

**For Immediate Release**

## **CCSD Announces Hire of Executive Director of Public Relations and Communications**

Athens, Georgia — During its Thursday, July 14 meeting, the Clarke County Board of Education approved the hire of Dr. Cyndee Perdue Moore as the new Executive Director of Public Relations and Communications for the Clarke County School District.

A highly-respected local leader with a strong background in public relations and communications, community engagement, higher education leadership, and K-12 classroom teaching experience, Dr. Moore will lead a five-person communications team that seeks to provide relevant, timely, transparent, and trustworthy information to CCSD families and the Athens-Clarke County community and aims to highlight student and staff achievements throughout the district. The Communications Department will now operate under the Office of the Superintendent and will also include language translation and interpretation services.

“I am honored to be joining CCSD in a capacity that will allow me to shine a spotlight on the hard work and accomplishments of the amazing teachers, staff, students, parents, and partners who work hard every day to educate our children and build a better community,” said Dr. Moore.

After more than a decade as an elementary school teacher for Danville, Virginia, Public Schools, Dr. Moore taught at the high school and college level before transitioning into higher education leadership. She spent 10 years as Regional Vice President of Operations for National College/American National University, where she oversaw all aspects of operations for 15 campuses in Tennessee, Virginia, and Indiana. She then became Executive Director for the University of North Georgia Oconee campus from 2017-2021, where she helped the university expand its community and civic engagement — including the successful launch of a campus food pantry created to support students struggling with food insecurities and a summer bridge program for economically-disadvantaged middle school students in partnership with CCSD. Since January 2022, she has served as interim director of operations for the National Association of Branch Campus Administrators.

Dr. Moore is also a freelance writer and former magazine editor whose work has been recognized by the Virginia Press Association, National Association of Press Women, the Virginia Council on Education, and the National Council on Economic Education. She holds a bachelor’s degree in English and a master of Education, Curriculum and Instruction from the University of Virginia, and she earned her doctorate in Higher Education Leadership and Policy from Vanderbilt University.

“Throughout her career, Dr. Moore has built a reputation as a confident, competent, and principled leader and motivator with an exceptional ability to bring people together and build a sense of team,” said CCSD superintendent Dr. Xernona Thomas. “She has a strong track record as an excellent communicator, and her passion for education is evident in her advocacy for students and educators. We look forward to her joining our team and helping tell the stories of the excellent work being done every day at CCSD.”

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