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WINDSOR UNIFIED SCHOOL DISTRICT
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Windsor Unified School District Hires Heather Bailey To Coordinate
District Communications

PRESS RELEASE

Windsor, California — Superintendent Jeremy Decker recently announced that Heather Bailey was selected as the Coordinator of District Communications, a newly-created position at Windsor Unified School District (WUSD), effective August 23. Bailey is most recently a Senior Editor at SoCoNews, previously known as the Editor of The Windsor Times newspaper.

Superintendent Jeremy Decker said, "Our search to fill this new role included a broad outreach locally and in the region. I knew Heather from her journalism work in Windsor, but also covering schools at my previous posting in Cloverdale. Her understanding of our district, her knowledge of education and schools, and her experience managing communications on a large scale, plus her experience and love of our local community, made her a great fit for this position."

Brooks Elementary – Cali Calmécac Language Academy – Mattie Washburn Elementary - North County Consortium
Windsor Middle School – Windsor High School - Windsor Oaks Academy – North Bay Met Academy

Bailey is excited to join WUSD, and enjoy a new stage in her career. “Being a journalist gave me a unique insight into our local Windsor community and all the amazing stories in it,” she said. “Every week as I covered the District, I had greater appreciation of the work being done here, and I’m excited to help them move that work forward in a new way and continue telling the story of our schools.”

This is a brand new position for WUSD, but arose from the recognition that a unified communication strategy would help keep staff, students, families, and the wider Windsor community accurately informed about everything happening in the school district. This need for a strong strategy has only increased with onset of the pandemic, as guidelines, information and needs change constantly as new guidance and information comes available. Duties will include internal and external communications, website and social media management, handling press and community inquiries about the District, and its programs and more.

Bailey is a long-time Sonoma County resident, who moved to Santa Rosa when she was 8. She has a Bachelor of Arts degree in Communications from George Mason University, with specializations in public relations and political communication with a minor in media criticism. As a journalist she has covered large international events like Olympics and World Championships, and equally important local news such as elections, school boards, and town councils. She has worked as a communications specialist and press staffer for local, national and international events, culminating in being the press officer and discipline chief in dressage and para-dressage for the 2010 World Equestrian Games. She began her communications career as Communications Manager for a Washington D.C.-area environmental consulting firm.

“Effective communication means keeping everybody on the same page,” Bailey said. “It means getting the facts to the people that need them, and, as much as possible, making sure no one feels surprised by policies, decisions or outcomes.”

Bailey lives in Santa Rosa with her husband John Strassburger and son Wesley on a farm that trains horses and raises Nigerian Dwarf goats and heritage breed chickens. She sees herself as a storyteller, and loves to tell the story of people doing amazing things, like what happens every day in Windsor schools.

Please join WUSD in welcoming Heather Bailey to her new role beginning August 23.

Windsor Unified School District is the only school district in Windsor, and is proud to represent the entire town, serving approximately 5,000 TK-12 students. Windsor is a vibrant, diverse community that takes great pride in its schools.

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