



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

Name

Heather Higdon

Current School District and Location

**Indian Hill Exempted Village School District
Cincinnati, Ohio**

INTRODUCTION

Heather Higdon is a seasoned professional communicator fluent in messaging that captures attention across multiple platforms: written, Web, video, social media, print, and public speaking. She has had exposure to national and local media through serving as an award-winning TV journalist and anchor, award-winning Fortune 500 corporate communicator, and an award-winning Chief Communications Officer in education. Before beginning her tenure with the Indian Hill School District in 2018, Higdon served six years as the Chief Information Officer for the Loveland City School District in Ohio, where she got her start in education communications. Prior to her tenure in education, she worked within corporate communications for Chiquita Brands International, appearing on the CBS show Undercover Boss, and Lexmark International, Inc. Higdon got her professional start as a broadcast journalist. She has appeared on CNN and MSNBC covering live, breaking news, and she has worked as a TV Anchor/Reporter for WLEX, WPSD, WSIL, WQTV, and Channel One in Los Angeles, California. Additionally, Higdon writes literary fiction and is currently represented by The Rights Factory literary agency; her debut novel is currently being considered for publication by major publishing houses in both the United States and United Kingdom.

Education

Heather Higdon earned her Bachelor's Degree in Journalism, graduating Summa Cum Laude from Murray State University.

Experience

During Higdon's tenure managing communications within the Indian Hill School District, which began during the 2018-2019 school year, the district has:

- Increased enrollment from 2,003 (2016-2017) to 2,228 (2024)
- Launched a new website, app, added five social media communications channels with a reach totaling 10,736 fans (at end of 2023-2024)
- Produced 59 printed communications (at end of 2023-2024)
- Managed 1,843 original communications (at end of 2023-2024)
- Earned 1,158 media impressions (at end of 2023-2024)
- Successfully navigated communications for global pandemic

- Successfully managed communications and community engagement for a historic bond/operating levy securing a 30-year financial commitment that generates an estimated \$77 million for our facilities, and a five-year commitment that generates an estimated \$3.3 million per year for five years in operating funds with an option to place a renewal on a future ballot
- Saved the District \$40,000 year-over-year by taking those consultation responsibilities in-house
- Successfully managed communications for a campus-wide construction project
- Successfully implemented all stages of five-year #IHPromise Strategic Plan, in year one; the only initiative to be fully implemented in less than one school year
- Successfully engaged the community in the historic opening of the new Indian Hill Middle School, the renovated Sue Harder Memorial Performing Arts Center, the Indian Hill Elementary School addition, and the Indian Hill Primary School renovation
- Successfully engaged the community ages 50+ through the establishment of the IH Platinum Club, currently approximately 300 members strong

For a comprehensive look at the communications and community engagement for the 2023-2024 school year, [click here](#).

For complete professional experience, you can visit Higdon's LinkedIn profile [here](https://www.linkedin.com/in/heatherhigdon/details/experience/) (<https://www.linkedin.com/in/heatherhigdon/details/experience/>).

Outstanding Achievement(s)

Heather Higdon is the three-time winner of Lexmark corporate recognition award for innovation in public relations campaign, investor relations communications, and for philanthropic communications project management. Three-time winner of Associated Press award including Hard News Feature, TV Series/Documentary, and Best Reporter; one-time winner of Regional Emmy – Breaking News Coverage, multiple winner of WLEX Most Valuable Journalist. Named 2020 Outstanding Community Public Relations Person by OSBA Southwest Region. Won public broadcasting 2020 Blue Chip Award for documentary on Portrait of a Brave: Brave Academics; 2023 Blue Chip Award for Community Activity Coverage for High School Graduation Video.

AN INTERVIEW

Tell us about how you see today's superintendent.

Today's superintendent is the champion of children, the defender of educators, the navigator of critical community conversations, and the leader in innovation to prepare all stakeholders for a future professionally that is unknown. They are required to build support for educational programs that look different than investors (taxpayers) remember when they were experiencing their K-12 education. As such, today's superintendent must be a master communicator, engaging students, staff, parents/guardians, community members, and an elected Board of Education in all the workings of the organization, while maintaining a vision for the future and strategic plan to achieve the goals.

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

In their hearts of hearts, superintendents are educators – educators being these special humans who want to curate an experience that will enable the dreams of their students to come true. Coming from private, this was a heart-warming and affirming realization for me. I know I'm in a unique industry and I never take that for granted.

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

Are students leading now?

This was the question presented by our CEO/Superintendent to our leadership team as we began the 2023-2024 school year. Examining this question as a team led to a complete change in how we communicated our district story. We were entering the 2024-2025 school year with the planned celebration of a grand opening for a K-12 Entrepreneurs' Center (EC), equipped with robust research about how our leadership educational opportunities had launched during a pilot Indian Hill Experienceships program, and we had goals to work hand-in-hand with the new EC to create innovative opportunities for our students to gain communications experience that would both complement and grow the current pilot high school offerings into a K-12 model.

That is how the Indian Hill Student Ambassadors special communication project was born. We developed a comprehensive plan to share with our entire leadership team to create brand ambassadors who could help us write a story from grades kindergarten through 12 that would celebrate the unparalleled educational experience we offer, while growing their leadership skills and opportunities. It has been the most exciting work of my career!

Our students are our best storytellers!

Submitted by:

Heather Higdon



March 10, 2025

Name/Signature

Date