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PRESS RELEASE
For Immediate Release

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TSPRA Names Larry Goddard as its 2010 Key Communicator

AUSTIN, TX, Aug. 4, 2010 – The Texas School Public Relations Association (TSPRA) has named Tyler ISD Foundation Executive Director Larry Goddard as the association's 2010 Key Communicator. This prestigious award recognizes Goddard's significant contributions to the public understanding of the public schools in Texas through effective communications.



Goddard will receive his award from TSPRA President Steve Valdez, at 4 p.m. on Sept. 24, 2010 during the First General Session of the Texas Association of School Administrators and the Texas Association of School Boards joint annual convention. Over 6,000 public school officials are expected to attend this year's convention at the George R. Brown Convention Center in Houston where Goddard will be honored.

"This is the first time that our association has recognized an individual from the public school foundation arena as our Key Communicator," said TSPRA President Steve Valdez. "We applaud Larry Goddard's efforts that support our public schools and the children of Texas."

Goddard, a certified fund raising executive, has labored to bring attention to the importance of education foundations as a way to respond to the local need for increased community involvement in and support for public education. He believes foundations will improve public education and educational excellence through volunteer and fundraising efforts that unite schools and their communities.

With over 30 years of experience in communications and marketing, Goddard shares his extensive knowledge through numerous presentations on the benefits of education foundations at state and national levels. He teaches education foundation certification courses for the National School Foundation Association (NSFA) and was a pioneer in the development of the certification curriculum. In his training sessions, Goddard challenges participants to establish organizational charts similar to higher education development departments that include alumni, development, media sources, social networking, web design, and online communities as ways to increase support for public education.

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Goddard believes in using all available media resources to gain the necessary support for public education. He used video to take his message to a national audience as the producer of the award winning public service announcement “Someday, You Will Need Me,” which promotes educational excellence for students through community support of foundations. Goddard, who has written numerous articles, recently collaborated with the National School Public Relations Association (NSPRA) on the book “Wit and Wisdom of Public Relations.” He also serves as editor of a statewide E-Source electronic newsletter.

TSPRA Executive Director Linsae Snider states, “Larry has generated an awareness of leveraging the positive results of private donations to public education as producing a huge impact on education communications and that education foundations are no longer a duty but a must have of a successful school district.”

Goddard also works to promote education at the college level. As Texas A&M University-Commerce’s vice president for development and later working on A&M-Commerce’s Regent’s Special Initiative, he created a program which encourages high school students to become teachers as a means to alleviate the teacher shortage.

Commenting on Goddard’s dedication and passion, State Representative, District 6, Leo Barman commented, “His advocacy for the advancement of alumni and donor research is a testimony of his long career in educational marketing and development in Texas.”

Goddard has traveled to all seven continents, serves on the board of directors for the Texas A&M University-Commerce Alumni Association, is a regular contributor to the Tyler Morning Telegraph and has served on the TSPRA Executive Committee as the Education Foundation Division Chair and a long list of other TSPRA committees. Under Goddard’s leadership, the Tyler ISD Foundation has received recognition in TSPRA’s Star Awards, including a 2009 Crystal Commendation Award, and as a recipient of NSPRA’s Golden Achievement Award.

Since 1981, TSPRA has recognized a Key Communicator for outstanding contributions to public education through effective communications. The recipient may be a legislator, educator, or a professional in another field who has improved school communications, or a member of TSPRA who has contributed outstanding service to the profession of school communications. Recipients have included leaders from business, media, PTA, politics, and education. A complete list of past recipients can be found on TSPRA’s website at www.tspra.org/awards/key-communicator/list-of-key-communicators.

Arianna Vazquez-Hernandez, Pharr-San Juan-Alamo ISD, chairs TSPRA’s 2010-2011 Professional Awards Committee which includes: Brad Domitrovich, Georgetown ISD; Lynda Queen, ESC Region 16; Mark Kramer, Channelview ISD, and Emily Olson, Northwest ISD. For more information, contact Linsae Snider, TSPRA Executive Director, at 512.474.9107.

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