

Schull, Shyanne

From: [REDACTED]
Sent: Tuesday, May 7, 2019 1:30 PM
To: WEBTEAM; Schull, Shyanne
Subject: VOLUNTEER APPLICATION: Animal Services Advisory Board

Application for Animal Services Advisory Board

Additional Information:

Having represented the Washoe County community on the Advisory Committee for the last 2 years, I understand the requirements of the role and can continue the good work without a break for familiarization. I believe my marketing communications background together with my knowledge of local government, makes me an idea candidate. I have worked with animals (companion, large and exotic) in a volunteer capacity most of my adult life and believe I can be the voice of the voiceless.

Personal Information

Salutation

Ms

First Name

irene

Last Name

payne

Address 1

[REDACTED]

Address 2

City

reno

County

Washoe

State

nv

Zipcode

89511

Main Phone

[REDACTED]

Secondary Phone

Email Address

[REDACTED]

Contact Preference

email

Unsubscribe

Education Background

School Name

Guildhall University, London

Graduated

yes

Graduation Year

1990

Course Of Study

Marketing Communications, Public Relations

Degree Earned

masters, post grad diploma

Notes

I achieved 'Chartered' marketing status in the UK.

Professional Background

Employer

Washoe County School District

From Date

11/30/08

To Date

present

Status

full-time

Job Title

Chief of Communications and Community Engagement

Duties

I support the Washoe County School District's mission, vision, and core beliefs by delivering effective, authentic, two-way communication with all of its stakeholders. I am responsible for the District's internal and external communication efforts, media relations program, social media presence, brand management, marketing material production, and community engagement initiatives. I serve as an internal consultant to schools and other departments on communication-related issues, regularly partnering with other staff members to ensure communication needs for district-wide initiatives are met. I also provide media training and social media training to internal stakeholders. Additionally, I serve on the District's Emergency Response Team and handle internal and external communication for all emergency situations. I have also assisted the County with emergency communications. I am also responsible for Volunteer Services which 'manages' approx. 15,000 volunteers on an annual basis.

Awards and Honors

Honor

Leadership Through Communication

Honor Date

06/06/12

Details

Leadership Through Communication award is sponsored the National School Public Relations Association and the American Association of School Administrators. Received for exemplary efforts to enhance communication between schools, parents and the community the school district serves.

Honor

Represent the UK on a British government sponsored tour of Pakistan.

Honor Date

present

Details

I was one of 10 people chosen to visit Pakistan to represent the British government to address educational challenges and opportunities. I met with senior government representatives and officials.

Honor

Various awards from the local chapter of the Public Relations Society of America

Honor Date

present

Details

The Judges Choice award received in 2011 and 'Best in Show' award received 2018, were particularly meaningful.

Volunteer History

Agency

Animal Ark

From Date

present

To Date

present

Volunteer Title**Duties**

Docent Marketing and events Community outreach and promotion

Agency

various animal welfare agencies in the UK

From Date

present

To Date

present

Volunteer Title**Duties**

I have volunteered for animal organizations most of adult life.

Agency

Washoe County Regional Animal Services

From Date

present

To Date

present

Volunteer Title

Advisory Board member

Duties

Overall responsibility: To facilitate communications between community members and WCRAS to ensure that programs, operations and goals related to care and safety of animals are consistent with the needs of our community. On a practical level, I attend and participate in Advisory Committee meetings.
