



Branch Alliance
for Educator Diversity

NEWS

Nov. 6, 2020

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For Immediate Release

A National Non-Profit Executive and Entertainment Media CEO Join the Branch Alliance for Educator Diversity Board

AUSTIN, TEXAS — A national non-profit executive and an entertainment media and marketing head recently were appointed to the Board of Directors for Branch Alliance for Educator Diversity (BranchED), the innovative organization that works with educator preparation programs at Minority Serving Institutions (MSIs).

National Public Education Support Fund (NPESF) Executive Director **Frank London Gettridge, Ed.D.**, and Original Media Ventures (OMV) Chief Executive Officer and Founder **Kathryn Schotthoefer** have taken seats on BranchED's Board of Directors, bringing a broad range of experiences and insights during a crucial time that includes an ongoing global pandemic and economic uncertainty around the country.



"In Frank and Kathryn, we have garnered the expertise of a renowned national public school educator and community collaborator, as well as one of the nation's leading marketing and communications minds," BranchED Board Chairman Curtis Martin, Ph.D., said adding, "I know they will be thoughtful and creative contributors to BranchED's work toward diversifying the teaching profession and addressing the educational equity issues that too many school districts face daily."

"We are so excited to continue to bring individuals onto the board, who not only share our passion for BranchED's mission, but who also are willing to roll up their sleeves to help guide the organization in a responsible way," Cassandra Herring, Ph.D., BranchED president and chief executive officer said.

An educator who has dedicated his career working to improve the lives of the most vulnerable children and families, Dr. Gettridge has spent more than 25 years working in education, achieving great success as a teacher, childcare center director and principal, as well as multiple roles in philanthropy.

In leading NPESF, a family of networks working together to improve public education, Dr. Gettridge manages a growing number of funder learning communities and collaboratives. Even before he was named Executive Director, he played a significant role at the organization -

actively participating in the Education Funder Strategy Group and co-chairing its Racial Equity Working Group, and engaging in the Partnership for the Future of Learning.

Previously, Dr. Gettridge has served as National Lead of Program Strategies at the W.K. Kellogg Foundation and was an elementary school principal in the Chicago Public Schools. He earned his doctorate of global education from the University of Southern California, master's degree in child development from the Erikson Institute in Chicago, IL, and bachelor's degree in early childhood education from Morris Brown College (an HBCU) in Atlanta, GA.

With experience on both the agency and client side developing strategic, creative and effective programs for global leaders in the entertainment, technology, and nonprofit sectors, Ms. Schotthoefer's firm is focused on scaling diversity of creative voices in entertainment, media, and advertising by building new pipelines and creating opportunities for success through education, mentorship, and investment. OMV clients and partners include National Geographic, Nike, and Twentieth Century Fox. Ms. Schotthoefer serves as senior advisor to **Plus1.org**, which empowers performing artists to raise funds and awareness for nonprofits working to promote equity and access for all.



Previously of film studios such as Warner Bros, Twentieth Century Fox, and New Line Cinema, and former President of M&C Saatchi's boutique creative agency Heavenspot, which partnered with major entertainment and lifestyle brand clients on integrated digital strategy, product launch strategy, social media strategy, social media marketing, social media management, product development, research and fan analysis, and enterprise-level social strategy consulting. Ms. Schotthoefer has worked with clients to include Netflix, Disney, NBC/Universal, Goldenvoice (Coachella), Hulu, Amazon and Warner Bros.

Ms. Schotthoefer earned her bachelor's degree (Magna Cum Laude) from the University of Colorado Denver.

About BranchED

Based in Austin, Texas, Branch Alliance for Educator Diversity is the first and only non-profit organization in the nation dedicated to strengthening and growing educator preparation at Minority Serving Institutions, with broader goals of both diversifying the teaching profession and intentionally addressing critical issues of educational equity for all students. BranchED recently expanded its reach into K-12 by supporting principal coaching and training, also with a focus on advancing equity for all students.