



445 W. Amelia Street · Orlando, Florida 32801 · (407) 317-3200 · www.ocps.net

To the Esteemed Members of NSPRA and Stakeholders,

I am writing to wholeheartedly endorse Shayla Cannady for the position of NSPRA President-elect. Shayla's extensive experience and remarkable achievements as a public relations professional for two of the nation's largest public-school districts make her an outstanding candidate for this role.

I had the privilege of Shayla serving under my leadership in several positions within the Public Relations Department in Orange County Public Schools from 2015-2022, showcasing her ability to manage complex and large-scale communications effectively. Her leadership in supervising a team of graphic designers, a public relations practitioner, and marketing/communications interns is a testament to her exceptional management skills and dedication to fostering talent within her team.

Under her direction, the development of the district's creative vision has flourished, preserving and enhancing the brand image and standards of Orange County Public Schools which serves more than 208,000 student and 24,000 employees. Shayla managed graphic design work, including advertisements, signage, event branding, and various publications which highlights her comprehensive expertise in strategic graphic design and brand management.

Shayla's management of district publications, such as the Orange Peal, the district's monthly employee magazine, annual report, pocket guide, and parent guide, reflects her ability to deliver high-quality content consistently. Her strategic communication plans have helped to significantly advance internal and external understanding of the district's vision, mission, goals, and achievements, further demonstrating her adeptness in public relations.

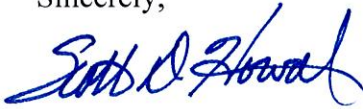
As an executive speechwriter and copywriter for school board members, the superintendent, and senior leadership, Shayla has ensured that the district's messages are clear, impactful, and resonate with the community. Her public relations services, marketing efforts, and production support were invaluable.

Shayla's capability to manage digital services subscriptions and oversee the department's administrative and support personnel underscores her exceptional organizational skills. Her partnerships with internal and external stakeholders to develop and execute brand campaigns, publications, recognitions, and events highlight her ability to build and maintain strong relationships that benefit the entire district.

Her dedication to excellence, leadership, and unwavering commitment to her role make Shayla Cannady the ideal candidate for NSPRA President-elect. I am confident that her vision, experience, and passion for public relations will greatly benefit NSPRA and its members.

Thank you for considering Shayla Cannady for NSPRA President-elect. Her contributions to public relations and public education are invaluable, and she will undoubtedly lead NSPRA with the same excellence and dedication she has demonstrated throughout her career.

Sincerely,



Scott D. Howat, Chief Communications Officer & President of the Foundation for OCPS