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Media Contact:
Kristin Rodine
Public Information Officer
208-332-6807
krodine@sde.idaho.gov

Superintendent Ybarra names new communications director

(BOISE) – Mary McFarland, a lifelong Idahoan with diverse experience in publishing, business and local government, will be Superintendent of Public Instruction Sherri Ybarra’s new communications director and press secretary, Superintendent Ybarra announced.

“I am delighted that Mary is joining my team,” the superintendent said. “With more than 20 years of management experience and excellent skills in communication and collaboration, she is a great choice to interact with stakeholders and the media, and to advance the goals and achievements of Idaho public education.”

McFarland starts work in the superintendent’s office on Thursday.

“I am honored to have been appointed by Superintendent Ybarra for this exciting opportunity,” she said. “I look forward to working with her team to advocate for her agenda and support Idaho’s educators and students.”

McFarland owned, edited and published the Eagle Informer, a monthly community magazine distributed throughout the city of Eagle, between 2008 and 2018, and for the next two years owned M Squared Specialty Roofing in Eagle.

She was elected to the Eagle City Council in 2011, served for four years and was chosen as council president. She worked as a local Realtor from 2008 to 2010 and earlier held management and sales positions in local businesses including a bank, a furniture store and a restaurant.

She grew up in Twin Falls, attended the University of Idaho and moved to the Treasure Valley in 1987.

McFarland replaces Karlynn Laraway, who left the department of education earlier this month to take a job in the private sector.

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Attached: Photo of Mary McFarland