



March 27, 2024

I am truly honored to recommend Shayla Cannady for a position on NSPRA's Board of Directors. In my capacity as NCSPPRA's Executive Director, I have worked with Shayla on multiple projects that have spanned her career in Florida and North Carolina. I first reached out to her in 2020 when she was serving as SUNSPRA's president, and I was starting to plan the inaugural Spring Professional Development Series (SPDS). Shayla immediately offered her assistance and was instrumental in helping to organize the SPDS, which used Zoom to deliver critical PD to school communicators across the U.S. and Canada at a time when in-person conferences were not an option. She was a guiding force for NSPRA's Southeast region as our chapters worked together to navigate the pandemic and support school PR pros in the Southeast and throughout the country.

Shayla is a leader not only in school PR but also within the realms of public education, strategic planning, DEI, and organizational leadership. Throughout her career, she has been a tireless advocate for doing what is best for children and ensuring that equity is at the heart of all decision-making. She also has promoted PR as a core function that is vital for every organization to include in its most trusted leadership circles. As part of her commitment to professionalism, Shayla is willing to take on leadership roles such as serving as SUNSPRA's president and joining NCSPPRA's Board of Directors immediately after coming to Charlotte-Mecklenburg Schools. Her colleagues admire and respect her, and she is a recognized leader, which is why she is a sought-after speaker and was named one of the Charlotte Business Journal's Power 100 honorees within just 15 months of moving to the community.

Shayla is currently pursuing her doctorate degree in Strategic Communication from the University of Central Florida after earning her master's degree in Mass Communication. She also takes part in state and national PD as both a participant and a presenter. Her dedication to excellence and continuous improvement is evident and is yet another factor that makes her an exceptional leader.

I have known Shayla as a member of our NCSPPRA Board of Directors as well as during her time in Florida, Charlotte-Mecklenburg Schools, and Chiefs for Change. She is considered someone who has skill, intelligence, kindness, and integrity. Shayla has led districts successfully through crises, bond campaigns, and political turmoil. Her talent, strength, and character are reassuring, and they make her someone that superintendents, colleagues, and counterparts across the state and nation turn to for advice. These qualities are why she has been elected multiple times to serve as a chapter leader in Florida and NC and why she has been asked to present at state and national conferences on a variety of topics related to communications, branding, equity, and strategic management.

Shayla is the type of leader that other leaders rely on when they need insight and advice because they trust her experience and expertise in any situation. I know that Shayla will represent NSPRA with passion, integrity, and the highest standards of excellence and will always exemplify the very best in our profession.

Sincerely,

Ellen D. Boyd, APR, M.S.
Executive Director