

**FOR IMMEDIATE RELEASE**

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**Verjeana McCotter-Jacobs, Esq., Appointed as the New Executive Director and  
CEO of the National School Boards Association**

Alexandria, VA – The National School Boards Association (NSBA) is pleased to announce the appointment of Verjeana McCotter-Jacobs, Esq. as its next Executive Director and CEO, beginning July 1. With more than 30 years of experience in education, law, and public safety, McCotter-Jacobs is poised to lead NSBA in its mission to support and advocate for public school students across the nation.

Dr. John Heim, the outgoing CEO of NSBA, expressed his confidence in the selection of McCotter-Jacobs. "I am thrilled to pass the baton to Verjeana as she takes on this critical role," Heim said. "Her dedication to ensuring high-quality education for every child aligns perfectly with NSBA's vision, and her proven track record of leadership will undoubtedly contribute to the association's continued success."

McCotter-Jacobs brings extensive leadership experience in the education sector, having served as Chair of the Board of Education for Prince George's County Public Schools in Maryland — one of the nation's largest school districts — for more than a decade. During her time as a school board member, she served as president of the Maryland Association of Boards of Education and Chair of NSBA's Council of Urban Boards of Education (CUBE), demonstrating an unwavering commitment to promoting excellence and equity in education and working tirelessly to enhance educational outcomes for all students. During her time on the school board, McCotter-Jacobs worked for more than 20 years for the Prince George's County Department of Corrections, retiring as the Division Chief of the Office of Professional Responsibility and Legal Affairs at the rank of Lieutenant Colonel. She maintains license to practice law in Maryland and the District of Columbia.

McCotter-Jacobs began her tenure at NSBA in 2017, leading the organization's change around member engagement, as well as building upon the organization's progress in member services, equity, and social justice to identify discriminatory practices, prejudices, and beliefs in education policy. Under her leadership, NSBA's CUBE experienced triple-digit growth. She was named NSBA's Chief Transformational Officer in 2020 and Deputy Executive Director in August 2022.

NSBA President Kristi Swett also expressed her enthusiasm for McCotter-Jacobs' appointment. "Verjeana's passion for education, combined with her strategic thinking and collaborative

approach, make her an ideal choice to lead NSBA. I am confident that under her guidance, we will strengthen our advocacy efforts, amplify the voice of local school boards, and advance educational opportunities for students nationwide.”

As the Executive Director and CEO of NSBA, McCotter-Jacobs will oversee the association’s operations and initiatives, working closely with state associations of school boards, as well as local school board members, school law attorneys, education professionals, and policymakers to shape education policy, drive innovation, and promote effective governance at the local level.

“I am honored to have been selected as the next Executive Director and CEO of the National School Boards Association,” McCotter-Jacobs said. “I am deeply committed to empowering school boards and collaborating with educators, community members, and parents to ensure that all students have access to a high-quality education. I look forward to working alongside the NSBA team and our dedicated members to advance educational equity, foster student success, and create meaningful change in our education system.”

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Founded in 1940, the National School Boards Association (NSBA) is a non-profit organization representing state associations of school boards and the Board of Education of the U.S. Virgin Islands. Through its member state associations that represent locally elected school board officials serving millions of public school students, NSBA advocates for equity and excellence in public education through school board leadership. We believe that public education is a civil right necessary to the dignity and freedom of the American people and that each child, regardless of their disability, ethnicity, socio-economic status, or citizenship, deserves equitable access to an education that maximizes their individual potential. Learn more at [www.nsba.org](http://www.nsba.org).