home Features

• 1,646 sq. ft

3 Bedrooms

2 Bathrooms

- Vaulted Ceilings Electric Fireplace
- via buyer-built stairwell
- Opening in living area for basement access





Gilbert Community School District

Gilbert News in 90



February 14, 2025



January 30, 2025



January 21, 2025



January 8, 2025



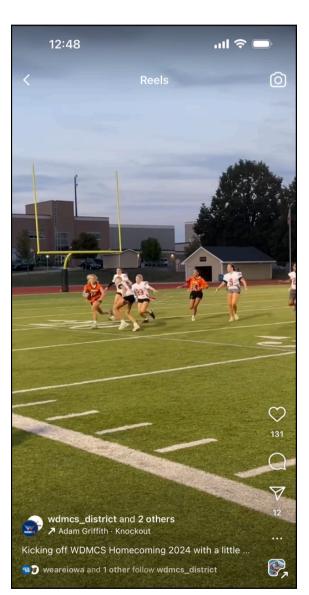
December 5, 2024



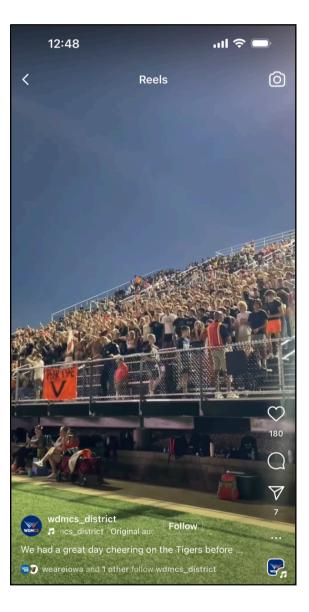
November 14, 2024

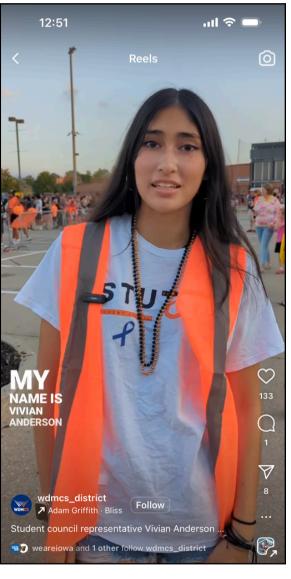
West Des Moines Community Schools

Valley Traditions Video Series











Waukee Community School District

Waukee CSD Homepage Redesign

