

Kellye Crockett

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Intentional, action-oriented leader with a proven record of creating and implementing educational STEAM innovation seeks opportunity to lead a new team and new initiatives.

PROFESSIONAL EXPERIENCE

The Barstow School 2008-2022

Vice President of Innovation -- 2020 - 2022

Founding Executive Director of IDEA Space KC -- \$9 million, 32,000 sq. ft. regional K-12 STEAM Learning Center

Led strategic planning

- Convened and moderated five planning committees totaling over 50 members
- Guided visioning and mission statement creation process
- Coordinated structure of capital campaign with campaign director and president

Managed construction process

- Delivered \$7.9 M construction project on time and under budget
- Partnered with architects, construction, and engineering teams to solve daily challenges
- Ensured inclusion and belonging remained at the center of the work

Developed program structure

- Built trust with community partners for fundraising and program development
- Developed staff structure, coached and mentored four full-time and 20 part-time teaching staff and collaborated with a graduate research staff of six.
- Created summer, after school and co-curricular programs in collaboration with community partners

Directed financial oversight

- Created five-year pro-forma that estimated net revenue generation by year three
- Handled annual budget of \$300,000 year one
- Generated detailed budgets for furniture, tools, and equipment within construction process
- Worked in sync with business office during time of transition to ensure seamless processing

HIGHLIGHTS

- Led launch of IDEA Space KC: \$9M, 32,000 sq. ft. K-12 regional STEAM Learning Center from inception through opening.
- Built Barstow Global Online: Barstow's Online K-12 school
- Collaborated to develop Global Education program, traveling multiple times to China and working with colleagues in Vietnam, Ghana, and Turkiye

SKILLS

- Leadership development
- Inclusion, diversity and equity champion
- Strategic planning and goal setting
- Organizational change management
- Frequent organizational spokesperson
- System, process and people problem solver

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PROFESSIONAL EXPERIENCE CONT.

The Barstow School 2008-2022

Director of External Operations 2018-2020

Founding Director of Barstow Global Online –Barstow’s online K-12 school

- Created all systems, processes and policies for the school
- Led curriculum development with emphasis on engaging, joyful student learning experiences, aligned to Missouri learning standards
- Researched, evaluated and implemented online payment systems with specific focus on international integration
- Successfully hired and supervised remote teachers and course designers during global pandemic

Cultivated community partnerships in preparation for IDEA Space KC launch

- Using a Professional in Residence model, worked with community content experts to create and pilot two hybrid learning courses in Title 1 middle and high school summer 2020: Digital Video Editing and Build Your Own 3D Printer, serving 36 students.

Director of Admission, Marketing, and Communication – 2008-2018

Achieved 12% growth in enrollment over 10 years

- Increased student diversity from 23% to 32% school-wide
- Managed budgets totaling \$2 million annually
- Coached and mentored staff of six, decreasing attrition and increasing productivity
- Managed the school’s financial aid program awarding \$1.2 million annually

Championed critical role of strategic communications

- Successfully negotiated Communications position move into Senior Leadership Team
- Led initial branding of new school programs in online learning, global education, STEAM and multiple rebrandings for admission and Summer at Barstow
- Led multiple web and social media campaigns

Communications Coordinator

PREP-KC, Kansas City’s Partnership for Regional Educational Preparation

February 2005– August 2008

- Originated all facets of image creation and brand management for new educational non-profit working with urban schools
- Managed conception and creation of organization’s web site, promotional videos, publications and advertising
- Cultivated national and local media relations, including press releases, media inquiries, press conferences often in coordination with the Gates Foundation
- Coordinated and executed events for groups of 10-300

EDUCATION

University of Missouri
Columbia, Mo

Bachelor of Educational Studies, Fine and Performing Arts emphasis

Master of Arts-Journalism, Strategic Communications emphasis

VOLUNTEER EXPERIENCE

PARENT/FAMILY ADVISORY COMMITTEE FOR MENTAL HEALTH

Committee Member

Children’s Mercy Hospital
2023-present

BOARD MEMBER

What If Puppets
2022-Present

Treasurer, Vice-President, President, Past-President

MU College of Education
Alumni Board
2009 - 2017

CUBMASTER AND COMMITTEE MEMBER

Boy Scouts of America
2012 -- Present

ESL TUTOR

Bosnia refugee resettlement families

Refugee Services of Columbia, Mo

