



News Release

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For Immediate Release

NISD's Emily Conklin Named Director of Communications

Northwest ISD is pleased to announce the hiring of Emily Conklin as the new director of communications.

“Emily brings her creativity and expertise in school district communications to this role,” says Superintendent of Schools Karen G. Rue, Ed.D. “We are excited to have her continue to serve the students and community of NISD.”

Emily Conklin has served in Northwest ISD since 2009 as a communications and multimedia specialist. She has brought new communication tools to the district such as Northwest Educational Television, video-on-demand programming featured on the district's website, as well as social media tools like Facebook, Twitter and YouTube. Prior to a career in Northwest ISD, Conklin worked in Carrollton-Farmers Branch ISD and KXII-TV in Sherman.

“I am thrilled to begin the transition into this leadership role,” says Emily Conklin. “I look forward to striving for continuous improvement, building mutually rewarding relationships with stakeholders and serving the students, staff and community in one of the fastest growing school districts in the state.”

Conklin holds a bachelor's degree in mass communication with an emphasis in electronic media from Texas State University San Marcos. She has presented across the state and nation training other school district public relations professionals on various topics such as Web 2.0 communication tools, brand management and marketing and integrating video into school communication methods.

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