

Spring Branch Independent School District

Agenda Item Information

Date of Board Meeting: August 24, 2026

Subject: Recognition of NSPRA Awards Earned by the SBISD Communications Department

Administrator Responsible:

Name: Linda Buchman

Position: Associate Superintendent for Communications and Community Engagement

Purpose of Agenda Item: Special Presentation

ADDITIONAL INFORMATION AND/OR BACK-UP:

The National School Public Relations Association (NSPRA) recognized the SBISD Communications team, led by Director Melissa Wiland, with multiple awards in the areas of Writing, Photo, Social Media, Video and Website.

We are pleased to congratulate Melissa Wiland and our SBISD Communications Team for earning five major NSPRA awards.

The team earned awards for all five entries submitted, including three Golden Achievement Awards. This is a new record number of SBISD awards in a single year in this top award category.

SBISD's awards include:

Golden Achievement Award – Elevating Brand & Engagement with Video

Golden Achievement Award – Comprehensive Communications Program: Bond

Golden Achievement Award – Caught You Reading!

Publications & Digital Media Excellence Award of Merit – INSPIRE Newsletter

Publications & Digital Media Excellence Award of Excellence – Superintendent Video Series