



FOR IMMEDIATE RELEASE

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LINCOLN, NE — The Nebraska School Activities Association is proud to recognize Ms. Keli Martin of Lincoln Lutheran High School as this week's Above and Beyond Award nominee. Keli made an incredible and lasting impact through her work as the Activities Administrative Assistant, serving students, coaches, and the broader school community with energy, professionalism, and deep care. Her work was more than administrative—she helped transform the department into a more connected, efficient, and forward-thinking space, where excellence wasn't just expected but made possible.

Keli was instrumental in moving Lincoln Lutheran activities to a new level. She built and implemented systems that not only served immediate needs but also laid the foundation for long-term success. Whether it was creating workflows for game day operations or establishing communications pipelines for parents and community members, her work became the framework for a sustainable and duplicable cycle of excellence—work that will continue to shape the department for years to come.

Her fingerprints are on many of the initiatives that have come to define Lincoln Lutheran's growth over the past year. From launching and



maintaining platforms like ScoreVision and HUDL TV to managing Coaches Certification, Senior Night recognition, the LL Activities Newsletter, and the school's social media presence—Keli took on each task with thoughtfulness, precision, and purpose. Her behind-the-scenes efforts ensured that every detail, big or small, was handled with care.

Because of her dedication, the school was able to reallocate time and energy toward the groundbreaking of a new Wellness Center—a significant and exciting step for Lincoln Lutheran's students and programs. Keli's ability to support major transitions while keeping the day-to-day operations running smoothly is a testament to her work ethic and her belief in the mission of education-based activities.

But beyond the systems and successes, Keli brought heart to everything she did. Her dedication to students and coaches was evident in the way she anticipated needs, encouraged excellence, and quietly supported others. She exemplified servant leadership in every way, never seeking recognition, but always ensuring the spotlight was on others.

Keli Martin's contributions have helped build a culture that values excellence, consistency, and care. Her impact is both practical and personal—and her legacy will continue to benefit students, staff, and the entire Lincoln Lutheran community for years to come.

The NSAA is honored to recognize Ms. Keli Martin for going above and beyond in every sense. Her work has not only elevated Lincoln Lutheran's activities department, but has set a standard for what is possible when one person gives their very best, every day, for the benefit of others.

The NSAA's Above and Beyond Program is designed to recognize the hidden gems of communities across Nebraska. [Click here to nominate someone today!](#)