



News Release

Iowa Association of School Boards®

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For Immediate Release

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IASB® Selects New Leader for Communications & Events Position



Des Moines, Iowa—The Iowa Association of School Boards (IASB) is pleased to share that we've selected Jen Woodley as the new Associate Executive Director, Communications & Events. Jen is currently serving as the Public Relations Coordinator with Great Prairie Area Education Agency (AEA). She brings 20 years of experience in communications, marketing, media relations, social media, strategic planning and leadership.

At Great Prairie AEA, Jen directed internal and external communication efforts and ensured quality and branding consistency across multiple platforms. As the PR expert serving 42 school districts, she played a pivotal role in developing crisis and strategic communication plans, branding packages, and website/social media strategies.

Additionally, Jen spent nine years developing event materials, graphics and signage for the Association of Educational Service Agencies while at Great Prairie.

Jen will serve as IASB's expert on communications, media outreach and public relations. She will oversee Annual Convention and events planning, lead the communications and events team, and serve on the leadership team.

Jen holds a Bachelor of Arts in Communications from Central College and a Master in Business Administration from St. Ambrose University. She will begin at IASB on May 7, 2024.

IASB is a nonprofit membership organization representing Iowa's 325 public school districts, nine area education agencies and 15 community colleges.

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