



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

Name

Dr. Gordon Amerson, Ed.D.

Current School District and Location

**Val Verde Unified School District
Perris, California**

INTRODUCTION

Education

Dr. Gordon Amerson holds a Doctorate in Educational Leadership focused on closing achievement gaps in urban schools. He earned a Master's degree in Cross-Cultural Teaching and a Bachelor of Science in Health Science. He is also a certified Gallup Clifton Strengths Coach and Franklin Covey "Speed of Trust" facilitator, reflecting a commitment to leadership development and organizational excellence.

Experience

Dr. Amerson serves as Superintendent of Val Verde Unified School District, leading approximately 20,000 students and over 4,000 employees. Previously, he served as Superintendent of Duarte Unified School District, where he led system-wide transformation, expanded college and career pathways, and guided the district through the COVID-19 pandemic. With more than two decades of experience, he has consistently delivered measurable student outcomes, strengthened systems, and built high-performing cultures.

Outstanding Achievement(s)

Dr. Amerson is redefining how public-school systems implement artificial intelligence, establishing a scalable, sustainable national model grounded in human connection. Under his leadership, Val Verde Unified School District built a fully integrated, in-house AI ecosystem—eliminating reliance on vendors and accelerating innovation. These systems now support thousands of daily interactions across the district, improving efficiency, communication, and decision-making.

Key innovations include:

- AI-powered analytics dashboards that provide real-time, actionable insights
- Smart operational systems improving scheduling and student access
- AI-driven communication tools enhancing engagement with families and staff
- Workflow automation reducing administrative workload and increasing instructional time

The Walkthrough Analysis Tool uses AI to analyze classroom observations and generate personalized, strengths-based feedback—shifting instructional leadership toward growth and coaching. Dr. Amerson also developed AI Fluency Pathways, a certification system for educators, staff, students, and families—ensuring responsible and transparent implementation. His work has been featured nationally at SXSW EDU and the ASU+GSV Summit. At the center of his leadership is a defining principle: Artificial intelligence should amplify human connection—not replace it.

AN INTERVIEW

Tell us about how you see today's superintendent.

Today's superintendent must lead at the intersection of innovation, systems design, and human connection. The role requires designing adaptable systems, building trust, and aligning emerging technologies like AI to student success. Leadership today is defined by anticipating change and creating conditions for people and systems to thrive.

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

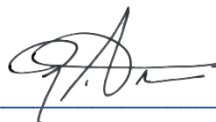
Sustainable innovation requires alignment and ownership. Systems must support implementation, and people must feel empowered. Our work with AI has shown that solutions are most effective when co-designed with educators. Trust is foundational. When people feel valued, they become co-creators of change.

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

Build internal capacity for innovation. Empowering staff to design solutions leads to stronger, more sustainable systems. Maintain a clear principle: technology must enhance human connection. When innovation improves relationships and supports educators, it becomes transformative.

Submitted by:

Dr. Gordon Amerson, Ed. D



Name/Signature

04/29/2026

Date