



**National Association of  
School Superintendents**  
United in Common Purpose: Each Other's Success

## **Dr. Matthew J. Link**

**Northern Lehigh School District  
Slatington, Pennsylvania**

### **INTRODUCTION**

**Dr. Matthew J. Link is a forward-thinking educational leader committed to fostering collaboration and ensuring that every student has a clearly defined pathway to academic, social, emotional, and college and career readiness. With nearly three decades of progressive leadership experience, he serves as Superintendent of the Northern Lehigh School District and Superintendent of Record for the Lehigh Career & Technical Institute.**

**Recognized for his systems-oriented approach, Dr. Link emphasizes collaboration, capacity building, and continuous improvement. His leadership focuses on creating the conditions in which students and staff can thrive while aligning daily work to a shared vision of excellence and equity.**

#### **Education**

**Dr. Link holds a Doctor of Education in Leadership & Learning in Organizations from Vanderbilt University, along with a Certificate in Advanced Educational Leadership from Harvard University. He earned his Master of Education from Lehigh University and a Bachelor of Arts in Political Science from DeSales University.**

**A nationally certified superintendent through AASA, he also holds a Superintendent Letter of Eligibility, Supervisor of Special Education certification, and instructional certifications in both mental and physical handicap and secondary social studies.**

**His doctoral work emphasized enhancing organizational effectiveness through the concepts of future-work self-salience, engagement in**

**coaching, and feedback systems, which he actively applies in his leadership practice.**

## **Experience**

### **Superintendent**

#### **Northern Lehigh School District (2018 – Present)**

- **Oversees all district operations, including budget, human resources, student services, curriculum, instruction, assessment, safety, and community relations**
- **Leads strategic initiatives focused on innovation, equity, and student achievement**

### **Superintendent of Record**

#### **Lehigh Career & Technical Institute (2024 – Present)**

- **Serves as advisor to the Executive Director and Joint Operating Committee**
- **Acts as liaison to member district superintendents**

### **Adjunct Professor (Master of Education Program)**

#### **Delaware Valley University (Summer 2026 – Present)**

- **Teaches graduate-level coursework focused on developing future educational leaders**

### **Assistant Superintendent**

#### **Kutztown Area School District (2008 – 2017)**

- **Progressed through multiple leadership roles in special education and student services**
- **Oversaw human resources, curriculum, and professional development**

### **Assistant Director of Special Education**

#### **Northampton Area School District (2005 – 2008)**

### **High School Program Coordinator / Teacher**

#### **Centennial School of Lehigh University (1997 – 2005)**

## **Outstanding Achievement(s)**

- **Recipient of the National School Development Council Cooperative Leadership Award (2024–2025)**
- **Guided the implementation of the Comprehensive Eligibility Provision (CEP) and a Backpack Buddies program in partnership with local grocery stores and nonprofit organizations, resulting in the near elimination of student food insecurity and the complete elimination of school lunch debt across the district**
- **Introduced site-based mental health specialists in all district schools through a partnership with a local healthcare provider, ensuring access to services at no cost to students, families, or taxpayers**
- **Partnered with the leadership of the Northern Lehigh Educational Foundation to engage local and regional business leaders in support of district initiatives, resulting in:**
  - **Funding for national and international travel experiences for high school students aligned to full-immersion learning goals**
  - **Sustainable funding for the annual elementary summer STEAM camp**
  - **Nearly \$250,000 in capital improvements to the high school auditorium and stadium, enhancing arts and athletics programming**
  - **All initiatives provided at no cost to students, families, or taxpayers**
- **Implemented a comprehensive K–12 one-to-one wireless device program prior to the COVID-19 pandemic, ensuring continuity of learning and equitable access to technology**
- **Selected as one of a limited number of grant reviewers for the Public School Districts Opioid Recovery Trust, contributing to national funding decisions**
- **Invited to serve on multiple influential boards and committees, including:**
  - **Centennial School of Lehigh University Board**
  - **Lehigh University School Study Council Advisory Board**
  - **Pennsylvania Association of School Administrators (PASA) Legislative Committee**
  - **PASA Superintendent of the Year Elections Committee**

- **Greater Northern Lehigh Chamber of Commerce, serving as Chairperson of the Student Engagement Committee**
- **Featured author of “A Small District’s Purposeful Commitment to Staff Talent” in the May 2026 issue of AASA School Administrator Magazine**
- **Earned AASA National Superintendent Certification**

## **AN INTERVIEW**

**Tell us about how you see today’s superintendent.**

**Today’s superintendent must be a systems thinker, instructional leader, and relationship builder. The role has evolved significantly, requiring leaders to balance operational complexity with a clear focus on teaching and learning. Superintendents must navigate competing priorities while maintaining a steadfast commitment to equity and student success.**

**A critical part of this work is helping staff and students connect their daily efforts to a larger sense of purpose. By fostering future-work self-salience and prioritizing engagement in coaching, leaders can help individuals see how their current roles and contributions align with their future aspirations, strengthening ownership, growth, and long-term impact.**

**What new understandings did you acquire after two or three years on the job?**

**One of the most important realizations is that sustainable change requires both time and alignment. While at times it is necessary to move quickly, meaningful progress depends on building shared understanding and coherence across the organization.**

**I also developed a deeper appreciation for the importance of listening and investing in people through coaching. Actively engaging staff, students, and the community leads to better decision-making and more sustainable outcomes. Additionally,**

**helping individuals see themselves in the future of the organization  
strengthens commitment and reinforces a forward-focused culture.**

**Share an idea to use or something you've learned with your colleagues.**

**A key takeaway is the importance of intentionally developing leadership capacity throughout the organization. When leadership is distributed and supported, the system becomes more resilient and adaptive. Additionally, establishing strong feedback mechanisms helps ensure continuous improvement and reinforces a culture of trust and collaboration.**

**Submitted by:**

*Matthew J. Link*

*March 19, 2026*

**Name/Signature**

**Date**