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Caledonia's Dr. Dedrick Martin is Named 2022 Michigan Superintendent Communicator of the Year

Caledonia, MI—Caledonia Community Schools(CCS) Superintendent Dr. Dedrick Martin is the Michigan School Public Relations Association's (MSPRA) 2022 Superintendent Communicator of the Year. The award recognizes a practicing superintendent for outstanding leadership in school public relations and communications.

Dr. Martin received the surprise honor during the CCS Board of Education meeting on January 16, 2023. "This award is a testament to the collective effort of talented administrators, teachers, and staff who are focused on building a positive climate and culture at CCS and creating an open-minded environment where change can take place. I am honored to receive this award and am fortunate to work alongside dedicated colleagues who successfully build and foster safe, quality learning environments for ALL students to thrive."

In presenting the award, MSPRA Awards & Recognition Committee Member Katie McClintic said, "It was clear to MSPRA's expert panel of judges that Dr. Martin:

- Understands the value of a year-round, ongoing communication program;
- Invests in communication tools;
- Strategically works with the district's communication professional;
- Practices communication management techniques; and
- Demonstrates excellent personal communication skills such as ethics, honesty, openness and active listening."

Dr. Martin joined Caledonia Community Schools in 2018 during a period of rapid community growth and changing demographics. He immediately recognized the need to build trust with all stakeholders to help collaboratively establish the district's new direction and launched multiple initiatives that centered on purposeful communication. Under his leadership, Caledonia Community Schools has developed new branding standards, added a district communications position, and invested in a new app to better connect students, staff, and families.

"Dr. Martin is a thoughtful and ethical leader who understands and demonstrates the crucial role that an effective communications strategy plays in the success of a school district," said Dirk Weeldreyer, former Interim Superintendent at Caledonia Community Schools. "He has transformed the effectiveness of Caledonia's interactions with its core constituencies, moving the district in an exciting and positive new direction."

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