

CATHY GIARDINA



WWW.STETSONASSOCIATES.COM

14343-G TORREY CHASE BLVD

281.440.4220

HOUSTON

TX 77014

EXPERIENCE



Twenty years in public education; 12 years as district administrator; last nine years as Director of Community-School Relations for Alief ISD.

Managed staff of 32 in the direction of the district's parent involvement and Partners in Education programs. Provided district support through effective marketing and communication. Responsible for all district communication including news and media.

MAJOR ACCOMPLISHMENTS



Expanded parent and community involvement programs. District now has 23 parent liaisons and 39 parent centers. Recipient of TASB's Outstanding Parent Program award; used as model by Secretary of Education Rod Paige in redesigning Houston ISD's parent program.

Developed and executed a marketing campaign that successfully changed the district's identity. District's bond referendum supported by 94% margin; marketing presentations given at Texas School Public Relations, Texas Association of School Boards, and the National School Public Relations Association conferences.

Implemented a comprehensive community involvement program providing in excess of \$3 million in donations, in-kind gifts and volunteer hours. Received Texas Association of Partners in Education state award for outstanding business partnership program; recipient of the Crystal Commendation from Texas School Public Relations Association for Outstanding Volunteer Program; provided mentor training/presentations at state and national levels.

COMMUNITY INVOLVEMENT



Texas Association of School Boards
 Texas Association of Partners in Education
 Texas School Public Relations Association
 Communities in Schools Houston
 Leadership Center of Houston
 Greater Houston Business Partnership
 Lions International
 Westchase Business District
 Houston West Chamber of Commerce
 Hispanic Chamber of Commerce
 Mentor Texas