



PRESS RELEASE

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**TEXAS MIDDLE SCHOOL PRINCIPAL NAMED;
ADDITIONAL STAFF CHANGES ANNOUNCED**

Texarkana, TX – During their Tuesday, May 19, 2009, regular session, the Texarkana Independent School District Board of Trustees named Donna McDaniel, current Wake Village Elementary Principal, to the position of Texas Middle School Principal.

Mrs. McDaniel has been in the educational field for ten years serving as a secondary classroom teacher at Hooks ISD and DeKalb ISD. Prior to joining the Tiger Family in 2006, she served as principal of DeKalb Middle School. She holds a Bachelor of Business Administration from the University of North Texas and a Master of Education with a Superintendent and Principal Certificate from Texas A&M University – Texarkana.

As principal of Wake Village Elementary, Mrs. McDaniel has led her students and staff to an Exemplary accountability TEA rating during the last two years. “When I came on board, Wake Village Elementary was already at a level of excellence because of the great work that Rick Sandlin, former principal, had been doing,” commented McDaniel. “My goal was to take that level of excellence and through instructional technology push our students and staff to the next level. I am most proud that Wake Village Elementary has become a technology emphasis campus and that we are engaging the 21st century student through digital learning. Our integration of technology spans across the student curriculum, enhances the academic environment and develops higher order thinking skills in our students.”

McDaniel will assume her new role effective June 1 as George Moore, current Texas Middle School Principal, steps down from his position to focus more of his efforts on working with and developing motivational programs for students and staff throughout the district as Assistant Superintendent.

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“Donna will be a wonderful asset to Texas Middle School and I firmly believe that she will carry on the legacy that Mr. Moore has created,” stated James Henry Russell, Superintendent of Schools. “My parents taught me that hard work and dedication are the keys to success and I am committed to continuing the traditions of high achievement at Texas Middle School,” said McDaniel. “I look forward to working with the students, parents and staff in leading TMS into the future.”

In other key staff changes announced, the TISD Board of Trustees named Jo Ann Rice as Assistant Superintendent of Student & Community Development.

Mrs. Rice began her career with the Tiger Family in 1979 as a first grade teacher at Beverly Elementary School. She served in that capacity thru 1985 where she then went on to teach first grade at Fifteenth Street Elementary School (now known as Theron Jones Early Literacy Center) until 1992. In 1993, she was selected to serve as the district Language Arts Coordinator with the responsibility of implementing the HOST (Helping One Student to Succeed) program and recruiting volunteer tutors. Having much success in her district efforts, she was promoted to Director of Parent Involvement & Partners In Education in 2000 and then Director of Corporate, Community & Parental Development in 2005. She became Executive Director of Corporate, Community & Parental Development in 2008 where she has managed and coordinated the activities regarding business and community partnerships, volunteers, parental involvement and the Texarkana Public Schools Foundation program. In her new role, Mrs. Rice will add to her level of responsibility by overseeing the district's AVID (Advancement Via Individual Determination) program, Character First program and a newly established Kids at Hope program.

Mrs. Rice is a 1968 graduate of Dunbar High School and holds a Bachelor Degree in Elementary Education and a Master Degree in Interdisciplinary Studies from Texas A&M University – Texarkana.

Additionally, the following Tiger Family members will see new assignments and job duties effective June 1.

Autumn Thomas, Associate Superintendent for Human Resources, Public Relations and Community Involvement, will move into the senior leadership role of Deputy Superintendent.

As Deputy Superintendent, Thomas will serve as Acting Superintendent in the absence of James Henry Russell, Superintendent of Schools. In her new role, she will merge the curriculum instruction division and human resources to ensure a quality education for all children.

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Ms. Thomas joined the Tiger Family in 1997 as Personnel Director. She then moved into the position of Director of Human Resources from 1998 - 2004 and Associate Superintendent beginning in 2005. She holds a Bachelor's Degree from University of North Texas and a Master of Science in Business Administration from Texas A&M University – Texarkana.

Tina Veal-Gooch will move into the position of Executive Director of Public Relations overseeing parent, student and staff communications for the district. In her role, she will continue to lead the marketing and promotions of TISD as well as managing the print shop, web and graphic arts. She will take on the additional role of leading the Texarkana Public Schools Foundation and their fundraising efforts which enrich and maximize the educational opportunities for students and staff through funding that is not available from local, state and federal sources.

Veal-Gooch became a Tiger Family member in 2005 and holds a Bachelor's Degree in History/Marketing from Texas A&M University – Texarkana.

Buddy Deese, Director of Music and Texas High School Band Director, will enhance his role in the Tiger Family by becoming Director of Performing Arts. In this capacity, he will continue as Texas High School Band Director and oversee all performing arts programs in grades K-12 which include choir, music, theatre arts, orchestra, band and all other fine arts. He will take the helm of the future Sullivan Performing Arts Center and John Thomas Theatre working closely with the staff and community in bringing and promoting great programs for the venue.

Deese has been a member of the Tiger Family since 1980 serving nine years as Band Director for Westlawn Junior High School and the last seventeen years as Director of Music and Texas High School Band Director. He holds both a Bachelor and a Master of Arts Degrees in Music Education from Henderson State University.

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