



The Supes' Choice Awards: A Case Study

The Idea

The Institute for Education Innovation (IEI) approached SWPR (a PR agency with which I was contracted) and requested we set up an awards program. The program was specifically for superintendents from around the United States to choose their favorite education programs. For the applicants, it would be a chance for their company to be seen by superintendents, those who make decisions about education programs for school districts. For IEI, it was an opportunity to raise awareness and to be seen as a thought leader.

SWPR was tasked with establishing the program, from setting up the judging platform and categories to promoting the award to gathering submissions. For the first year, the team set a modest goal of 50 applicants across 15 categories.

The Work

To set up the awards program, the team at SWPR completed the following:

- Chose a name for the award's program
- Researched and selected a judging platform
- Determine categories
- Create a logo
- Set up the award in the platform which included:
 - Troubleshooting issues throughout the set-up and submission process
 - Arrange payment options
 - Set up categories
 - Arrange judges and judging profiles in the system
 - Follow up with incomplete submissions
 - Provide support to applicants throughout the submission process
- Created and carried out a communications plan to announce and promote the award

The Results

- 67 applicants
- A successful awards gala to announce the winners
- Knowledge about the various judging platforms and recommendations for the future
- [One press release](#) announcing the winners
 - [See the release on PRWeb](#)
- [One press release template](#) used by the winners for their announcements
 - [See one example on PR Newswire](#)
- [A template for the award's program](#) moving forward



Institute for Education Innovation Announces Winners for Inaugural 2021 Supes' Choice Awards

Winners were selected by a panel of district superintendent judges for this ground-breaking, new education industry award

NEW YORK (PRWEB) DECEMBER 10, 2021

The [Institute for Education Innovation](#), an organization that serves as the bridge between district leaders and organizations to support the greatest challenges in K-12 education, today announced the winners of the inaugural 2021 [Supes' Choice Awards](#).

The Supes' Choice Awards are the only industry awards judged exclusively by school district superintendents. This award provides a unique opportunity for education companies to showcase their products or solutions and secure the undivided attention of superintendent judges from across the nation. Finalists also received coveted feedback from district leaders throughout the judging process.

"At IEI, we think it is really important that district leaders be positioned centrally in the discussion about which service and solution providers can best meet the needs of students and teachers, and the Supes' Choice Awards are our effort to do just that," said Doug Roberts, founder and CEO, Institute for Education Innovation. "We received numerous applications from companies demonstrating an impressive commitment to improving student outcomes. This award spotlights the successes—and acknowledges the impactful work—these companies have done to help students succeed both inside and outside of the classroom."

"Feedback is a gift," said Quintin Shepherd, Superintendent, Victoria Independent School District. "The Supes' Choice Awards are a great opportunity for educational leaders to provide feedback and celebrate our education partners for all of the powerful tools and resources they provide to K-12 school districts."

"We are truly honored to know that superintendents from across the country selected Robin as the most impactful social-emotional learning solution to equip as many young people as possible with the mental health skills to work through life's toughest challenges," said Sonny Thadani, founder and CEO, Robin. "The Supes' Choice Awards provide a unique and rare opportunity to garner constructive feedback and insights from district leader decision makers, which is invaluable for delivering the best possible solution to our K12 district partners."

The award categories were evaluated based on a commitment to student outcomes, innovation and ingenuity, client support, interactivity and engagement.

The winners in each category are:

Innovator of the Year: Paper
K-12 Newcomer Award: EarlyBird
Best Pivot on a Dime: ClassLink
Equity and Anti-Racism Champion: Learning A-Z
STEM / STEAM Instructional Solution: MAD-learn
Literacy Instructional Solution: STORYWORLD International
Critical Thinking Instructional Solution: thinkLaw
College and Career Readiness Solution: Scrible
Virtual Instructional Experience: F.E.V. Tutor
SEL Solution of the Year: Robin
Keeping Kids Safe Award: Gaggle
Most Innovative PD Solution: Compassionate Math
Communications and Family Engagement: Bloomz, Inc.
Operations Solution: ClassLink/ClassLink Suite
HR/Finance Solution: Allovue

The finalists in each category are:

Innovator of the Year: 6crickets, Inc., ASU Prep Digital, Paper
K-12 Newcomer Award: ClassLink Analytics, Rex Academy, EarlyBird

Best Pivot on a Dime: Right At School, CatchOn, ClassLink/ClassLink Suite
Equity and Anti-Racism Champion: Learning A-Z
STEM / STEAM Instructional Solution: Nepris, Inc., STEMscopes NGSS, MAD-learn
Literacy Instructional Solution: ThinkCERCA, STORYWORLD International, Scrible
Critical Thinking Instructional Solution: Exemplars, Scrible, thinkLaw
College and Career Readiness Solution: Xello, eDynamic Learning, Scrible
Virtual Instructional Experience: Instructure, F.E.V. Tutor, EdOptions
SEL Solution of the Year: Robin, Shmoop, Navigate360 Social-Emotional Learning
Keeping Kids Safe Award: Goodside Health, Gaggle, Protect My Kids ID
Most Innovative PD Solution: QoreInsights, Compassionate Math, MobileMind
Communications and Family Engagement: EveryDay Labs, Bloomz, Inc., SchoolStatus
Operations Solution: Kloud-12, ClassLink/ ClassLink Suite, Apex Learning
HR/Finance Solution: Allovue, Frontline Education

Recipients of the Supes' Choice Award were recognized at a hybrid gala held on December 9, 2021, with superintendent judges in-person in New York City and virtual participants watching YouTube live and networking and participating through Airmeet.

About the Institute for Education Innovation

Superintendents are defenders of our children's right to a high-quality public education, and lead their teams toward effective, sustainable solutions to age-old problems. They must be at the center of discussions around when, where, and how innovation will affect teaching and learning. Many education solution providers, funders, researchers, and thought leaders are mission-driven: they do what they do to improve student outcomes. The Institute for Education Innovation bridges gaps between the individuals and organizations committed to seeing students succeed in school and life, creating a safe space for constructive problem-solving and innovative thinking.

<http://www.instituteforedinnovation.com>.

Scrible Named Winner of the Inaugural 2021 Supes' Choice Award for College and Career Readiness Solution

Winners were selected by a panel of district superintendent judges for this ground-breaking, new education industry award

NEWS PROVIDED BY

Scrible, Inc.

Dec 14, 2021, 13:03 ET

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NEW YORK, Dec. 14, 2021 /PRNewswire/ -- Scrible was named winner of the inaugural 2021 [Supes' Choice Awards](#) for College and Career Readiness by the [Institute for Education Innovation](#) (IEI), an organization serving as the bridge between district leaders and organizations to support the greatest challenges in K-12 education. Scrible was also a Finalist in the Literacy Instructional Solution and Critical Thinking Instructional Solution categories.

[Scrible](#) was selected by a panel of esteemed superintendent judges from across the nation and was assessed based on Scrible's commitment to student outcomes, innovation and ingenuity, customer support, interactivity and engagement. The Supes' Choice Awards are the *only* industry awards judged exclusively by school district superintendents.

"We're honored to be recognized by the Supes' Choice Awards as the inaugural winner of the College and Career Readiness category," said Victor Karkar, CEO of Scrible. "This recognition by district leaders serves as a testament to the great need to better prepare secondary students with the research and writing skills they need to succeed in college and beyond. We also support the transition to college by allowing students to take their Scrible accounts with them to college after graduating high school."

"At IEI, we are committed to improving students' outcomes and supporting effective, sustainable solutions to age-old problems in education," said Doug Roberts, Founder and CEO, Institute for Education Innovation. "The Supes' Choice Awards provide a very unique opportunity for companies to not only get their products and solutions in front of district decision makers, but to also pursue recognition for their work with a prestigious, new industry award."

Recipients of the Supes' Choice Award were recognized at a hybrid gala held on December 9, 2021, where the judges gathered in New York City and the event was live-streamed for all award applicants. Along with the designation of being the winner, companies were provided with written and verbal feedback during the judging process. Gathering insights from district leaders has been a unique and valuable experience for Scrible. Some of the anonymous superintendent feedback included:

- "Scrible's strength is that it is performance based and provides feedback that is multifaceted for the learner. The organization it provides and real-time dashboard makes this a very vital tool as we look for ways to create techequity and push our learners in all learning environments."
- "System can support our students in getting all of the support in one platform."
- "Scrible is a tool that makes life easier for students AND teachers. The writing process is easier to teach and easier for students to SEE by using Scrible."
- "Scrible allows students to organize their thoughts and their sources so easily! I wish I'd had this many years ago!"

The full list of winners and finalists can be found here www.supeschoice.com.

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Innovation bridges gaps between the individuals and organizations committed to seeing students succeed in school and life, creating a safe space for constructive problem-solving and innovative thinking. To learn more, visit <http://www.instituteforedinnovation.com>

About Scrible

Over 50% of secondary students struggle with research and aren't ready for college level writing. Scrible is a comprehensive online platform tackling this huge research and writing skills crisis, which undermines students' college and career readiness. Scrible helps students curate, annotate and collaborate on texts and supports writing with citation capture, bibliography and outline editors and word processor integration. Easy access to student work and real-time progress data enables educators to provide timely feedback and personalize instruction for each student. To learn more, visit <https://www.scrible.com>