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## NEWS RELEASE

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## Human Resources Wins State Awards of Excellence



HOUSTON COUNTY, GA – The Houston County School District Human Resources Department won two top state awards from the Georgia Association of School Personnel Administrators (GASPA). Houston County received a *Platinum Best in Class* award for the area of *Recruitment Process and Materials*, as well as a *Gold Best in Class* award in the area of *Retention Practices*.

*Platinum Best in Class* awards represent submissions that far exceed any similarly situated school districts when financial resources are considered. *Gold Best in Class* awards represent exemplary evidence of human capital management practices in the category. Cindy Flesher, Deputy Superintendent for Administrative Services, is pictured with the district awards.

Flesher said, “We are so honored to receive this state level recognition. Everyone on our team works very hard to recruit, hire and retain the very best employees! Our Board of Education ensures that we are able to offer competitive salary and benefits packages, and we are proud to have given all employees cost of living increases for five consecutive years. It’s a joy to work for the number one employer in the state of Georgia!”

At the heart of the recruitment campaign are promotional materials designed in-house by Human Resources in partnership with the Community Relations team. The theme, “Land the Job You Love,” features the state of Georgia with a heart over Houston County. Marketing materials include a brochure for candidates; banners for exhibiting; “Save the Date” cards for the district’s annual recruitment fair; promotional items; and a “[Land the Job You Love](#)” webpage. The webpage, easily accessed through a QR code, contains information for prospective teachers such as current openings, salary, benefits, an online application, employee assistance program, district data and community information.

*Land the Job You Love*



MORE

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The campaign includes teacher testimonials on the website and across the district's social media platforms to increase awareness and engagement. Additionally, the district produced three videos with tips from principals to help applicants prepare for interviews.

GASPA was formed in 1966 as a professional organization for persons working in the field of human resources. GASPA provides resources and professional development through two statewide conferences annually and through strong partnerships with state agencies and educational organizations.

The Houston County School District central office is located at 1100 Main Street in Perry. For more information, please contact Flesher at [Cynthia.Flesher@hcbe.net](mailto:Cynthia.Flesher@hcbe.net) or visit <http://gaspanet.org/>.

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