

# Application for Iowa City Community School District Board of Directors

Thank you for your interest in serving as a Director for the Iowa City Community School District. We serve approximately 14,400 students in preschool through 12th grade. We have 20 preschool sites, 20 elementary schools, 3 junior high schools, 3 comprehensive high schools, 1 alternative high school, our ICCSD Online Program, and our Transition Services Center. Our District covers 133 square miles and serves the communities of Iowa City, Coralville, North Liberty, University Heights, Hills, and parts of unincorporated Johnson County.

This position would begin at the Regular Board meeting on June 25, 2024, and end at the reorganizational meeting in November 2025. This is typically the second meeting in November.

Please complete the following application and submit to Board Secretary Kim Colvin via e-mail at [colvin.kim@iowacityschools.org](mailto:colvin.kim@iowacityschools.org) no later than 4:00 PM on Friday, May 31, 2024. Please include a copy of your most recent resume with this application if available. Please note that once submitted this application becomes a public record.

## Demographic Information

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Address \_\_\_\_\_

City Coralville Zip 52241 County \_\_\_\_\_

Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Best method of contact:

Phone

Cell Phone

E-mail



**IOWA CITY COMMUNITY  
SCHOOL DISTRICT**  
All In for All Kids

## Statutory Requirements

There are several statutory requirements to be a member of the ICCSD Board of Directors. An Eligible Elector is defined as an individual that resides within the ICCSD boundaries. Please check the box to confirm that you meet the requirements listed below.

US Citizen       Eligible Elector       18 years of age or older

## General Information

Do you plan to run in the November 2025 election? (Note: Your answer here is for additional information only. It is neither a disqualification nor a requirement for appointment.)

Yes       No       Not Sure

Please provide a list of your involvement and/or experience with the ICCSD along with associated dates.

What do you believe will be your greatest contributions to the ICCSD BOE? Please use 250 words or less.

**That experience, combined with my strong operational management skills will allow me to probe topics intelligently and offer sound guidance on subjects ranging from curriculum and assessment through district operations.**

Is there anything else you would like to share with the board to get to know you better?

**I have carried the mission of a former employer with me in subsequent endeavors. I am committed to helping people achieve education and workplace success and look forward to the opportunity to do so through serving the families of ICCSD.**

### **Applicant's Affirmation**

I swear (or affirm) that the information provided on this form is correct. I will be qualified to hold this office and if I am selected, I will qualify by taking the oath of office. I know that I cannot hold public office if I have been convicted of a felony or other infamous crime and my rights have not been restored by the Governor or by the President of the United States.

Applicant's Signature \_\_\_\_\_

*Heather Magallanes*



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## Business Operations Leader

A multifaceted and solutions-focused leader dedicated to providing strategic and operational direction that results in exceeding operational and revenue goals and improving customer satisfaction. Accomplished in strategy planning and execution, systems thinking, business operations, marketing operations, change management, project management, and continuous improvement.

### Qualifications Summary

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- \* Business Operations – Applies systems thinking to build and execute strategy and organizational vision through detailed implementation, maximizing business growth and profitability. Action-oriented with an entrepreneurial mindset and keen ability to strategically respond to ever-changing dynamics and regulatory requirements in the business landscape.
- \* Change Agent – Adept in the identification of key initiatives to transform underperforming areas, optimize efficiency and reduce costs, and create or modify business solutions to consistently meet – and often exceed – business goals. Applies PROSCI best practices to change management initiatives. Innate skills in building trust and gaining buy-in.
- \* Matrixed Team Building and Leadership – Collaborative servant leader, accomplished in fostering a culture of diversity, motivation, respect, service, and accountability to deliver top performance and quality. Thrives in complex environments and skillfully leads teams through ambiguity.

### Professional Experience

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Centene, Inc – Clayton, Mo / Remote from Coralville, IA

April 2023 – Present

Senior Manager, Process Improvement

Leading a team of Program Managers in process improvement, project management and change management activities across the enterprise. Building a “Center of Excellence” focused on driving organizational change in support of strategic initiatives and establishing a culture of continuous improvement.

- Redesigned Program Management Process – Developed new vision and implementation plan for full process redesign, including new components: Project Intake, Solution Design, Change Management, and Lean Six Sigma.
- Departmental KPIs and Improvement Plan – Devised plans and processes to collect data and benchmark project, process and professional performance in order to make data-driven decisions.
- Communications & Reporting – Currently revising project reporting to ‘tell the story’ of how projects have impacted individual member health and company performance.
- Team Retention – Increased team morale resulting in 100% retention of team members planning to depart.

NS4ed – Maryville, TN / Remote from Coralville, IA

January 2021 – June 2022

Director of Operations

Direct daily business operations of fledgling Ed Tech company; educational product development, vendor management, IT, Human Resources, and strategic planning focused on driving organizational vision for long-term growth and profitability.

- Learning Experience Design & Implementation – Led the design, development, and launch of a digital teaching platform including classroom and professional development curriculum; utilized internal instructional designers and vendor resources. Piloted the product across New Mexico in partnership with the New Mexico Public Education Department.
- Infrastructure – Utilized systems engineering approach to design and implement a digital operational structure for systems, processes, and product development to accommodate the organizational goals for rapid growth.
- Customer Success – Created Customer Success program to guide technical implementation, training and ongoing support, utilization, and expansion of product suite resulting in increased utilization, satisfaction, and renewals.

## ACT – Iowa City, IA

October 2013 – January 2021

Director, Proposal Management & Solution Design, January 2020 – January 2021

Senior business lead for exploration of key business development opportunities, risk analysis, solution design, and vendor selection.

- Digital Product Solution Design – Identified product and service mix along with development or improvements required to meet complex client requirements and established key partnerships to fill gaps in product/service lines or talent.
- Business Development – Optimized opportunities to win multi-million-dollar government and commercial contracts, collaborating with Subject Matter Experts, external partners, and vendors to deliver new business solutions.

Director, Marketing Operations & Deployment, December 2016 – January 2020

Senior business leader managing project management team, cost reductions, change management, and lean process improvements.

- Marketing Leadership – Led campaign strategy and editorial and art direction for marketing content across all channels, using Agile project management practices to ensure consistent messaging and customer-centric perspective for communications.
- Process Engineering – Designed automated campaign management system, analytics workflow and process improvements for efficient management of \$1.2M department budget with over 11,000 marketing requests across 330 campaigns, serving 26 departments in the first 2 years.
- Department Restructure – Succeeded in departmental restructure that required reimagining and allocation of resources, outsourcing and change management across the organization after 65% reduction in workforce.

Senior Brand Manager, October 2013 – December 2016

Program manager for the development and execution of campaigns for K-12 B2C domestic and international markets focused on meeting corporate strategic goals.

- Analytics – Spearheaded the launch of marketing analytics systems to enhance data and reporting, and improve marketing efforts.
- Marketing – Led design and prioritization of marketing campaign execution to ensure consistent direction in collaboration with Creative Services, Digital Engagement, Public Relations, Client Relationship Management, and Event teams. Successful in increasing international ACT® test registration volume by 300% for the ACT national test dates that led to the three highest registration volumes in history.

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## Education & Credentials

Master of Health Administration (MHA)  
University of Iowa

Bachelor of Science in Management, Quality Management Concentration  
University of Wisconsin – Stout

American Management Association Certified Professional in Management (AMA-CPM®)

Prosci Change Management

Lean Six Sigma Black Belt (LSSBB)

Certified SAFe Agelist

Pragmatic Marketing

HubSpot Inbound Marketing Certification

National Career Readiness Certificate – Gold

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## Technical Proficiency

Tableau | QuickBooks | Microsoft Office Suite | Adobe Creative Suite | Azure | Salesforce | Marketo  
Jira | Amazon Web Services | Various Project Management Software Applications