

Schull, Shyanne

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**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

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**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

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**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**

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**Agency**

Animal Ark

**From Date**

present

**To Date**

present

**Volunteer Title**

**Duties**

Docent Marketing and events Community outreach and promotion

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**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.

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**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.

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