

August 4, 2025

Dear Mr. Kenneth Collopy,

I hope you are enjoying the summer months wherever you are! We are preparing for the Secretary's announcement in the fall. To be ready, we need you to verify your school's name and information for your award and to participate in our media outreach initiative

The Official 2025 National Blue Ribbon Schools Announcement

In September, U.S. Secretary of Education, Linda McMahon, will announce the 2025 cohort of National Blue Ribbon Schools. Usually, the Secretary makes the announcement by video news release and issues a press release that schools are free to use as well. I will let you know the exact date when it is determined.

Your school has met all of the requirements, however, I'd appreciate it if you held this good news "close to the vest" until after the Secretary's official announcement.

Verification of School Information

In addition to having your school's name on your official plaque, the name, address, and principal name(s) will be used on National Blue Ribbon School reports/booklets, the announcement slide show, and the NBRS website. **It is critical that you verify the following information in our database: correct spelling of your school's name, confirm school address and all contact information, the principal at the time of the school's nomination and if there has been a change since July 1st, the school's current principal.**

Help the Media and Supporters Find Your Story

Each year, school principals and Department staff field many questions from the media and from school supporters who are eager to know how *their school* is a standout and merits this national distinction. They want the school's story "in a nutshell."

We will create a story-at-a-glance online webpage for each of our 2024 schools to help with these requests. The stories will include:

1. A **school profile summary** in 250 words or less that highlights what makes your school a great place to learn and achieve. This section also includes your school mission, which is obtained from your school's application. **Please do not include your mission statement. Please do not copy and paste the summary from your application.**

If you need some prompts for your school summary, consider:

- The nature of the school community and the students served;
- The school's notable strengths and accomplishments;
- Any programs or practices (academic, social, or cultural) that have been instrumental in the school's success;
- Any guiding philosophies or principles that set the school apart;
- Anything especially unique or exciting about your school.

To view school summaries from previous NBRSS cohorts, please visit the 2024 awardees school profiles at: <https://nationalblueribbonsschools.ed.gov/awardwinners/> for reference.

2. **One high-quality action photograph** of life in your school, in landscape format. **Please ensure you have signed releases** from the students and adults photographed that permit broad use of the photograph. **Please maintain the releases at your school. A picture from previous school years is just fine.**

- Picture must be in jpeg (.jpg) format
- Picture file size must not exceed 5 megabytes
- Picture must be a minimum of 800 pixels wide and 600 pixels tall

NBRSS Logo Use and Celebration Tip Sheet

The 2025 NBRSS logo will be available to you via the public website in September. We ask you DO NOT request the logo on the day of the announcement as not to overload the online system. It is important to know the correct use of the logo, which is explained on the website. Also, there is a Celebration Tip Sheet available on the school portal for your reference. You should find several fun and valuable ways to celebrate your success. Enjoy!

Online Access to Verify School Name, and Submit Media Materials

In order to have all the required information, I need you to complete all online forms by Monday, **August 18, 2025**.

To perform all of the procedures listed above, access the NBRS school portal at: <https://portal.nationalblueribbonschools.ed.gov/> where you will find the appropriate dashboard functions. As you progress through each section, the respective section will be locked for editing.

Thank you. I look forward to sharing your stories and celebrating your hard work and success.

Sincerely,

Director

National Blue Ribbon Schools Program

Office of Communications and Outreach

U.S. Department of Education

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