



OTTAWA AREA INTERMEDIATE
SCHOOL DISTRICT

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BUILDING**

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*Mission Statement:
We provide and enrich
educational opportunities for
students, schools, and
communities.*

FOR IMMEDIATE RELEASE

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OAISD WINS NATIONAL PUBLIC RELATIONS AWARD

Holland, MI- The Ottawa Area Intermediate School District (OAISD) Communications and Integrated Marketing team recently earned a 2016 Golden Achievement Award from the National School Public Relations Association (NSPRA). The award recognizes exemplary public relations activities including the recent Thompson M-TEC brand refresh implemented by the OAISD team.

The NSPRA Golden Achievement Award is earned based on the following criteria:

- Analysis of the need
- Planning to meet the need including target audience identification
- Execution and communication of the brand refresh
- Formal evaluation

OAISD was one of only four Michigan school districts to receive a Golden Achievement Award.

"The M-TEC brand refresh provides a stronger distinction between our corporate training and career development divisions resulting in an increase in sales for both areas," Val Putnam, assistant superintendent of Career and Technical Education for OAISD, said. "Thompson M-TEC now has a much more recognizable brand identity in all our advertising and communications giving us a more robust presence in the community and with our customers."

Regarding the rationale for rebranding, Ottawa Area ISD Director of Communications & Marketing Michelle Ready said, "Organizations with a strong brand have a greater level of credibility and trust and, in turn, are better able to build partnerships and leverage important resources that are necessary for growth. In the case of Thompson M-TEC, robust partnerships and customer service are essential for delivering effective education and training programs that develop human potential and local talent."

Ottawa Area Intermediate School District works collaboratively with schools and communities to meet the educational needs of students of all ages in the Ottawa area. By pooling resources and providing services regionally, the OAISD provides important programs and services to local K-12 school districts, charter, parochial and private schools and adults in the most cost-effective ways possible. To learn more about OAISD visit www.oaisd.org