

# Shannon Lavery

## **PTA Leadership Profile**

Dedicated PTA leader, communications strategist, and education professional with experience serving at the local, council, and state levels. Honors graduate in Early Childhood Education with a professional background in special education support. Known for strengthening communication systems, supporting leadership development, and fostering welcoming, inclusive environments within PTA communities.

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## **Washington State PTA Service**

### **Communications & Graphics Contributor**

- Design digital graphics and promotional materials aligned with Washington State PTA branding standards
- Support statewide initiatives and advocacy campaigns through strategic visual communication
- Collaborate with leadership teams to strengthen engagement and consistent messaging

### **Awards of Excellence Judge**

#### *Website, Communications & Newsletter Categories*

- Evaluate PTA submissions using established rubric-based criteria
  - Assess clarity, accessibility, branding consistency, and communication impact
  - Provide objective feedback while maintaining confidentiality and fairness throughout the evaluation process
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## **Centennial Elementary PTA**

### **Communications Chair | Yearbook Chair | Board Member**

- Directed PTA communications strategy and digital presence
  - Managed Facebook page and launched Instagram and X platforms
  - Designed flyers, graphics, newsletters, and promotional materials
  - Helped to maintain PTA website and managed parent communication channels
  - Oversaw spirit wear branding and promotion and ordering.
  - Led yearbook design and production
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## **Bethel Area PTA Council**

### **Council Board Member- Communications**

- Support and mentor local PTA leaders across the district
  - Assist with leadership collaboration and training opportunities
  - Promote alignment with Washington State PTA mission and governance
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## **Professional Experience**

### **Paraeducator – Special Education Department**

#### **Bethel School District**

- Provide 1:1 and small group academic and behavioral support
  - Assist with implementation of IEP goals
  - Collaborate with educators and specialists to support student success
  - Maintain strict confidentiality and professional standards
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## **Education**

### **Associate of Arts – Early Childhood Education**

#### **Post University – June 2025**

- Graduated with Honors
- Dean’s List
- Phi Theta Kappa Honor Society

### **Licensed Cosmetologist – Arizona**

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## **Leadership Strengths**

- Objective evaluation and rubric-based assessment
  - Strategic communications and digital engagement
  - Ethical decision-making and confidentiality
  - Collaborative leadership and mentorship
  - Advocacy for inclusive, welcoming leadership environments
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