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**From:** Communications Office [Office\_Communications@dpsk12.org]  
**Sent:** Monday, June 01, 2009 2:11 PM  
**To:** Communications Office  
**Subject:** DPS Renews Commitment to Community Engagement and Overall Communications Efforts

**Denver Public Schools**

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## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

June 1, 2009

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### **DPS Renews Commitment to Community Engagement and Overall Communications Efforts**

**Denver, CO-** Denver Public Schools (DPS) Superintendent Tom Boasberg today announced the new leadership and organizational structure of the district's communications office and community and parent outreach efforts.

#### **Top urban-school communications professional tapped to lead Denver's team**

Michael Vaughn, Chicago Public Schools (CPS) director of internal communications, will join DPS as the chief communications officer, charged with improving the district's internal and external communications efforts. Vaughn was a key adviser to Arne Duncan, former head of Chicago schools, now U.S. secretary of education.

"I am very pleased to have Mike join us," said Superintendent Tom Boasberg. "He brings a deep set of experiences that will help us strengthen our communications capabilities."

"Mike Vaughn was one of the key people in Chicago helping drive reform, and I am

sure he will do the same for Denver," U.S. Education Secretary Duncan said. "He knows education and knows how to communicate in ways that people really understand."

Vaughn joined CPS in 1996, after running a string of suburban Chicago community newspapers. He began his CPS career as assistant editor of the Chicago Educator, the school system's newspaper. After serving as both assistant editor and then managing editor of the Educator, Vaughn was promoted to deputy press secretary for the school district. He later moved up to press secretary, serving as the main spokesperson for Duncan and the school district, before being named director of communications.

Alex Sanchez, current DPS director of communications, will continue to play a key role in the new team, leading the district's media relations and multilingual communications efforts.

### **Engagement key to strengthening relationships in the community**

Happy Haynes, former assistant to the superintendent for community partnerships, will serve as the chief community engagement officer for the district. She is charged with strengthening relationships with community organizations and business partners and improving parent engagement.

Benita Duran, former director of outreach on bond and district initiatives, will now serve as the executive director of the office of community engagement. She will manage all business and community partnerships as well as coordinate outreach efforts dealing with the 2008 bond, sustainability program and collaborations with City of Denver and other government agencies.

Ken Santistevan, former assistant to the superintendent, will now serve as director of strategic business and community initiatives. He will work closely with the business community to strengthen partnerships and will directly support the school partners program.

### **Parent engagement key to student success**

Patsy Roybal, former deputy director of the Colorado Statewide Parent Coalition, will join the DPS family as the manager of parent engagement. Roybal will be responsible for creating and overseeing programs and services that will increase parent involvement and strengthen partnerships among parents and schools. Roybal will lead the district's efforts to develop a strategic plan to provide parents and families with the information, education and support they need to become informed and effective advocates for their children in partnership with their children's schools.

"Roybal comes to DPS with a wealth of experience working with and engaging

families throughout the state and directly with DPS," said Boasberg. "Parent engagement is critical to student success, and Patsy will bring terrific energy and experience to these efforts."

Formerly, Roybal spent seven years with the Colorado Statewide Parent Coalition, working hands-on with parents, students, teachers and community-based organizations on education issues. Roybal has also worked as education consultant for Assets for Colorado Youth, as a family resource school coordinator for Cheltenham elementary and a bilingual parent liaison for several middle schools in DPS.

For more information, contact the Communications Office at 720-423-3414.

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