

Voler Strategic Advisors Wins Two CALSPRA Excellence in Communications Awards

Selected for logo re-design at Mount Pleasant Elementary School District and marketing campaign at Sequoia Union High School District

San Jose, Calif., (April 13, 2020)- Recently, the California School Public Relations Association (CALSPRA) announced that they have selected Voler Strategic Advisors' work with the Mount Pleasant Elementary School District and the Sequoia Union High School District as part of their 2020 CALSPRA Excellence in Communications Awards program.

At the Mount Pleasant Elementary School District, Voler Strategic Advisors was tasked with re-designing the District's logo. Through an extensive input gathering process, Voler designed a logo that was supported by the school district's leadership and community.

"Voler has been a long-term partner to our district," said Mariann Engle, Superintendent, Mount Pleasant Elementary School District. "Their expertise in working with school districts, their understanding of our multi-cultural communities, and their ability to have every available communications discipline within their organization have always made them the perfect partner for our district."

At the Sequoia Union High School District, Voler Strategic Advisors was tasked with developing a student recruitment campaign for a school that had not yet been built. As part of the District's small schools initiative, TIDE Academy was scheduled to be the newest addition to the Sequoia Union High School District's portfolio of schools. With an emphasis on STEM learning, and using a combination of marketing tools, Voler developed a narrative that highlighted the school's future course offerings with its physical proximity to the tech sector's biggest companies.

"We are honored to be recognized by CALSPRA, as they are the standard for school communications in California," said Perla A. Rodriguez, Chief Executive Officer, Voler Strategic Advisors. "I would like to thank our partners for trusting us with their visions and their parent communities. It is through that trust and collaboration that we develop award winning work."

About Voler Strategic Advisors: Voler Strategic Advisors is a full-service strategic communications firm offering public relations, crisis management, and communications strategies that help organizations achieve their full potential. At Voler, we believe that great communications drive great results. We offer solutions that are client-inspired, success-driven and always inclusive of the communities that you serve.

For more information: www.volersa.com

About the California School Public Relations Association: An award-winning, nationally recognized organization of education public relations professionals, administrators, and school personnel who have full or part time responsibility for communications. Our organization is working to create a climate for better public understanding, commitment and support of public education.

For more information: www.calspra.org