

Jennifer Caracciolo

Professional Experience

March 2001 - Present

Chief Communications Officer

Forsyth County Schools

As a Cabinet-level leader, I established Forsyth County Schools' first Communications and Community Engagement Department. In 23 years, as the district grew from 17,000 students in 20 schools to 55,500 majority-minority students in 42 schools, I have:

- Served as an advisor and counselor, providing comprehensive and proactive communications, strategies, and planning for the Superintendent, Board of Education, Cabinet, and district and school leaders to build and maintain support for public education and the school district
- Demonstrated the ability to lead large-scale projects and district-wide initiatives that engage diverse stakeholders, including three highly successful District Strategic Plans, District Accreditation, superintendent searches, transition, and induction plans, and eight school referendum campaigns which secured \$855 million in SPLOST funding and \$790 million in bond funding for capital improvement projects
- Provided leadership in researching and implementing well-defined district and school communications plans; manage three operational budgets (department, Foundation, and FoCAL), district Open Records Requests, and oversee a staff of 17
- Managed the development and production of all district multimedia design projects including 44 digital signs, 45 websites with live chat support, 100+ social media sites (Facebook, X, Instagram, and LinkedIn), speeches, announcements, and presentations, video/live production, graphic and logo design, four monthly e-newsletters, mobile apps, and various publications such as school and district data profiles and the annual State of the Schools magazine
- Built and maintained strong and open relationships as the district spokesperson with local, state, national, and global broadcast, print, and online media outlets; executed crisis communication management to effectively communicate and support the district's mission and strategic vision
- Developed and implemented the district's Diversity, Equity, and Inclusion Plan, including all-staff professional learning and resources, and multidimensional outreach and programming such as the #ARK180Project, Black History Month Book Notes Project and the Longest Table event, the Daffodil Project, Diwali Dance Festival, HERoes Women's History Month event, Hispanic Heritage Month Reception and awards program, Holocaust guest speakers, The Penguin Project (special needs students), and various veteran and military recognition programs
- Addressed district and school needs by fostering community relations and fundraising, such as the Partners in Education program, legislative priorities, movie/television rentals, grant writing (secured the largest federal grant in FCS history), and created the Forsyth County Education

Foundation which has provided school grants, staff and student scholarships, and supported the Dining with Dignity program

- Planned, opened, and managed The Forsyth County Arts and Learning (FoCAL) Center, an 81,000 square foot two-story performing arts center to serve the needs of schools and the community; within two years of operation, we have held successful theatrical seasons (and made a profit!) and many individual school, inter-school partnerships, vertical team, and District-wide events
- Created the concepts and marketing of special projects, which included staff and teacher recruitment (hire 500 new teachers annually) and recognition (Employee of the Month, Employee Discounts, Activities and Athletics Passes, Superior Spotlights, and Board Special Recognition) and new school/building construction planning (29 projects that included the naming of the schools/buildings, logos, interior design, and ceremonies such as groundbreaking, topping outs, grand openings, and time capsules)
- Planned and administered all district-wide special events and programming including the Celebration of Excellence Gala, Retirement Ceremony, Spelling Bee, high school graduations (8), New Educator Orientation, Principal for a Day, REACH Georgia Scholars, State of the Schools, Teacher of the Year, and technology conferences and tours

**Online Faculty Member
University of Phoenix**

September 2008 – January 2017

With experience using various online learning management systems, I facilitated one to two classes per semester in University Composition and Communications for Associate's and Bachelor's degree level courses, including:

- COM 155 and COM 170, which addressed the key elements necessary for effective academic writing in college
- COM 156 and COM 172, which addressed the various rhetorical modes necessary for effective college essays and the requirements for research essays
- Courses in APA, MLA, and AP styles of writing resumes and cover letters, business communication, public speaking, and customer service

**Director of Public Relations
Newton County Schools**

August 1996 - March 2001

Served the district of then 10,000+ students, where I:

- Developed and maintained the first websites for the district and schools
- Executed various special events, such as Teacher of the Year, District Retirement, and new school and public library grand openings
- Produced a variety of print communications tools and programming
- Passed a \$90 million SPLOST referendum for capital improvements
- Fielded media inquiries, handled crisis communications, and served as district spokesperson
- Managed employee communications and expanded the Partners in Education program to 500+ participants

English Instructor
Nisshinbo Automotive

October 1999-December 2000

Worked with senior-level executives relocating to the United States from Asian countries on English/Language Arts skills, including grammar, writing, and speech, and customs

Program Coordinator
Muscular Dystrophy Association

April 1997 - July 1997

Delivered cause related presentations to community and civic organizations and organized large-scale special events and fundraising opportunities. Also composed and disseminated a variety of communications tools for internal and external stakeholders

Staff Reporter and Columnist
The Covington News

January 1996 - March 1997

Researched and interviewed a vast array of individuals to compose informational and community-oriented articles in the areas of news, sports, business, and lifestyle. Also featured as a weekly columnist and served as a photojournalist for community and special events, including the 1996 Olympics.

Education and Training

Educator Certification

Georgia Professional Standards Commission (renewed 2023)

University of Phoenix

Masters, Organizational Management, 2004 (Magna Cum Laude)

Penn State University

Bachelors, English, 1995

Professional Training: Online Learning Management Systems – Itslearning and Canvas; Human Resources Institute, Georgia School Superintendents Association; Safety and Crisis, U.S. Department of Homeland Security; Instructional certifications include Online Faculty, Online Classroom Tips and Strategies, Learning Teams, Using Positive Tone in a Diverse Classroom, and Supporting the First Year Student

Honors, Awards, and Presentations

- Published in Facebook for Education (2012), School Public Relations: Building Confidence in Education (National School Public Relations Association (NSPRA), 2007), The School and Community Relations (Gallagher, Bagin, and Moore, 2005), and Mastering ENewsletter (Moore, 2005)

- Columnist and work featured in various editions of Network, NSPRA This Week, and Communication Matters for Leading Superintendents
- Recipient of the 2008 Civic Star Award (American Association of School Administrators (AASA), 2004 GSPRA Anne Raymond Distinguished Service Award, 2001 Woman of Forsyth, 1999 GSPRA Award of Excellence in School Public Relations, and 1999 GSPRA Professional Growth Award
- Publications and programs awarded 200+ gold, silver and bronze awards from GSPRA, and Awards of Excellence from NSPRA
- Writing skills noted with three first place honors from the Georgia Press Association, in addition to receiving the 1997 Golden Quill Award for exceptional journalism
- Presenter/guest speaker for the National School Boards Association (NSBA), AASA, NSPRA, Georgia School Boards Association (GSBA), Georgia Superintendent's Association (GSSA), Georgia Professional Standards Commission (GaPSC), GSPRA, Georgia Association for Pupil Transportation (GAPT), Cognia, the University of North Georgia, and Piedmont University

Professional and Community Involvement

- American Cancer Society: Board Member
- Chattahoochee Elementary: Class Mom and Volunteer
- Covington-Newton County United Way: Board Member
- Forsyth County Arts Alliance: Founding Member, President
- Forsyth County Chamber: Board of Directors, Association Director, Quality of Life Committee, Film Forsyth, Forward Forsyth, and One Forsyth
- GSPRA: President (Two-time NSPRA Chapter of Distinction Award recipient), Region Director, and Conference Chair
- Good Shepherd Church: Sunday School Teacher
- Kiwanis Club of Covington: Member and Treasurer
- Leadership Forsyth: President, Youth and Adult Class Coordinator, Treasurer, and Secretary
- Leadership Newton: Board Member and Youth Leadership Class Coordinator
- Meals by Grace: Volunteer
- Newton County Chamber of Commerce: Board of Directors
- North Forsyth High Football Boosters: Vice President
- Rotary Club of Covington: Member
- NSBA: Technology Site Visit Chair
- Rape Response: Volunteer
- Sawnee Cultural Arts Center: Board Member
- The Place: Volunteer
- YMCA of Newton County: Founding Board Member

References Available Upon Request
