

Curtis Campbell

2717 Western Ave., #422
Seattle, WA 98121
509.840.5750
curtisrileycampbell@gmail.com

Visit www.curtiscampbell.info to learn more about me and find samples of my work.

WORK EXPERIENCE

2015-
Present

Public Information Officer

Shoreline Public Schools - Shoreline, WA

Responsible for leading internal and external communication programs in support of district initiatives and student achievement for a metro school district of 1,100 staff and 9,500 students across 16 schools. Developed and implemented communications plans that supported passage of a \$250 million bond that included a tax rate increase of over \$1 per \$1,000 of assessed property value with over 73 percent approval. Led communication efforts for a school financial election the following year that resulted in two four-year levy renewals amounting to \$112 million with approval rates of nearly 70 percent, which was the second highest approval rate of 35 districts in our region who also ran levy renewals during the same election. Implemented communication strategies to support our district-wide equity initiative, specifically focusing on sharing the diverse stories and voices of our students and staff. Serve on a number of committees and leadership teams, including: Cabinet, Facility Needs Review Committee, School Naming Committee, Management Council, Equity Team, Grade Band Reconfiguration Committee and Partial Release Advisory Committee.

Director of Communications

Sunnyside School District - Sunnyside, WA

Developed, implemented, and managed all communication strategies for a rural, high poverty school district of eight schools, 750 employees, and 6,600 students. Used strategic communications to support an organizational culture change that has led to increased academic growth, reduced discipline referrals, increased enrollment, and increased community support for district programs and initiatives. District graduation rate increased from 50 percent to 92 percent, gang-related discipline referrals decreased by 87 percent, enrollment increased by over 500 students, and voters have overwhelmingly supported two bonds and one levy. Enhanced and expanded print and electronic communication channels to better inform stakeholders and build community advocacy. Planned and implemented a district rebranding strategy that included development of a new district logo and motto. Served on numerous committees and leadership teams, including: Cabinet, District Leadership Team, Central Office Transformation Council, and School Safety Committee.

Opinion Editor

The Easterner (Eastern Washington University) - Cheney, WA

Edited and published opinion section of a nationally award-winning university newspaper with a distribution of 8,000 issues per week. Recruited and managed a pool of staff writers. Led editorial meetings to develop content and article assignments. Wrote over 100 staff editorials and opinion columns. Acted as newspaper spokesperson. Oversaw the transition from tablet to broadsheet newspaper format.

2004-2007

SERVANT LEADERSHIP



National School Public Relations Association

Vice President, Northwest, 2018-2021



Washington School Public Relations Association

Awards Committee, 2017-2018

Past President, 2016-2017

President, 2015-2016

President-Elect, 2014-2015

VP, Electronic Communications, 2012-2014



Children's Home Society of Washington

Marketing Advisory Committee, 2016-Present



Lake Forest Park Rotary

Scholarship Committee, 2017

Education and Vocation Committee, 2016



Sunnyside Daybreak Rotary

President, 2015

President-Elect, 2014



American Cancer Society Lower Valley Relay for Life

Chairman, 2010-2015

Team Captain, 2008-2010

RECOGNITIONS



Learning & Liberty Award

WA School Public Relations Assoc, 2018



Volunteer of the Year

Shoreline PTA Council, 2017



Front-Runner Award

National School Public Relations Assoc., 2015



Administrator of the Year

Sunnyside School District, 2012

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EDUCATION

2005-07

MA Public Administration

Eastern Washington University

Public Policy, Personnel Management, Budgeting, Administrative Law, Organizational Theory, Labor Relations, Ethics, and Grants

2002-05

BA Government

Eastern Washington University

Comparative Politics, Political Theory, International Politics, Social and Behavioral Science Theory, Political Foundations, International Political Economy, American State and Federal Systems, and Classic Political Thought

2000-02

University Transfer Program

Spokane Falls Community College

General education courses in math, English, science, and humanities towards transfer to Eastern Washington University.

PROFESSIONAL BIO

I am a forward-thinking school public relations leader with over a decade of experience using communication to inform and drive action in support of student success. I began developing my writing and visual communication skills while serving as the opinion editor for Eastern Washington University's (EWU) student newspaper, *The Easterner*. While attending EWU, I developed a strong academic background in the areas of public policy, political theory, organizational management, and administrative law while earning a B.A. in Government and M.A. in Public Administration.

After graduate school, I accepted a position as the director of communications for the Sunnyside School District (SSD). After seven years and many notable successes at SSD, I sought a new challenge and accepted the position of public information officer for Shoreline Public Schools (SPS). My work as a school communicator has focused on using the power of words, images and emotion to support organizational goals through the development of a positive culture focused on a unified vision of success for all students. My service and successes in the area of school communications have also been recognized on local, state and national levels by my colleagues and peers. I was selected by the SSD school board and superintendent as the SSD Administrator of the Year in 2012. In 2015, I was selected by the National School Public Relations Association as one their prestigious Front-Runner Award winners. In 2018, I received the Washington State School Public Relations Association's highest honor, the Learning & Liberty Award for demonstrated service and excellence in school communications and public relations. I also currently serve on the Executive Board of the National School Public Relations Association in Rockville, MD.

SKILLS

SOFTWARE

Adobe InDesign (CC)
Adobe Photoshop (CC)
Adobe Illustrator (CC)
Apple Final Cut Pro X
Apple, Google and MS Suites
Website CMS

PROFESSIONAL

Messaging
Organizational Leadership
Strategic Communications
Crisis Communications
Publication Design
Photography
Social Media Content
Video Production
Website Management

REFERENCES

Dr. Rebecca Miner

Former Superintendent
Shoreline Public Schools

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Dr. Rick Cole

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Sunnyside School District

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David Beil

Director of Communications
Central Kitsap School District

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