



A new voice for PDK



Julie Clendenin

Julie Clendenin joined PDK in January as director of marketing and communications. She will focus on integrating marketing and communications outreach for PDK International and its seven divisions to amplify our collective strengths and the unique value our community provides to the field of public education. She will help enhance the visibility of our work by creatively communicating PDK's rich history, our point of view on the challenges facing educators today, and our collective vision for the future of education.

Clendenin has worked in marketing and outreach communications for almost three decades, including many years in the nonprofit sector. She has worked with national associations and local nonprofits to strengthen community, expand partnerships and networks, and build awareness to support achievement of mission. Her most recent work has been in the consulting

world, where she served as marketing director for a boutique firm serving the energy industry. Her goal-oriented and relational approach to marketing fueled exponential growth in her company's client network and led to the firm's acquisition by Accenture in 2017.

She earned her bachelor's degree in political science from Gettysburg College and still has a passion for public policy and politics.

Leaders learning together

PDK launched its first Community of Learning and Practice in November 2017 to bring together school system leaders from districts across the country to share strategies for tackling deeply rooted challenges that hinder student learning. So far, they've explored ways to better serve students who are English language learners or transient, improve social and emotional learning, and rethink approaches to meeting the needs of students in under-resourced communities.

Since its launch, our Community of Learning and Practice has continued to come together virtually and in person to rethink how systems approach the problems they face and the roles that everyone within the system — from the central office to the classroom — plays in addressing these challenges. Meredith Honig, from the University of Washington, and other experts have joined with us to explore essential questions such as: How do we tackle and dismantle centuries-old systems that produce and reproduce inequities in local schools? If we could redesign the central office in any way we chose, what would we do? What would it look like for a central office to be truly effective at meeting the needs of all students and schools?

Our next in-person convening will be April 22-23, 2018. Stay tuned, and visit pdkolutions.org for more information on our progress and learning.



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