

Sarita Ann Stevens

849 West 79th Avenue
Merrillville, IN 46410
219-730-5552
saritaastevens@gmail.com

Career Profile

Proficient school administrator with several years experience at the district level in public relations, curriculum and instruction, professional development, strategic planning, business/community partnership development and resource management. Strengths include: information and media management, leadership, writing and communications skills, knowledge of Career and Technical Education policies and programs.

Qualifications

Principal's License (K-12)

Director of Career and Technical Administrative License (K-12)

Professional Teacher's License-Journalism/Marketing/Business (6-12)

Notable Achievements

- Served on the District Leadership Team for 8 years under three superintendents (2006-present)
- Research and prepare position papers, reports, presentations and speeches for district projects to assure alignment with brand and communications strategy. (2007-present)
- Served on the district's School Reconfiguration Planning Committee that resulting in eliminating \$12 million dollars from the district's annual budget (2008-2010)
- Collaboratively wrote Career Academy conversion plans for three high schools (2008)
- Assisted in the alignment of career pathway across secondary curriculum (2009-2010)
- Wrote the plan and vision for "A Gary Promise" student achievement/scholarship initiative (2014)
- Organized a scholarship banquet featuring NBA legend Earvin "Magic" Johnson and raised over \$125,000 on behalf of the Gary schools (2014)
- Annually organize and secure funds for the Parade for Education, Gary, Indiana's largest parade (2007-Present)
- Led various teams of volunteers to successfully facilitate school projects (2006-present)

Education

B.A. Journalism/Mass Communication – Marketing Minor

Iowa State University - Ames, Iowa

M.S. Education/Curriculum and Instruction

Purdue University - Hammond, Indiana

Education Administration

Indiana Wesleyan University, Marion, Indiana

Career and Technical Education Leadership Program

Purdue University – West Lafayette, Indiana

Employment History

District Administrator

Gary Community School Corporation

2006- Present

Gary, Indiana

- Developed and disseminated all internal and external information
- Created an effective line of communications to building leadership for the implementation of school wide educational best practices
- Facilitated the rebranding and improved image of the Gary Community School Corporation through a new website design, social media and parental and community outreach projects.
- Wrote, frequently update and manage district's marketing plan
- Plan, direct, coordinate and evaluate media and constituent relations on behalf of the district.
- Serves as the primary spokesperson for routine, highly sensitive, complex and emergency media situations.
- Prioritize communications and public relations needs and direct appropriate and timely response to media and constituent inquiries.
- Facilitate the dissemination of internal and external information to appropriate target audiences
- Compose press releases, fact sheets, brochures, newsletters and other print documents to enhance long and short term communication program
- Developed and maintains accurate records of the district's public relations efforts
- Collaborate with other district/building level administrators and other staff members to publicize special events, performances, exhibitions and/or special programs sponsored by the schools and departments
- Coordinated recognition programs for employees and students
- Managed city, state and national media campaigns concerning current education topics

Station Manager

WGVE 88.7 FM Radio/TV Department

1997-2006

Gary, Indiana

- Planned, coordinated and directed the operations of the radio station to ensure compliance with all federal, state and public broadcasting regulations.
- Supervised personnel; which includes; recommendations for hiring, firing, performance evaluation, training, work allocation and problem resolution.
- Designed and coordinated fundraising activities and other projects
- Work with the Board of Directors to develop new programming and/or to revise existing programming
- Coordinated the production of all public service announcements and other local programming.
- Developed and managed annual department budget.
- Developed and coordinated grant proposals and underwriting campaigns.
- Assisted in the annual budget planning process and regularly monitors expenditures.
- Generated and maintained station records, reports, and submissions, to include all federal and state regulatory reporting requirements
- Performed on-air programming, interviews, and announcements as appropriate
- Developed a community of communicators through volunteer networks

Journalism Mass Communications Instructor
Gary Area Career Center

Sarita A. Stevens
1991- 1997
Gary, Indiana

- Taught area high school students journalism, radio and television production
- Developed the program's curriculum
- Updated lesson plans and instructional strategies according to industry standards
- Created assessment rubric for the performance skills based curriculum
- Produced television programs on behalf of the district for local cable channels
- Upgraded equipment for the radio and television studios
- Guided students in creating state award winning media projects
- Monitored the radio station according to Federal Communications Commission regulations, guidelines, and standards.
- Knowledge of the operation, maintenance, and repair of broadcast and related electronic equipment.
- Computer skills include: Office Suite: Word, PowerPoint, Access and Excel, Publisher, Final Cut Express, iLife'11, Keynote and iWork

Professional Development

- Differentiated Instruction/Multiple Intelligences
- Charlotte Danielson Framework for Teaching
- RISE Teacher Evaluation Model
- Integrating Common Core State Standards/Next Generation of Assessments
- 8-Step Instructional Strategies
- 21st Century School Leadership
- AIMS Disciplinary Strategies
- Response to Intervention Instructional Strategies

Organizations and Affiliations

Association of Career and Technical Education
Gary Reading Coalition
National Association of State Directors of Career and Technical Education
National Reading Council
National School Public Relations Association
Association for Supervision and Curriculum Development

Professional References Attached