

CISD Board Agenda Item Synopsis

CISD Board Mission: Celina ISD will educate students at the highest levels, empower them to succeed, develop their leadership potential, instill faith-based traditional values, and prepare them to become contributing members of society.

Subject: Consider Approval of Director of Communications

Meeting Date: May 18, 2026

Submitted by: Mindy Schoen, Director of Human Resources

Goals	
<p>Core Principles Community · Excellence · Innovation Leadership · Stewardship</p> <p>The Learner Experience Love the learner, drive the rigor Responsible for one’s own learning Interdependent self-managers</p>	✓ - 1. We will provide and support a safe, civil and collaborative culture.
	- 2. We will continuously provide and support effective teaching in every classroom.
	- 3. We will provide and support a guaranteed and viable curriculum.
	- 4. We will continue to foster a love of reading and commit to continual growth in childhood literacy.
	- 5. We will foster strong numeracy skills and commit to continual growth in math success.
	- 6. We will provide targeted strategies and practices to prepare students for post-secondary education, career readiness, and military participation.
	✓ - 7. We will attract, recruit, develop, and retain high-quality professional staff.

Background Information: In accordance with Board Policy DC(LOCAL), administration is recommending the consideration and approval of the employment of a Director of Communications. This position is designed to support the District’s continued growth by providing strategic leadership for internal and external communications, marketing, community engagement, and public information efforts.

The Director of Communications will work collaboratively with campuses and departments to strengthen communication systems, enhance stakeholder engagement, support brand consistency, and help communicate the mission, vision, Core Principles, and priorities of Celina ISD to students, staff, families, and the community.

Policy: DC (LOCAL)

Budgetary Impact: N/A

Recommendation: Administration recommends the Board consider and approve the proposed Director of Communications position as presented.