Applicant
Katherine Czukas

Why do you want to be on the Board of Education for Academy District 20?
There is a short term gap in board membership before the November 2027 election. The board must run an effective search and on-boarding process for the next Superintendent before that election. Our district's next Superintendent must be well qualified to lead a large, high-performing district effectively through a period of change. I am one of the most prepared members of the public (without family ties to district staff) who can fully participate in this search process given that I've been actively involved in the prior search process and attended board meetings regularly for the past 5 years. I'm fully up to speed on the nature of board meetings and board decisions.

What would be your top 3 priorities if you joined the ASD20 Board of Education?
This appointment will last until early December 2027. My priorities would be to 1) to ensure that capital projects at all public school sites funded by the 2025 bond issuance have a plan to be quickly and safely completed without interrupting learning and community, including those on USAFA; 2) to continue communications to the residents in El Paso County about the district's stellar academic achievements, at an overall and site level, and to reassure this audience about the efforts to close the limited number of achievement gaps. Relatedly, I'd prioritize communicating how parents of current public school students can understand the specific information about their own students' academic assessments; and 3) to secure alignment among fellow board members and the ASD20 administration on using state and local funding sources to ensure sufficient financial resources for the district over the next 3-5 years. For example, we have an opportunity to bring over $20 million into the district's budget by next summer and board member encouragement can help this matter. I'm happy to elaborate on each of these during the interview.

Which Board policy do you believe should be changed/removed/updated and why?
As I have stated publicly at prior board meetings since 2024, I strongly believe that board governance policy 4.9 is out of alignment with both the needs of the district and with the sub points within policy itself. To me, it seems that this policy is documenting the 2024 decisions about the current calendar of Board Meeting dates. My contention is that there needs to be two distinct meetings which board members are required to attend in June. One which must be widely announced in advance to all community residents living in the boundaries of Academy District 20. If there is a desire to only have public board meetings during only 11 months of the year, then any one month "hiatus" should better reflect the district's fiscal year and board's decision calendar for annual matters. I suggest that the

hiatus should be in January, not in July. In my experience, the board's input is required on a number of ad hoc items in the summer months. The lack of a public board meeting in July has been a detriment to having the community and administration move forward. In addition, without a public board meeting in July, policy 4.9.2 cannot be successfully executed with all board member input. A January hiatus allows for free time for newly elected board members to get up the learning curve about the district using resources only available to elected board members, without burdening staff to also prepare for a January board meeting.

Please list any committees, associations or other roles you have had within school is ASD20, or schools outside of our District.
District Committee Member Participated in site-specific and district-wide committees: School Accountability Committee (9 years, 3 years parent co-chair), Parent Sounding Board (9 years), Start/End Times Committee (1 year), District Technology Advisory Committee for AI policy (1 year). Citizens Committee Member Organized community support for ballot initiatives to improve Academy District 20 school funding: 2023 'Yes for D20' Mill Levy Override Campaign Committee. 2024 'Yes on 4B' Bond Campaign Committee Spoke to voters. Trained volunteer canvassers. Provided guidance to paid marketing consultants about effective use of community-sourced funds. In-School Volunteer - [redacted] Elementary, [redacted] Middle, [redacted] High Background checked volunteer, participating in various elementary, middle and high school activities. PTO member (6 years), World Tour Day presenter (5 years), field trip chaperone (4 years), library circulation volunteer (3 years), Parent Partners member (3 years), Parent Council member (3 years), PTO Board Secretary (2 years), student store cashier (2 years), writing small group leader (1 year), NDSA Speech/Debate judge (2 years) Community Education Volunteer In addition I assist with community youth theater groups across El Paso County in which many participating Pikes Peak area homeschooling families incorporate into their students' educational experience. I volunteer weekly as a math tutor at Library 21C where I coach K-12 students from area public, private, charter schools explaining concepts in a way that is consistent with their math curriculum and their parents' desires.

If you have students in the district, which school(s) do they attend?
N/A

Outside of education, what are you most passionate about/what motivates you?
Encouraging all to participate in the sport of soccer from age 3 to age 83.

KATHERINE M. CZUKAS

PROFESSIONAL EXPERIENCE

KMC INSIGHTS CONSULTING, LLC, Colorado Springs, CO 2013 – **President**
Leader who delivers strategic insights to large enterprises based on primary and secondary research.

- Design, manage, and deliver $50,000 - $200,000 strategic consulting engagements to understand technology decision makers, users, and developers across their journeys of evaluating, licensing, purchasing and using on-premises and cloud products and services.
- Moderate in-person and online focus groups in the US and UK. Conduct one-on-one executive interviews. Design and analyze quantitative surveys. Design and deliver insights-focused presentations.

EL PASO COUNTY CLERK AND RECORDER, Colorado Springs, CO 2020 – **Election Judge**
Use confidential Colorado database systems to register voters, update personal information, and issue precinct specific ballots at Voter Service and Polling Centers during county-administered elections.

OFFICE OF ADMISSION, COLORADO COLLEGE, Colorado Springs, CO 2021 – **Data Processor**
Assemble and validate confidential personal information of first year and transfer applicants. Correspond with students, teachers, counselors on the application process during the admission season.

LUCE RESEARCH, Colorado Springs, CO 2023 – **Interviewer**
Conduct one-on-one phone-based surveys on opinion research topics on an occasional basis.

SCHIRESON ASSOCIATES (now KNOWN GLOBAL), New York, NY 2009 – 2013 **Director of Strategic Projects**
Led market evaluation, marketing strategy, brand positioning, and messaging advisory engagements for a boutique marketing consulting firm. Solely responsible for design, project management, analysis, and reporting.

- Executed $25,000 - $1,000,000 global primary research projects delivering customer/channel insights.

MONITOR GROUP (now **MONITOR DELOITTE**), Cambridge, MA and Chicago, IL 1996 – 2008 **Consultant (Director Level)**
Led market evaluation, marketing strategy, and brand positioning advisory engagements for a global professional services firm. Managed, coached, and developed direct reports and project teams.

- Designed and led work-streams of $200,000 - $2,000,000 strategic consulting engagements.
- Created trademarked frameworks used in over 700 marketing strategy engagements, accelerated client's growth by 1.5-2x historical rates, and enabled $500 million in consulting revenues over 10 years.
- Created software for rapid statistical analysis of survey research. Transitioned software to web-based commercial offering successful in market for 20+ years (Marketsight, now owned by Dynata).
- Designed a rapid-turnaround brand assessment venture, BrandMonitor® Diagnostic. Defined data requirements, metrics, and graphical information presentation. Oversaw start-up of operations.

NORTHWESTERN UNIVERSITY, Evanston, IL 1992 – 1996 Lecturer in Labor Economics and Development Economics
Research and Teaching Assistant in Econometrics

RELEVANT VOLUNTEER EXPERIENCE

Academy School District 20 Volunteer, Colorado Springs, CO 2014 – **District Committee Member**
Participate in site-specific and district-wide committees: School Accountability Committee (9 years, 3 years parent co-chair at [redacted] High School), Parent Sounding Board (9 years), Start/End Times Committee (1 year), District Technology Advisory Committee - AI policy (1 year).
Citizens Committee Member
Organized community support for ballot initiatives to improve Academy District 20 funding: 2023 'Yes for D20' Mill Levy Override Campaign Committee. 2024 'Yes on 4B' Bond Campaign Committee. Spoke to voters. Trained volunteer canvassers. Provided guidance to paid marketing consultants on how to reach voters effectively using community-sourced funds.
In-School Volunteer
Background checked volunteer assisting in various elementary, middle and high school activities. PTO member (6 years), World Tour Day presenter (5 years), field trip chaperone (4 years), library circulation volunteer (3 years), Parent Partners member (3 years), Parent Council member (3 years), PTO Board Secretary (2 years), student store cashier (2 years), small group writing coach (1 year), NDSA Speech/Debate judge (2 years)

Community Theater Volunteer, Colorado Springs, CO 2018 – **Academy of Community Theater, Elevate Productions, Fine Arts Center, Starz Theater Company** Enable the "show to go on" in front of house and back of house capacities. Create and execute publicity and sponsorship strategies with production leadership. Assist with ushering and merchandise sales. Design, source. and create props. Build and transport sets. Manage youth cast members backstage during performances.

Animal Care Volunteer, Colorado Springs, CO 2021 – **Humane Society of the Pikes Peak Region**
Care for dogs and small rodents at shelter. Assess animal behavior. Assist the public with adoption.

Library Volunteer, Colorado Springs, CO 2024 – **Pikes Peak Library District (Library 21C), COS Reads (Rockrimmon Interim Library)** Provide math tutoring services. Organize donated materials. Set up library card accounts. Answer questions.

Troop Cookie Inventory Volunteer, Colorado Springs, CO 2017 **Girl Scouts of America, Troop #[redacted]**
Managed cookie inventory. Reserved booth times at local businesses. Ensured success of the fundraiser.

EDUCATION

NORTHWESTERN UNIVERSITY, Evanston, IL
M.A. Economics
Coursework and examinations completed for Ph.D. in the fields of Econometrics, Development, and Labor

UNIVERSITY OF CALIFORNIA AT BERKELEY, Berkeley, CA
A.B. Economics and Applied Mathematics