

# Kevin K. Hendrick

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## Education

**Master of Education, 2005**  
**University of South Florida**  
Educational Leadership

**Bachelor of Arts, 1997**  
**University of South Florida**  
Social Science Education

**Master of Arts, 2000**  
**University of North Carolina-Chapel Hill**  
Exercise and Sport Science

## Florida Professional Certifications (current)

**School Principal (all levels)**  
**Social Science (grades 6-12)**

## Executive Leader with Proven Outcomes and Results

- Expanded access, opportunities, and success for early learning through partnership with the Early Learning Coalition and Head Start. Pinellas County Schools now has over 150 Voluntary Pre-Kindergarten (VPK) programs and three Head Start programs which resulted in increased enrollment of nearly 500 students. Florida Kindergarten Readiness Screener (FLKRS) results in 2022 place Pinellas students as the highest performing district of the ten largest districts in the state and the top five of all 67 school districts (10 points above the state average).
- Increased graduation rate to 92% in 2022 and, since the 2019-20 school year, the district has earned the highest graduation rate among the ten largest districts in the state.
- Increased district grade by 46 points during tenure from earning 613 to 659 points within the state grading system.
- Identified the need for and led a comprehensive literacy audit to assess and strengthen the elementary curriculum. Engaged teachers, instructional coaches, school, and district leaders in a thorough process with an external partner. As a result, redesigned district curriculum guides support for students, training, and resources for teachers were developed and implemented.
- Led the implementation of the Reading Recovery program that now serves 14 schools with 45 teachers. The first-grade reading program works with struggling readers to provide one-on-one instruction to ensure grade-level reading by the end of first grade. In 2020-21, forty-nine percent of first-grade students at Reading Recovery schools scored above the 40th percentile on the Winter MAP, a 17% increase.
- Spearheaded the creation of Centers for Literacy Innovation at two elementary schools and one middle school which serve students who have dyslexia and/or a specific pattern of reading difficulties. This programming has become a state model.
- Led significant expansion of gifted programs including the development of new Centers for Gifted Studies at two elementary schools and one middle school. Awarded five-year, \$2.4 million Javits grant to implement gifted programming and expand the Talent Development program.
- Developed and implemented Elevating Excellence, a program to provide high-achieving students and their families a personalized path to college success. Implemented school year and summer programs to improve college matches, college test preparation, and college advising. Through partnership with Pinellas Education Foundation, Richard O. Jacobson Foundation and Helios Education Foundation received over \$3 million to implement Elevating Excellence initiatives which include the implementation of College and Career Centers at all high schools in the district and has served over 10,000 students since the inception of the program in 2017-18 school year.
- Created the Summer Career Acceleration Program (SCAP) and the Career Awareness Leadership Forum which engages over 350 high school students annually by connecting them with more than 100 business partners across Pinellas County to develop employability skills, provide paid internships/apprenticeships and build financial literacy for students.
- Developed and implemented PCS Connects, a one-to-one device initiative that provides computer and internet connectivity to every student in Pinellas County. Extending the school day through fluency practice and the innovative Level Up program has led to digital resources that resulted in 100 percent of the 110,300 district users (students, teachers and administrators) accessing online applications through Clever. This included over 45.4 million student log-ins and over 3.9 million teacher log-ins during the 2020-21 school year.
- Continuously engaged stakeholders including families and community at the school and district-level through ongoing convenings to share information and gather feedback on programming and student achievement. Examples include: Independent Citizen's Referendum Oversight Committee (ICROC), Pinellas Education Foundation Board of Directors, Career Academy advisory boards, PTA/PCCPTA, School Advisory Councils, Pinellas County Teachers Association, Pinellas Educational Support Professionals Association, Concerned Organization for the Equality of Black Students (COQEBs), NAACP Education Committee, Arts for a Complete Education, St. Pete's Promise, Leadership pipeline and Council of Great City Schools.

## Educational Leadership Experience

### **Associate Superintendent, Teaching and Learning Services (June 2017- Present), Pinellas County Schools (FL)**

**Chief academic officer for one of the 30 largest school districts in the country.**

#### **Curriculum and Instruction**

- Lead teams in the development and implementation of the academic programming, curriculum, instruction and assessment for Pre-Kindergarten, all content areas in grades K-12, career and technical education, exceptional student education (ESE), English Learners (EL), gifted learners, visual and performing arts, adult education, and accredited technical colleges.
- Direct and manage the expansion of programming across the district which engages students, aligns academic needs and provides access for all students to rigorous curriculum and in-demand postsecondary opportunities.
- Administer academic components of the district Bridging the Gap plan to close achievement gaps among black and nonblack students.

#### **Innovation and Partnership**

- Serve and work collaboratively with external partners (e.g., Pinellas Education Foundation, University of Florida Lastinger Center, Helios Education Foundation, and LEAP Tampa Bay) to design and implement innovative opportunities and partnerships that impact student outcomes and experiences.
- Lead the academic development of PCS Connects and Level Up which provide digital devices and instructional resources for all students to extend learning beyond the school day.
- Spearheaded district transition to remote instruction throughout the global pandemic including providing curriculum resources and model lessons for all content areas through a learning management platform. This work ensured learning continued while also creating systems to reimagine and expand how students and teachers engage in teaching and learning.

#### **Talent Development**

- Grow, support and supervise over 200 professional and support staff members across all academic content, digital learning and student assignment departments.
- Oversee all school leader and teacher professional development for curriculum and instruction, including district-wide professional learning days for 7,000+ instructional staff members.

#### **Fiscal Oversight**

- Management and oversight of over \$200 million in annual, non-personnel academic funding (operating and grant) including ESSER/ARP, Supplemental Academic Instruction (SAI), K-12 Reading, IDEA, Discretionary Education Services, Title II, Title III, and Title IV.
- Lead district efforts and facilitate the Independent Citizen's Referendum Oversight Committee (ICROC) of \$40 million (annually) voter-approved referendum that directly supports teacher salaries, reading, technology, and the arts.

#### **Operations**

- Critical member of the district Executive Leadership Team contributing to strategies and decisions that include the annual budget, academics, transportation, school start times, calendars, food service, building operations, safety and security, and administrative interviews.
- Lead multi-department collaboration to ensure class size averages in every school are met each year.
- Hurricane Command Center lead, including during Hurricane Irma when 26,000 Pinellas residents were served in Pinellas County Schools shelters.
- Worked collaboratively with the Transportation Department to pilot multi-age bussing and floating bell times to improve transportation efficiency.

### **Principal, Northeast High School (2008-2010 and 2012-2017), Pinellas County Schools (FL)**

**Academic and operational leader of traditional, neighborhood high school with four career academy programs serving over 1,800 students.**

- In first year as principal at NEHS, improved Florida school grade from "D" to "C," becoming the only high school of all 16 Pinellas County high schools to improve its school grade during the 2008-2009 school year. During the second year, the school grade improved from "C" to "A," earning the first "A" in school history. Subsequent years saw academic achievements consistently above similar schools. In final year as principal NEHS earned a "B."
- Led Northeast High School to a 90% graduation rate and earned the highest schoolwide Value-Added Model (VAM) score for all 16 Pinellas County Schools two years in a row (2015-17).
- Named an AVID National Demonstration School in January 2015, just the fourth high school of its kind in Florida and among the top 1% of AVID schools nationwide. Served as a national facilitator for other schools and administrators in Leadership for College Readiness and AVID implementation.
- Established new college and career pathways, including local and nationally recognized career academies through both National Career Academy Coalition and National Academy Foundation.
- Engaged in community outreach for student mentors, business partners, career academy advisory board members, and parent achievement groups. Northeast had more Take Stock In Children recipients than any high school in PCS and over 100 business mentors that regularly met with students. Multiple business partners were awarded district business partner of the year during tenure, including Achieva Credit Union, Raymond James, and Jabil.
- Consistently achieved high levels of stakeholder satisfaction from students, staff, parents, and community members as measured by school climate surveys.

## Additional Instructional Leadership Positions

### Pinellas County Schools (FL)

Director, High School Education (2010-2012)  
Acting Assistant Principal/Administrative Team Member, Dunedin High School (2005-2006)  
Athletic Director and Activities Coordinator, Dunedin High School (2004-2006)  
Teacher- Social Studies, Boys Basketball Coach, Dunedin High School (1999-2006)  
Teacher- Mathematics (Drop-out Prevention), Pinellas Park High School (1997-1998)

### Manatee County Schools (FL)

Assistant Principal for Curriculum, Palmetto High School (2006-2008)

## Leadership In Action

### Sample Communication Examples

[The "Not So Easy" Choice](#), Authored AVID Blog, July 2014

[Reading Recovery Kick-Off](#), Overview Video, Summer 2019

[District Administration](#), District of Distinction Model District Showcase Article, January 2020

[Overview of B.E.S.T. Standards and College and Career Centers](#), PCS Journal Interview, March 2020

Stakeholder Communication Examples, April 2020

[Message to Instructional Staff and Leaders](#)

[Message to Families](#) (see minute 1:12)

### Recent Presentations and Panels

September 2021	Moving from COVID Recovery to Academic Acceleration (Panelist) <i>Florida Association of District School Superintendents</i>
September 2021	Innovative Strategies to Move My District Forward (Presentation) <i>Florida Association of District School Superintendents</i>
March 2021	Closing the Gender Gap: Focusing on Literacy for Boys (Presentation) <i>Florida Legislature, House Subcommittee on Education</i>
December 2020	National EduJedi Gathering Winning Innovators (Panelist) <i>The Learning Counsel</i>
January 2020	District of Innovation Showcase: Personalized Learning Pathway (Presentation) <i>Future of Education Technology Conference</i>

### Selected Awards and Recognition

2020	District Administrator of the Year, Pinellas Association of School Administrators
2017	State Principal of the Year Finalist (one of three principals in the entire state)
2017 2016	PCS Principal Achievement Award for Outstanding Leadership, district representative in Florida Principal of the Year program
2016	Governor's Shine Award for contributions to the field of education
2015	Principal Leadership Award, Principal's Multicultural Advisory Committee Program
2010	Distinguished Service Award, Pinellas County Teachers of Mathematics
2009	Key to City of St. Petersburg recipient
2004	Dunedin High School Teacher of the Year

## Professional Organizations and Partnerships

2019- Present	Impact Florida, Cadre Leader for State-wide Collaboration St. Pete's Promise, Mayor's Education Advisory Group Grow Smarter Leadership Alliance, St. Petersburg Chamber Economic Development
2017- Present	Council of the Great City Schools, Chief Academic Officer Cadre LEAP College Access Network, Leadership Council Member Florida Organization of Instructional Leaders, Member and Participant
2012- Present	Advancement Via Individual Determination (AVID) Professional Development Facilitator (2012-2020) AVID Florida Principal's Council (2012-2017) AVID District Leader Advisory Team (2018-Present)

## Personal Service Affiliations

2016- Present	Northeast Little League: Volunteer Coach
1995- Present	Diocese of St. Petersburg: Various volunteer positions including Stewardship Chair for parish and parish lead for Diocesan long-term planning process
1995- Present	Regular community volunteer engagement including Habitat for Humanity, Metropolitan Ministries, and One Blood Services

## References

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