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March 29, 2024

National School Public Relations Association (NSPRA)  
15948 Derwood Road  
Rockville, MD 20855

To whom it may concern,

I am writing to earnestly recommend Shayla Cannady for the position of President of the National School Public Relations Association (NSPRA). I have had the privilege of working closely with Shayla in her roles with Orange County Public Schools as the Assistant Director of Public Relations, as Chief Communications Officer for Charlotte-Mecklenburg Schools, and as President of the Sunshine State Public Relations Association (SUNSPRA). I can confidently attest to her exceptional leadership skills, strategic thinking, and dedication to advancing the field of school public relations.

Throughout her career, Shayla has demonstrated a remarkable ability to develop and execute comprehensive communications strategies that effectively promote understanding, engagement, and support for educational institutions. Her roles as the Chief Communications Officer for one of the largest school districts in the nation and more recently with Chiefs for Change has provided her with invaluable experience in navigating complex communication challenges and fostering positive relationships with stakeholders at all levels.

Shayla's commitment to excellence is evident in her track record of success, both in her current position and in her previous role as Assistant Director of Public Relations for Orange County Public Schools. Under her leadership, she has led initiatives to enhance the district's brand identity, increase community engagement, and implement innovative communication tactics that have garnered recognition and acclaim.

In addition to her professional accomplishments, Shayla is deeply involved in professional organizations such as the Sunshine State Public Relations Association and the National School Public Relations Association. Her contributions to these organizations, including her service on the NSPRA Equity Taskforce and her recognition as one of the NSPRA 35 Under 35 recipients, underscore her commitment to advancing the field of school public relations and promoting diversity, equity, and inclusion within the profession.

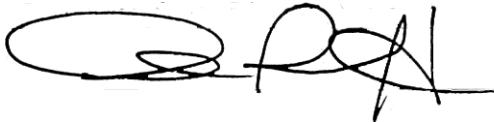
Shayla's educational background, including a Bachelor of Science in Broadcast Journalism from Florida Agricultural and Mechanical University, a Master of Arts in Mass Communication from

the University of Central Florida, and her pursuit of a doctoral degree in Strategic Communications, further demonstrate her dedication to continuous learning and professional growth.

In conclusion, Shayla Cannady possesses the leadership qualities, expertise, and passion necessary to serve as an exemplary President of the National School Public Relations Association. I am confident that she will bring vision, innovation, and a steadfast commitment to excellence to this role, and I wholeheartedly endorse her candidacy.

Thank you for considering Shayla for this important leadership position. Please do not hesitate to contact me if you require any further information.

Sincerely,

A handwritten signature in black ink, appearing to read 'CRH', with a horizontal line extending from the end of the signature.

Carlos R. Hernandez  
Assistant Director of Web & Graphic Design  
Former Vice-President of Communications and Corporate Sponsorships (SUNSPRA)