



W.B. Goodwin Elementary School

Anita W. Huggins, M.Ed.
Superintendent of Schools

Luke Clamp, Ed.D.
Deputy Superintendent

Jacqueline K. Haynes
Associate Superintendent of
Acceleration Schools

Natasha Jones
Principal

For Immediate Release

October 3, 2024

Contact:

Natasha Jones, 843-767-5911

Media Release

Goodwin's energetic Natasha Jones recognized during National Principals Month

North Charleston, S.C - Principal Natasha Jones is known to "bring the energy" at W.B. Goodwin Elementary School and there is not a student, parent, staff member, or educator on campus who hasn't benefited from it.

Jones has been in education for 27 years and is in her seventh year at Goodwin. She has served across the district in various capacities and is proud to have been raised on Edisto Island and honored to be a product of Charleston County School District (CCSD).

"I am a proud example of CCSD's commitment to building leaders," said Jones. "I have, in turn, been able to serve my community and give back, which has humbled me tremendously. I am now able to pour into other people just as many did for me."

This "full of life" educator intentionally radiates positivity so others feel it, too.

"I am full of happy energy because I enjoy what I do," said Jones "I am proud to serve this school and this community."

Jones's "village" mindset has allowed her to lean on her connections and community resources to best serve students and families.

Jones prefers to omit her title when introducing herself because, at the end of the day, she believes that it's about doing the work, not the name recognition. At Goodwin, the work involves building strategic and meaningful relationships with all families and bridging the community gap.

"Families have bought into the village mindset because they recognize that this is how we get our students and the school to the next level," said Jones.

Jones' approach has helped bridge gaps, and parents feel they have a connection with her. She's hosted many events, after-school meetings, and celebrations through the years, and by word of mouth, attendance has grown exponentially.

"Additionally we created a parent leadership group which has blossomed into families inviting me into their homes, to their events, and to their celebrations," said Jones. "It means the world to these families that I participate, and it is very meaningful to me."

Under her leadership, Goodwin has seen significant gains. Two years ago, for the first time ever, a student earned a perfect score on SC READY. Between 2022 and 2023, Goodwin improved 13 percentage points on the SC READY ELA exam and moved from "Below Average" to "Average" on the State Report Card ratings.

Jones said they are also slowly decreasing the chronic absenteeism rate, and increasing parental involvement through shared decision-making to ensure stakeholders have a voice that's valued and heard.

"Without the amazing relationships and connections we have built, that would not have been possible," said Jones. "It means everything to me to see the progress we are making."

"Her personality breaks down barriers"

Fifth grader Katherine Villasenor has gotten to know Jones over the last five years and describes her principal as someone who enjoys making students happy.

"She likes to have fun and we can connect with her," said Villasenor. "We talk about things we have in common. She acts silly with us but also treats us like we are maturing young adults."

While academic gains are important, Jones explained that growth in a person is the real goal.

"At Goodwin, we celebrate day-to-day successes," said Jones. "I give a shout-out to the students for everything they do. This builds their self-esteem and their passion to work hard."

Villasenor said it's the energy that Jones gives off that makes students want to work hard and stay motivated.

"Principal Jones lifts our spirits and calms us down when we need it," Villasenor added. "She makes me feel so happy every time I see her. I just can't explain it."

Alysia Lambert is the general music teacher at Goodwin and said that if Jones sees an open door (opportunity), she won't just walk through it, she'll jump through it.

"Her personality breaks down barriers and endears herself to students and community partners," said Lambert. "She will do anything in her power to turn a child's day around and she sets the tone for the rest of us."

According to Lambert, Jones' contagious energy has resulted in a loving, warm, safe space for kids.

"They come ready to learn," said Lambert.

Fourth grade student RJ White said that Jones has made school a fun and exciting place, which makes it easier for him to learn.

"She likes to have fun, she makes us laugh, and she treats us very well," said White. "She also comes to my basketball games and she seems interested in the things I like and it makes me feel like she cares. Most of all she brings the energy."

Academic success

Jones said she and her team are committed to sustaining the school's academic success.

"It's more than just me making this work," said Jones. "I surround myself with like-minded people - people who see the vision. We pour into our scholars wherever and however," said Jones. "I have faith in every single student in this building."

Villasenor is grateful for that.

"I have become a better student and improved every year because she gives teachers what they need so that they can give us what we need," Villasenor added.

Jones prioritizes people and does not let numbers dictate her decisions.

"We know that we matter," said Lambert. "Every single person is welcomed and valued here and Goodwin is a place that offers opportunities to learn and grow."

The school's slogan, "We will own, monitor, and adjust our strategies to ensure we are doing the best for and by our scholars," guides each decision at Goodwin.

"That has resulted in gains but the biggest accomplishment is the environment Mrs. Jones has created at Goodwin," said Lambert. "It is more than a school. Goodwin is a happy place to come and learn. To make academic gains you have to have students in the building and she makes Goodwin a great place to come to school."

"At Goodwin, we are making every hour, minute, second of each day count," Jones added.

###

About the Charleston County School District

Charleston County School District (CCSD) is a nationally accredited school district committed to providing equitable and quality educational opportunities for all its students. CCSD is the second-largest school system in South Carolina and represents a unique blend of urban, suburban, and rural schools spanning 1,300 square miles along the coast. CCSD serves approximately 50,000 students in 88 schools and specialized programs. CCSD offers a diverse portfolio of educational options and specialized programs delivered to the students of CCSD through neighborhood, magnet, IB (international baccalaureate), Montessori, and charter schools and programs. Rich educational opportunities for students include programs in science, technology, engineering, and mathematics (STEM); music and other creative and performing arts; career and technical preparation programs; military; dual credit; and many more.