

Keith L. Ball

Curriculum Vitae

Impassioned and recognized leader with 20+ years of service. Possesses a track record of shaping and elevating the overall performance and experience at the school and district level. Consistently finding ways to reach and surpass state and national outcomes for all students and staff by aligning instruction, operations, and personnel with strategic goals.

Selected Achievements

- Strong operational, safety and security professional trained and experienced at the national, state and local levels. Member of the Association of Threat Assessment Professionals (ATAP). Skilled in emergency response design, planning and drill execution including reunification.
- Well-versed in leading complex instructional and operational efforts across diverse Title I and IB schools. Most notably, two construction and capital outlay projects at Etowah High School and Marietta High School.
- Visionary educational leadership recognized on numerous occasions including having been named a National Principal of the Year Finalist in 2022 and the State Principal of the Year in 2021.
- Highly effective instructional leader. Well trained and experienced in successful teaching and learning strategies including Science of Reading, Backwards Design, SIOP and Learning Focused Schools.
- Disrupted the “labor over learning” barrier by creating and leading Marietta Evening School Hours (M.E.S.H.): a non-traditional night school built to provide a path to graduation for working students and those disengaged in the traditional model.

Education

Specialist Degree in Educational Leadership and Supervision

Lincoln Memorial University, 4.0/4.0

Master of Arts in Secondary Social Studies Education: Advanced Classroom Training

State University of New York at Albany, 3.67/4.0

Bachelor of Arts in Social Studies, United States History & Teacher Education

State University of New York at Albany, Cum Laude Honors Graduate

Professional Experience

Marietta City Schools, Marietta, GA

2022 – Present

Operations Safety and Emergency Management Specialist | Executive Director

Spearhead school improvement, safety and security efforts for the district and individual schools by identifying gaps and modernizing programming to address the needs of learners, staff, and the district at large. Integral in capturing support through outreach and grants, forging, and strengthening relationships with partners, the community, organizations and businesses, while controlling budgets for optimal impact.

- Responsible for \$3.0M budget allocation and project completion for eight schools and five vendors including all new classroom instructional designs and furnishings.
- The district lead tasked to design and competitively bid the renovation and contemporary furniture purchase for Marietta High School’s Learning Commons.

- Integral part of the District Cognia Review Team tasked to analyze and author student achievement responses specific to graduation rates, SAT/ACT, IB, AP scores and state milestones testing. Additionally, research, analyze and write the narrative for student perception data.
- Responsible for all federal and state compliance and funding related to HB 147 (Safe Schools Act) and HB 18.
- Create and conduct safety & security walk-throughs for all district properties.
- Integrate state-of-the-art safety and security initiatives in partnership with the District Operations Team, Communications, and External Affairs; critical in safeguarding all associated with the school system.
- Serve as the driving force and district lead for the introduction and successful execution of the Site Threat Access & Response (STAR) Audit with GEMA-Homeland Security, Marietta Police, and the school district.
- Design and conduct quarterly safety and security briefings for each school and district building, preparing staff, faculty, and other stakeholders for all threats including active shooters.
- Create concise monthly safety and security reminder communications in an ongoing effort to keep best practices top of mind for all employees in the district.
- Design, procure, and install safety and security signage throughout the district including first responder room identification plaques and locked door stickers.
- Lead, build and manage the district's reunification plan which involves securing community partners via MOUs that will function as emergency sites.
- In partnership with the City of Marietta as well as Marietta Police, Fire, and Parks, determine Safe Zones for emergency evacuations that provide maximum protection for students, faculty, staff, and administrators.
- Delivers in-house emergency management console support via CrisisGo related to training, drill management, and compliance for all district personnel.
- Utilizes and has oversight of the Raptor system to enhance visitor and volunteer management practices, with an emphasis on continuous staff training regarding best practices.
- Student Threat Assessment Protocol and Student Suicide Protocol district development team member tasked to design system-wide practices and protocols.
- In conjunction with the External Affairs team, secure new levels of community engagement, created new public and private partnerships, and fortify existing rapport with stakeholders to increase support.
- Authored the current compliance guide and faculty handbook utilized for state agency audits by Bright from the Start of school programs including BSP, ASP, and enrichment activities.

**Marietta High School, Marietta, GA
Principal & IB Head of School**

2018 – 2022

Led instruction and directed operations that centered around achieving academic excellence by creating a learning community that engaged with visionary and challenging programming. Through research focused on the contemporary needs of student populations as well as emerging learning methodologies and educational frameworks, updated and revamped programming, integrated changes in curriculum, and ensured faculty and staff were dedicated to and capable of delivering a superior learning experience in the classroom where all students could learn.

- Led a cohesive educational environment within the Title I school that spanned two campuses and housed learning spaces such as the College & Career Academy, alternative school, performance learning center, and night school, impacting 2,600+ students, 54% identified as economically disadvantaged.
- Instructional leader of 190 certified staff and 40 classified staff members operating programs six days a week, 48 out of 52 weeks a year, during traditional hours, in the evenings (M.E.S.H) and on Saturdays including acceleration, remediation and credit recovery.
- Head of School for the International Baccalaureate (IB) Programme which included Middle Years, Career Programme, and Diploma Programme.
- Led efforts to improve the graduation rate with highlights having included capturing the largest improvement between 2019 – 2020 with +7.95% growth up to 83.68%, surpassed the state average for the first time in school history with a rate of 86.70%, and exceeded the state average for a consecutive year in 2022 with an average of 85.74%.

- In 2019, earned Marietta's first "B" on the College & Career Readiness Performance Index (80.9). Performing above the state and district average in addition to producing academic growth higher than 92% of the state.
- SAT and ACT scores surpassed national and state averages from 2020 – 2022.
- Created and implemented a compliant, transparent, and open process to effectively utilize the \$1.2M consolidated budget.
- Led efforts that earned and sustained state industry certification for 20 career pathways. In 2022, the only school in Georgia to hold that distinction.
- Oversaw capital expansion efforts which included a 50,000 sq. ft addition, 16,000 sq. ft renovation and complete historical restoration of an annex campus housing alternative programs and night school.
- Critical leadership provided to ensure the long-term success of the Marietta Student Life Center including allocating resources, personnel, and supervising all activities within the state's first whole-child, wrap around services center.
- Served on the Marietta Mentoring for Leadership board of directors and executed the vision of the program, mentoring high potential, low resourced students.
- Launched the "Operation Graduation" initiative that emphasized on-time graduation with an emphasis on pre-k through 12th grade collaboration.
- Planned and supervised the school's largest renovation project that covered 23K sq. ft. plus a 50K sq. ft. addition, housing new courses and pathways as part of the new College & Career Academy.
- Successfully led the school through various reviews such as the Federal Office of Civil Rights (OCR) Review and the TCSG College and Career Academy initial accreditation review.
- Introduced school programming 48 out of 52 weeks of the year including credit recovery and expanded summer school and Saturday offerings.
- Captured 8 state championships after inheriting a GHSA year-long probationary period.
- Accolades earned: 2019 GASSP Breakout School, 2022 and 2021 College Board AP Honor School, a US News & World Report Best High School from 2020 – 2022, Niche Best High Schools in Georgia from 2022 – 2023, and 2022 Best of Cobb Winner.

Skybridge Capital, New York, NY
Director of Strategy & Education Programs

2017 – 2018

Developed and enhanced the infrastructure, overarching policies and processes, and educational programming that led to the organization fulfilling its mission. Applied proficiencies in program development and evaluation, curriculum design, and general business acumen to position the company for optimal growth.

- As part of a six-person team, coordinated and executed the 2017 SALT Conference.
- Established a network of institutional investors, family offices, private wealth managers, high worth individuals, and financial advisors both domestic and foreign, vital in raising \$1M+ in event registrations and sponsorships.
- Integral in building a go-to-market strategy for the company's alternative investment in the student loan space valued at \$1.4T.
- Lead member of the management team that conducted investor presentations that secured \$10M in operating capital.

Etowah High School, Cherokee County, GA
Principal

2010 – 2017

- Oversaw school operations and programming that impacted 2,300+ students and 180 employees.
- Put in place the district's sole Parent University and Cokes & Conversation that facilitated and improved school-to-home communication.
- Developed EHS 101, the innovative and comprehensive on-boarding program for all new employees.
- Created, managed, and sponsored, Flight Club Leaders Council, that focused on student service learning, designed to further school improvement, ownership and engagement.
- In 2017, the school earned the top score among all high schools in the district of 91.2% on the College & Career Readiness Performance Index.

- Applied for and earned the school's first ever Georgia Department of Education International Diploma Seal, Fine Arts Diploma Seal and Seal of Bi-literacy.
- Oversaw campus expansion efforts which included 34 renovated classrooms, 5 computer labs, an additional cafeteria, World Language Lab, Writing Across the Curriculum Center, and Health Occupations Lab.
- Created, planned, and led an at-risk summer school BRIDGE program for rising 9th graders which was adopted district wide following its success.
- Functioned as a mentor to new Principals.
- Select committees served on included US State Department Teachers of Critical Languages Selection Committee, Superintendent's Ad Hoc AdvancED (Cognia) Accreditation Committee, Superintendent's Ad Hoc School Improvement Council Committee, Superintendent's Budget Committee, Superintendent's Professional Standards Ethics Committee, and Superintendent's Ad Hoc Retirement Committee.

Additional Experience and Highlights

Principal, Woodstock Middle School, Cherokee County, GA, 2007-10

- For capturing the rank of second highest student achievement gains in the state, Woodstock was one of nine schools to earn GOSA Platinum status, recognized as a 2009 GOSA State Platinum Award Winner.
- Integrated 6th grade students into the middle school program after 20 years of serving only 7th and 8th grades.

Assistant Principal/Teacher, Cherokee High School, Cherokee County, GA, 2004-07

- In concert with faculty and staff, established goals and corresponding roadmaps that led to Cherokee High School no longer being on the two-year Needs Improvement list, under No Child Left Behind.
- Authored and taught a leadership development course.

Social Studies Teacher/Department Chair/Coach, Carlton J. Kell High School, Cobb County, GA, 2002-04

- Founding faculty member and first ever recipient of the Martin Luther King Jr. Humanitarian Award for outstanding leadership, service, and integrity.
- Taught Law, Leadership and US History.
- Varsity football and baseball coach.

Social Studies Teacher/Coach, Alan C. Pope High School, Cobb County, GA, 2000-02

- Teacher of the Year Nominee and founding member of the district's Character Education Program.
- Taught Economics, American Government, Sociology and Leadership.
- Varsity football and baseball coach.

Social Studies Teacher/Coach, Ridgeview Senior High School, Clay County, FL, 1998–2000

- Founding faculty member and Teacher of the Year Finalist.
- Taught US History, World History and American Government.
- Varsity football, track and women's basketball coach.

Professional Development and Credentials

Certifications:

Georgia Professional Standards Commission: Certificate #427882, expires, 2025

Educational Leadership P-12, Social Science 6-12, ESOL Endorsed

- AdvancED/Cognia ELEOT 2.0 Certified Evaluator
- IB MYP Category I Certified Administrator (CASIE)
- IB DP Category I Certified Administrator (CASIE)
- IB CP Category I Certified Administrator (IBO)
- Microsoft Innovative Educator (MIE Certified)
- National Incident Management System (NIMS) Certified
- Teacher Keys Evaluation System (TKES) Certified

- Leader Keys Evaluation System (LKES) Certified
- Counselor Keys Evaluation System (CKES) Certified
- Sheltered Instruction Observation Protocol (SIOP)
- American Red Cross CPR/AED Certified
- Stop the Bleed Certified
- Diabetes Medical Management Plan (DMMP) Trained
- Narcan Trained
- Concussion in Sports Certified
- American Red Cross Psychological First Aid Certified
- Trauma Sensitive Schools Trained
- College Board Advanced Placement Certified (American Government)

Recent Courses & Trainings

United State Secret Service-NTAC Preventing Mass Attacks in Our Communities, 2023

CISA/Homeland Security National Summit on K-12 School Safety and Security, 2023

Fiserv | 9/11 Memorial & Museum Summit on Security, 2023

United States Secret Service-NTAC Enhancing School Safety: Threat Assessment Training, 2023

Federal School Safety Clearing House: Readiness & Emergency Management Training, 2023

CISA/Homeland Security Threat Assessment and Bystander Reporting, 2023

Georgia School Safety and Homeland Security Conference, 2023

United States Secret Service-NTAC Mass Attacks in Public Spaces (M.A.P.S.), 2023

Rethinking Active Shooter Preparedness, 2022

CISA/Homeland Security National Summit on K-12 School Safety and Security, 2022

Georgia Emergency Management Agency & Homeland Security Agency: Parkland Shooting, 2022

Marietta Police Department/Cobb Sheriff's Department: Active Shooter/ALERRT Training, 2022

Georgia School Board Association/Risk Management: School Safety Training, 2022

Institute for Educational Leadership National Community Schools & Family Engagement Conference, 2022

National Association of Secondary School Principals (NASSP): National Principals Institute, 2022

Georgia Leadership Institute for School Improvement (GLISI): Exemplary Principals in Community (E.P.I.C.), 2022

Georgia Association of Educational Leaders (GAEL) Winter Conference, 2022

Georgia Association of Secondary School Principals (GASSP) Fall Conference, 2021

Affiliations

- Georgia Deeper Learning Network (GaDLN)
 - Association of Threat Assessment Professionals (ATAP)
 - Kappa Delta Pi International Education Honor Society
 - Association for Supervision and Curriculum Development (ASCD)
 - National Association of Secondary School Principals (NASSP)
 - Georgia Association of Educational Leaders (GAEL)
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Awards

- NASSP National Principal of the Year Finalist, 2022
- GASSP State Principal of the Year, 2021
- National Literacy Grant Award Winner, 2020
- National Center for Learning Disabilities Everyday Champion Award: National Finalist, 2020
- Hobson's Education Advances Award: National Finalist, 2020
- Varsity Brands Most Spirited Principal: National Finalist, 2020
- GASSP High School Breakout School State Winner: State Award Winner, 2019
- University of Georgia Four for the Future Award: State Award Winner, 2018-19
- GSPA State Administrator of the Year, 2019
- US DOE Principal Ambassador Fellowship National Finalist, 2016
- GASSP State Principal of the Year Nominee, 2014 & 2016
- Educational First (EF) Professional Travel Scholarship National Winner, 2013
- PTA National Principal of the Year Nominee, 2011
- Cherokee High School, Student Leadership Award, 2007
- Cherokee High School, Valedictorian Teacher of the Year, 2005
- Carlton J. Kell High School, Baccalaureate Keynote Speaker, 2005 & 2006
- Carlton J. Kell High School, Teacher of the Year Finalist, 2004
- Carlton J. Kell High School, Martin Luther King Jr. Humanitarian Award Winner, 2004
- Alan C. Pope High School, Teacher of the Year Nominee, 2001
- Ridgeview High School, Teacher of the Year Finalist, 2000
- Ridgeview High School, Favorite Faculty Member, 2000
- Ridgeview High School, Spotlight Teacher Award, 1998 & 1999
- Who's Who Among America's Teachers (multi-year recipient)

Presentations & Publications

- Valdosta State University, Guest Lecturer: *Parent and Family Partnership in School Safety*, 2023
- NASSP Ignite Conference, Presenter: *Relationships, Relevance and Reflections on the Principalship*, 2023
- Georgia PTA State Conference, Presenter: *Always Locked. Never Propped. Safety & Security Strategies for Schools*, 2023
- Valdosta State University, Guest Lecturer: *Insights into School Safety & Security*, 2023
- GAEL Winter Conference, Presenter: *Actionable Practices to Improve School Safety & Security*, 2023
- NASSP Principal Leadership Magazine, *Future Friendly*, 2022
- GASSP Fall Conference Presenter: *The Equity re-Evolution*, 2021
- Lessons in Leadership: *How a Georgia Principal Prioritized Students in School Turnaround Efforts*, 2021
- Georgia Professional Standards Commission Speaker Panel: *Equity & Inclusiveness*, 2021
- Kennesaw State University Bagwell College of Education Spring Speaker, 2021
- NAACP Student Leadership Forum Guest Speaker, 2020
- Kiwanis International Keynote Speaker, 2020
- Cobb County Chamber of Commerce Partner in Education Forum Presenter, 2019
- GASSP Fall State Conference Breakout Schools Presenter, 2019
- Marietta Business Association Presenter, 2019
- GASSP Fall Conference 'TED Talk' Presenter: *How Student Travel Benefits a School Community*, 2015

GASSP Fall Conference Breakout Session Presenter: *Operation Graduation*, 2013