

Print

Memphis-Shelby County Schools District 6 Application - Submission #80407

Date Submitted: 2/24/2022

First Name*

Tiffani

Last Name*

Perry

Office Address*

[Redacted]

City*

[Redacted]

State*

[Redacted]

Zip*

[Redacted]

Office Phone*

[Redacted]

Facsimile*

[Redacted]

Email Address*

[Redacted]

Home Address

Street Number*

[Redacted]

Street Name*

[Redacted]

Street Type

[Redacted]

Apt #

City*

[Redacted]

State*

[Redacted]

Zip*

[Redacted]

Home Phone***Cellular Phone*****Professional Background & Experience****1. Indicate your Present Employment. What is the Principal business of the business?**

I am currently the Chief Of Staff at Rust College, the oldest most prestigious private HBCU in the state of Mississippi. Rust College's principal business is to inspire and educate young minds. Our mission is to equip and inspire students for excellence and service in their communities and throughout the world.

We Are:

- A historically Black, liberal arts college affiliated with the United Methodist Church which was founded in 1866 by the Freedmen's Aid Society.
- A student-centered college where everyone is committed to the success of all students.
- A college that recognizes the threefold functions of education as teaching, research, and community service, with its primary mission as teaching.
- A college with dynamic and excellent programs designed to support the cultural, moral, and spiritual development of our students.
- A college grounded in its legacy and commitment to social justice.

2. List your prior professional or business employment since completion of high school and lasting more than twelve months with dates and names of employers.

Employer: Rust College

Title: Chief of Staff/Chief of Marketing Communications

Dates: Sep 2020 - present

Employer: Shelby County Schools

Title: Public Information Officer

Dates: Jan 2019 – Sep 2020

Employer: American Heart Association

Title: Portfolio Marketing Manager

Dates: Aug 2015 – Mar 2019

Employer: DaVita Rx Renal Care

Title: Senior Marketing Specialist

Dates: Mar 2013 – Aug 2015

Employer: Heartland Automotive Services, Inc. (Jiffy Lube)

Title: Local Marketing and Communications Manager (Southern Region)

Dates: Oct 2010 – Feb 2013

Employer: Hilton Hotels Corporation

Title: Marketing Coordinator, HHonors Customer Loyalty Program

Dates: Apr 2009 – Dec 2009

Employer: Hilton Hotels Corporation

Title: International Marketing Coordinator - Europe, Latin America & Canada

Dates: Mar 2007 – Apr 2009

Employer: Comcast Spotlight

Title: National Communications Assistant

Dates: Oct 2005 - Feb 2007

3. Describe any experience not stated above that you would like to bring to the attention of the Commission.

I have been long working to improve educational exposure opportunities for students in District 6 long before I even relocated back to Memphis in December of 2018. I am the co-founder of the Whitehaven Empowerment Expo (2016) which to date has galvanized over 400 Whitehaven High School alumni and Community stakeholders to introduce students to career exploration, character development and social emotional learning workshops. The Expo took place on 8 campuses that made up the Whitehaven Empowerment Zone feeder pattern to include:

Whitehaven High School
Holmes Road Elementary School
Havenview Middle School
Oakshire Elementary
Robert R. Church
A. Maceo Walker
Geeter K-8
John P. Freeman

4. How long have you lived continuously in Shelby County?

I relocated back to Memphis in December of 2018, but I am a born and raised Memphian. Moved away in 2000 to attend college, and upon graduating, shortly after moved to Dallas, Texas for almost 10 years working in various roles.

5. State the county in which you are registered to vote.

Shelby County

6. List all states in which you have lived in the past 20 years and the dates you lived in each state, including all periods in which you resided in a state more than 50% of the time for a period of at least 12 months.

Tennessee - December 2018 through present
Texas - 2009 through 2018
Tennessee - 1982 through 2009

7. State your age, date and place of birth.

[REDACTED]

8. a) Election Commission Voter Registration No.

[REDACTED]

9. Family Status**a) State the full name and present address of your spouse.**

Jason Perry - [REDACTED]

b) State your spouse's occupation and place of employment.

[Redacted]

c) If you have children, state their name(s), age(s), address(es) and present occupation(s).

[Redacted]

10. Military Service

a) Branch of Service

n/a

b) Service Number

n/a

c) Dates of active duty

n/a

d) Rank/rate at separation

n/a

e) Decorations, honors, or achievements

n/a

f) Was your discharge other than honorable? If so, explain.

n/a

11. a) Have you ever pled guilty or been convicted or are you now on diversion for violation of any law, regulation or ordinance?

Yes No

b) Give date, court, charge and disposition.*

[Empty]

12. To your knowledge, are you now under federal, state or local investigation for possible violation of a criminal statute? If so, give details.

No

13. Have you ever been interviewed by any federal, state or local law enforcement agency for any reason other than minor traffic violation? If so, give details.

I was interviewed as a witness to a case involving fraudulent use of federal dollars in a case in the state of Mississippi. Other than being interviewed as witness I have had no interviews with law enforcement.

14. If you have been disciplined or cited for breach of ethics or unprofessional conduct by a court, administrative agency, disciplinary committee, or other professional group, give details.

n/a

15. Has within the last five years, has a tax lien or other collection procedure been instituted against you by federal, state or local authorities or creditors? If so, give details.

No

16. a) Are you currently a party in any legal proceedings?

Yes

No

b) If so, give details including the date, court and docket number, and disposition. Provide a brief description of the case.*

17. a) Are you now an officer or director of any business organization, or are you otherwise engaged in the management of any business enterprise?

Yes

No

b) If so, give details, including the name of the enterprise, the nature of the business, the title or other description of your position, the nature of your duties, and the terms of your service.*

I am an Executive Cabinet member at Rust College and serve as Chief Of Staff.

c) Do you consider continuation of such business involvement to be a conflict of interest?

No I do not.

18. If your income is not wholly derived from your present employment as noted in #1 above, specify in detail the other sources of your income and the approximate percentage of your total income each source represents.

n/a

19. List all organizations to which you have belonged within the last ten years, including professional associations, civic, charitable, religious, educational, social and fraternal organizations. Give the titles and dates of any offices which you have held in such organizations.

I am currently a member of Jack and Jill of America, Incorporated

20. a) Have you within the past ten years belonged to any organization, association, club or society which limits its membership to those of any particular race, religion or gender? Do not include in your answer those organizations specifically formed for a religious purpose, such as churches or synagogues.

Yes

b) If so, list such organizations and describe the basis of the membership limitation.

Jack and Jill membership is for mothers/women however it is an organization that provides education and exposure opportunities for children and there is a father's auxiliary component for the men.

c) If it is not your intention to resign from such organization(s) and withdraw from any participation in their activities should you be selected for the position for which you are applying, state your reasons.

I do not intend to resign from this organization as it's focus areas are where my passions are in advocating for children: cultural awareness, educational development, health (education and advocacy), civic (legislative advocacy and service) and social/recreational areas.

21. List each college, law school, and other graduate school which you have attended, including dates of attendance, degree awarded and major.*

Jones International University, Centennial, Colorado
Mar 2012 – April 2015
Master of Business Administration

University of Tennessee at Chattanooga, Chattanooga, Tennessee
Aug 2000 – May 2005
Bachelor of Science in Business Administration: Marketing

22. List honors, prizes, awards, or other forms of recognition which you have received since your graduation or college which are directly related to professional accomplishments.

I am a proven servant leader who is a true believer in fostering a collaborative work environment and I am passionate about contributing to collaborative efforts that advance the educational opportunities for students in Memphis and the entire Delta region. I was recently selected by the eight governors that represent the states that make up the Delta Region, as a member of the Delta Regional Authority's 2022 class of Leadership Institute Executive Academy Fellows.

Launched the first DaVita Rx patient story telling series resulting in two bronze Telly awards for patient documentary video series related to the importance of medication management (2014)

23. List presentations you have made to groups and organizations within the past five years.

During the past five years, I was offered many opportunities to give presentations to groups and organizations. In 2020, I was offered the opportunity with NSPIRA (National School Public Relations Association) to present around the game changing Communications efforts that I led to support the district's Commit 2 Literacy campaign.

In my role as Chief of Staff I present regularly to organizations, students, alumni and our board of trustees around the institutions strategic plan and academic progress and institutional advancement opportunities.

During my time at the American Heart Association, I regularly presented to the National Football League's owners and team staff about the NFL Play 60 curriculum and programming. These presentations included top level executives and club owners.

Since 2016, I have also presented about the Whitehaven Empowerment Expo to many community stakeholders as well as presented sessions to students within the event itself.

24. List any public office you have held or for which you have been candidate or applicant. Include the date, the position, and whether the position was elective or appointive.

n/a

25. Describe any experience you have had with legislative or executive branches of government other than as an elected or appointed official.

I have worked with both members of legislative and executive branches of government in many states advocating for funding for local school districts. During my time at the American Heart Association, I was responsible for the Kid's Market portfolio which managed a \$5 million dollar relationship with the National Football League (NFL) to implement the NFL PLAY 60 curriculum in school's across this county. This program was all about ways in which to increase physical activity in kids as it has been proven that this helps to improve students focus and cognitive function in schools. Apart of the work we did was advocacy work around assuring physical education programs received adequate funding.

26. Describe life experiences, personal involvements, or talents that you have that you feel will be of assistance to the Commission in evaluating and understanding your candidacy for this elected position. (150 words or less).

There are essential attributes of a successful school board member which include effectively representing the community, focus on servicing all children while honoring divergent opinions without being intimidated by them, and having the flexibility to participate responsibly as a Board Commissioner. This requires one who is an effective communicator. I am DISTRICT 6 born and raised and have a passion for the community that made me who I am. In addition to my experience in crisis communication, I am an award-winning marketer and public relations professional which could be of great assistance in this role. My entire life's work has been about supporting the needs of children, and what better place than within the school district that made me the person I am.

27. Read, and if you agree to the provisions, sign the following:

I have read the foregoing questions and have answered them in good faith and as completely as my records and recollections permit. I hereby agree to be considered for appointment to the office of *

Tiffani LaShea Perry

, and if appointed by the Shelby County Board of Commissioners, agree to serve that office.

In the event any material changes occur between the time this application is filed and the public hearing, I hereby agree to file an amended application with the Board of Commissioners for distribution to the commission members.

I understand that the information provided in this application shall be open to inspection upon filing with the office of the Shelby County Board of Commissioners and that the Commission may publicize the names of persons who apply for appointment and the names of those persons the Commission considers for the vacancy in question.

Printed Name*

Tiffani LaShea Perry

Date *

2/24/2022

Print Full Name of Applicant (include maiden)*

Tiffani LaShea Williams-Perry