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Media contact:

Holly Scholz

Crook County School District

Communication and Event Coordinator

Direct line: 541-416-4209

Cell: 541-903-2059

Email: Holly.Scholz@CrookCounty.k12.or.us

School district creates communication and event specialist position

When the Crook County School District recently surveyed parents, communication was an area that was identified for improvement.

The district was aware of its need to bolster its communication efforts, and has created a new position.

The district hired Holly Scholz as the communication and event specialist. She began July 1.

“CCSD wants to ensure consistent and effective communication both externally and internally,” said CCSD Superintendent Dr. Sara Johnson. “Also, our services and facilities are used by the community, and we realized we are in need of better oversight of both scheduling and supporting events.”

The communication and event specialist is responsible for communicating with district families and staff as well as with the community. Scholz also oversees the district calendar and is responsible for scheduling district’s facilities and managing and supervising events held at district sites.

Scholz, a Powell Butte native, graduated from Crook County High School in 1996. She received the Ford Family Foundation Scholarship and earned a Bachelor of Arts Degree from the University of Oregon School of Journalism and Communication in 2000.

She brings several years of newsroom experience to the position and is familiar with event planning and the school district. She was editor of the Ford Scholar Alumni News, ran a home-based scrapbooking business, and was an elementary school yearbook coordinator while raising her children in Springfield.

She now lives in Redmond with her husband, Kris, and their two teenage sons.

Scholz most recently worked as a copy editor and reporter for the Central Oregonian newspaper, covering schools, community and business.

“My nearly four years as a reporter at the Central Oregonian was an enjoyable way to become reacquainted with my hometown after being away for many years,” Scholz said. “I look forward to sharing with the community all of the great things the school district is doing.”

Johnson said the district has repurposed funds that flow through High Desert Education Service District in order to expand and enhance the communication and events of CCSD.

She said having a communication and event specialist is a good use of local service plan funds and will allow the school district to provide better customer service and ensure communication to the community, staff, families and students.

“We are excited to have Holly join our team,” Johnson said. “She is a highly skilled communicator, and we are fortunate to have someone of her caliber to lead our communication and events.”

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