



McDermott, Rose <rmcdermott@natickps.org>

application for school committee vacancy

1 message

Leigh Hallisey [REDACTED]
To: schoolcommittee@natickps.org

Mon, Jun 3, 2019 at 4:56 PM

Dear Members of the Natick School Committee,

I am writing to express my interest in serving on the Natick School Committee, and to submit my resume for the current open seat.

My family moved to Natick in 2009, when my daughter was ready to start Kindergarten, because of the stellar reputation of the Natick Schools. Now that she is graduating from Kennedy Middle School next week, I can say for certain that NPS more than delivered on that reputation.

We have been thrilled with our daughter's education, and are looking forward to what we expect will be an incredible four years at Natick High. I was so impressed by the curriculum and step up nights, and the resounding message that the school genuinely cares about the academic and personal growth of the students.

To that end, I would like to serve on the School Committee to not only give back to the education system that I so strongly believe in, but to work alongside a group of Natick residents who are dedicated to ensuring that ALL of the needs--educational, emotional, physical, safety, mental health--of our families are taken care of.

I have been working in the educational field for over twenty years. I've been a college professor at Tufts and Boston University, and have been the Creative Director at FableVision, an educational media studio, for over ten years. FableVision makes educational games, interactives, mobile apps, animated films and graphic novels for the K-12 market, working with textbook publishers, museums, broadcasters, and educational companies.

Our projects span all content and curriculum, including financial literacy, math, science, civics, literacy, social emotional learning, and substance prevention. We work with common core standards across multiple disciplines, conduct focus groups with teachers and students, and strive to stay ahead of innovations and best practices in the education and child development fields.

I'm especially proud of our recent work with the Mass Attorney General's Office on Project Here, an app for middle school students, helping them develop key coping skills to avoid using drugs and alcohol. Just last month, "Isaac's Story," our project with the Mass Department of Mental Health launched, a graphic novel and animated film for middle school kids and families to understand and talk about mental health issues.

Both of these projects represent that kind of innovation, authenticity, and pedagogy that I would love to bring to the School Committee's discussions and decisions. While I have not served in a town elected position before, I am excited to explore this facet of civic engagement. I have attached my resume, and welcome the opportunity to interview for the position.

Thanks very much for your time and consideration.

Best,
Leigh Hallisey

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Creative Director



Skills

Creative Director with 10 years experience creating award-winning animation, stories, interactives, mobile/online games, and graphic novels, with a focus on kids and education. Specializing in creative conceiving, narrative and script writing, tween and teen audiences, diverse representations of race and gender.

Professional Experience

FableVision / Creative Director

September 2014-PRESENT, Boston, MA

- Work with/direct teams of artists, game designers, developers, and writers at educational multimedia studio to establish and develop client's creative and strategic vision for educational products; business development and client management
- Clients include Sesame Street, Jim Henson, Nickelodeon, Scholastic, National Geographic, The Smithsonian, PBS, MA Office of the Attorney General, MA Department of Mental Health
- Awards include Prix Jeunesse, Parent's Choice, MIP TV, Palm Springs International Film Festival Winner, Serious Play

FableVision /Marketing Director/Creative Strategist

August 2007-September 2014, Boston, MA

- Developed and implemented annual marketing plan, newsletters, press releases, conference materials, website content
- Business development, sales outreach, client management

The LIA Project/Co-founder and Creative Director

May 2002-September 2007, Boston, MA

- Co-founder and Creative Director of educational/entertainment production company focused on promoting girls in STEM

Boston University Photonics Center / Director of Marketing

September 1997-August 2007, Boston, MA

- Designed and developed website, marketing collateral, press releases, web copy for engineering research center and business incubator; managed PR firm and Annual Symposium

Academic Experience

Boston University College of Communication/Adjunct Professor

September 2000-May 2007, Boston, MA

Classes: Popular Culture, TV Comedy, TV Drama

Education

Additional College Classes: Tufts University Ex College, Bowling Green State University

Bowling Green State University/Master of Arts

September 1995-May 1997, Bowling Green, OH

Summa Cum Laude M.A. in Popular Culture specializing in Television Studies

Wellesley College/ Bachelor of Arts

September 1990-May 1994, Wellesley, MA

Magna Cum Laude B.A. in American Studies

Industry Conference Presentations/Panels

- FETC
- Games for Change
- ISTE