



LORAIN CITY SCHOOLS

Lorain Administration Center
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LORAIN CITY SCHOOLS – NEW COMMUNICATIONS TEAM WORKS TO IMPROVE CLARITY

LORAIN, OHIO – June 5, 2018 – Lorain City Schools is pleased to announce that the district has hired two coordinators to manage all communications both internal, and external, as well as develop a marketing strategy that better tells the story of the district. Eric Bonzar and Sarah Egan-Reeves each bring an impressive skill set that combined will comprise a team that increases the clarity of information and functionality of communication tools as well as shares the daily triumphs, large and small, our scholars and staff experience.

The district's first priority after developing The Lorain Promise, was to find the individuals who would be leading the initiatives. After chiefs, turn-around principals and deans were identified, attention was then turned to finding an individual or individuals who could effectively grasp the full scope of the district and tell the Lorain City School story as it moves forward with the Lorain Promise. Lorain City Schools has been without a communications director since December 2017, and during that time multiple groups were contracted to help fill the demands and needs of the district. CEO David Hardy, Jr. explains, "Before I arrived, there was a desire to expand the communications office beyond the role of a single communications director. Listening to the voices of our staff and community, we brought several amazing candidates in for a group-style 'fishbowl' interview. Upon observation of working styles and after the entire executive team met with them individually, it became clear that Sarah and Eric would be an amazing team to drive forward the commitment we have made to our scholars, staff and community."

Eric Bonzar, Marketing and Communications Coordinator

Eric is a lifelong resident of Lorain and 1994 graduate of Admiral King High School. After 15 years spent in the industrial and commercial automotive manufacturing industry, Eric enrolled in Lorain County Community College, where he graduated with an Associate of Arts-Honors Diploma in 2011. In 2013, Eric graduated summa cum laude from Cleveland State University where he earned a Bachelor of Arts degree, majoring in journalism and promotional communication. Since graduating, Eric has worked for his hometown newspaper, The Morning Journal, as a journalist. For the last five years, Eric's work has specialized in telling the stories of the community, and Lorain County's surrounding areas,



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through writing and photography. Eric currently resides on the city's westside with his wife of 16 years, Evlyn, and their two rescue dogs Khaleesi, a 6-year-old blue nose pit bull and Maynard, a 2-year-old Great Danebull mix. Eric will be managing event coverage, social media, graphic design and community communications.

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Sarah Egan-Reeves, Marketing and Communications Coordinator

Sarah began her career in 2004 as language arts and social studies teacher for the Parma City School District. Sarah has a Bachelor's degree in History from Kent State University and a Master's degree in educational administration from John Carroll University. She is currently finishing a Doctorate in Education from Concordia University with a dissertation focus on parental involvement. She left teaching in 2013 to work for a contractor servicing NASA's Glenn Office of Education as a program coordinator and evaluator. Sarah traveled all over the U.S. visiting STEM education programs and writing reports that told their stories. In 2017, Sarah founded the Cleveland Institute for Transformative Education (CITE), a non-profit dedicated to supporting innovative education through grants and research. Sarah is a lifelong resident of North Olmsted and is a trustee for the NOCS Education Foundation, a member of the North Olmsted Landmarks Commission and NOCS PTA Council President (2018-2019). Sarah and her husband, Tom have three children, Evelyn (8) and Lillian (3) and Marty (3). Sarah will be managing the internal and external communications systems, grant writing, marketing, and updating the district calendar of events.

Contact: segan-reeves@loraincsd.org

This summer, the new marketing and communications (MAC) team will work behind the scenes revamping the district's website and social media pages and routinizing internal and external communication practices. Community and staff feedback will be solicited via surveys and public meetings as to how communications can be improved to better meet the needs of scholars, staff, parents and the greater Lorain community. If interested in participating in a focus group please email ebonzar@loraincsd.org or segan-reeves@loraincsd.org.



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