

Memo to: Board of Trustees  
Memo from: Dr. Derek Citty  
Date: June 19, 2017  
Re: Aledo ISD Director of Communications

We are excited to announce Rick Herrin as our recommendation for the first Director of Communications for the Aledo ISD.

We had a total of fifty-two candidates, three of which were internal, apply for this position. Twenty-four applicants met the minimum and preferred requirements that included experience in a communication role in an ISD environment. From this pool of twenty-four applicants, the committee selected nine individuals who were invited for a formal interview that consisted of a five person interview team, Dr. Derek Citty, Earl Husfeld, Lynn McKinney, Denise Dugger and Kathy Allen. We conducted full reference checks on the applicants selected to interview.

Rick Herrin's educational background includes:

- A Bachelor of Arts in Broadcast Journalism from Oklahoma State University

Rick Herrin's career highlights:

- Carroll ISD recruited Rick to join their District as the Video/Webmaster where he served in this role beginning in 2009 through 2014. During this time he managed the district and 11 campus websites in addition to being responsible for social media and district videos. In 2014 he was named the Assistant Director of Communications. During this time he wrote daily e-mail blasts to more than 11,000 subscribers, created an intern program for students and the Dragon TV platform and Flickr accounts to show district video and photos.
- Fort Worth Star Telegram sports writer from 1996 through 2009 during which time he won an Emmy Award for the weekly High School Football Show. He also received the Amon Carter award for column writing, including coverage of the Daytona 500 and several college bowls, as well as the Senior Bowl. He served as the Dallas Cowboys beat writer from 2004 to 2009 during which time he covered the Super Bowl.

Rick currently resides in Flower Mound with his wife, Brooke, and two children, Hunter and Haley.