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## **Tucson Values Teachers Elects New CEO, COO**

***New roles align TVT leadership with business partners; continues commitment to attract, retain and support Southern Arizona teachers to impact economic health of the region***

**TUCSON, Ariz. (Jan. 18, 2017)** -- The board of directors of Tucson Values Teachers has elected Tucson business leader and its founding board chair, Colleen Niccum, as its new Chief Executive Officer and Katie Rogerson, TVT's interim executive director, as Chief Operating Officer.

"These new roles align TVT leadership with its key business partners and funders and reflects the level of importance we place on working together to improve education by ensuring quality teachers for every Southern Arizona classroom," said Marian Salzman, TVT's outgoing executive chair who will continue as a board member and chair of its Development Committee. During her two-year volunteer tenure, Salzman instituted the first statewide teacher satisfaction survey and shared the results at a high profile community forum called *Let's Talk Ed: Teacher Workforce* that drew national, state and local business, education and community leaders. She also brought innovative changes to TVT programs, including a large-scale cash card giveaway that delivered \$238,000 worth of supplies to help teachers fund classroom expenses.

"TVT has been instrumental in shining the light on the teacher workforce crisis faced by the state while providing tangible benefits to support teachers working in Southern Arizona classrooms," Niccum said. "We are pleased to see that the issues impacting teachers have been elevated to a top priority by the Governor, the Arizona Department of Education and key education and business groups across the state, and look forward to helping lead efforts to drive statewide improvements."

Niccum previously served as Vice President of Education Policy for the Southern Arizona Leadership Council, which established TVT, where she was responsible for supporting the education agenda of SALC's 140 CEOs and business leaders who recognize the critical role education plays in the economic prosperity of a community. Prior to joining SALC, she retired from Raytheon Company following a 30-year career as a communications executive. Niccum was the founding board chair of TVT and was instrumental in working with the UA College of Education to create Teachers in Industry, one of TVT's signature programs. She also serves on the board of directors of Expect More Arizona and the UA College of Education advisory board.

Katie Rogerson has served as TVT's interim executive director, as well as director of marketing and outreach, and as COO will manage operations and lead TVT's signature programs and initiatives. Rogerson brings 16 years of nonprofit management expertise to her role, and serves on numerous education committees, including the UA College of Education's Professional Preparation Board and the Arizona Department of Education's Educator Retention Task Force. Rogerson has held positions with local education nonprofits Arts Integration Solutions and the Opening Minds through the Arts (OMA) Foundation in TUSD, and is the former president and long-time board member of KXCI Community Radio. Rogerson is a 2014 "40 Under 40" honoree and a member of the Greater Tucson Leadership Class of 2017.

"We look forward to expanding our work and impact in ways that aid districts and schools in attracting and retaining teachers, while supporting efforts to address teacher pay and other issues that impact teacher turnover rates," Rogerson said.

Findings from TVT's 2014 teacher survey point to a number of critical factors that are fueling Arizona's teacher crisis. Teachers in Arizona are among the lowest paid in the nation, with those in Tucson earning up to 32 percent less than the national median. Less than half reported satisfaction with their teaching career, and only one in five would recommend teaching as a career. Turnover rates continue to be high with more than 50 percent leaving the field in the first five years. This year, Arizona schools reported more than 2,000 vacant teaching positions at the start of the school year.\*

Ron Shoopman, CEO of SALC, founding TVT board member and member of the Arizona Board of Regents said, "We credit the work of TVT for today's heightened awareness of the challenges faced by Arizona's teachers and will continue working to ensure that our state becomes a magnet for the best teachers in the nation. SALC remains committed to the success of TVT in this endeavor."

### **About Tucson Values Teachers**

Tucson Values Teachers (TVT) is a regional initiative determined to engage the southern Arizona community in not just talking about the importance of education but also taking action to attract, retain and support teachers. The organization recognizes the critical role teachers play in student achievement and the vital influence they have on Tucson's future. For more information and to support TVT, visit [tucsonvaluesteachers.org](http://tucsonvaluesteachers.org) or call (520) 327-7619.

### **About Southern Arizona Leadership Council**

Founded in 1997, the Southern Arizona Leadership Council is an organization of 140 senior business and community leaders. The mission of SALC is to improve greater Tucson and the State of Arizona by bringing together resources and leadership to create action that will enhance the economic climate and quality of life in our communities to attract, retain and grow high quality, high wage jobs. For more information, visit [salc.org](http://salc.org).

*\*Arizona School Personnel Administrators Association*