NAME \_Alex Marrero\_\_\_\_\_\_\_INDUSTRY/SEGMENT \_\_Education\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**JOB TITLE OR FUNCTION** \_Assistant Superintendent of Curriculum and Instruction\_\_\_ **REPORTS TO** \_District Superintendent\_\_\_\_\_\_\_\_\_\_

**AGE** 48\_ **EDUCATION** \_\_ EdD of Educational Leadership, Master of Arts in Curriculum and Instruction, Administrator Endorsement, ESL Endorsement

**YEARS IN THIS JOB** \_2\_\_\_\_\_\_\_\_

**TECHNOLOGY USED** \_PC, Intel Core I5+, Touchscreen Laptop PC\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TECHNICAL PROFICIENCY

Novice \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Proficient \_\_\_\_\_XX\_\_\_\_\_\_\_\_ Expert \_\_\_\_\_\_\_\_\_\_\_\_\_

### Situation

A typical day in the life of your persona

* Leads and manages all district-level instructional coaching staff
* Develops, implements, coordinates, and evaluates instructional programs at all grade levels
* Maintains and evaluates the district’s professional development catalog
* Oversees beginning teacher mentorship and induction programs
* Leads district assessment programs

A typical interaction with your product

Alex is a decision-maker who works with the IT and finance department to collaboratively make a purchase recommendation to the superintendent for approval by the school board for district-wide technology purchases.

### Top of Mind Issues

* Supporting the changing requirements of face-to-face, hybrid, and virtual learning programs
* Creating an easily accessible professional development catalog for educators with a focus on equity, technology integration, and innovative pedagogical practices
* Developing and supporting computer science as a part of career and technical education opportunities for students
* Exploring information and resources for research-based best practices in supporting and mentoring beginning educators

### Other Information

What they read online and offline; member associations

(No info, need to learn from additional info)

Budget approval levels and ROI expectations

* Rapidly changing instructional needs of educators across the district
* State mandates on formal assessments
* Lack of adequate funding for instructional programs

How the persona is rewarded or motivated (compensation, bonus, commission, other recognitions)

(No info, need to learn from additional info)

Written By\_\_Alicia McCallen\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date\_\_\_04/25/2022\_\_\_\_\_\_\_\_\_\_\_\_\_