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WESTFALL JOINS STATE DEPARTMENT OF EDUCATION

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(BOISE) – Veteran school communications professional Allison Westfall will join the State Department of Education team Monday, February 13th, Superintendent Ybarra announced today.

Superintendent Ybarra said, "We're excited to have Allison join the team as Director of Communications working with Jeff Church and Kelly Everitt to support the department's goal to ensure the public and our stakeholders are well informed and can get the information they need quickly and easily."

In November, Superintendent Sherri Ybarra consulted with Soholt Strategic Communications and asked them to conduct a communications review and make recommendations for areas to improve. Superintendent Ybarra and department directors received a verbal report from the reviewers in January.

"The findings confirmed what I've been hearing that communications is an area where we were under staffed and needs more attention including our website, social media, and serving internal and external stakeholders," Superintendent Ybarra said. "I am asking the communication team to take the report and make improvements."

Westfall joins the Department from the Nampa School District, where she is the Director of Community Relations. She worked for the district for more than 10 years. Prior to joining the district, Westfall was the Public Information Officer for the State Department of Education from January 1998 to July 2006. From September 1987 to December 1997, she worked as a reporter and editor for the Idaho Press-Tribune.

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