



USD 497 News Release

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July 28, 2025

Administrative Announcement: Executive Director of Communications and Coordinator of Communications

Superintendent Dr. Jeanice Kerr Swift is pleased to announce two key additions in the Lawrence Public Schools (LPS) Communications Department: Jake Potter as Executive Director of Communications and Summer Workman as Coordinator of Communications. Both professionals bring extensive communications experience and a strong commitment to strengthening engagement, storytelling, and community partnerships across USD 497.

Jake Potter – Executive Director of Communications



With more than 15 years of proven experience in strategic communications, public relations, and community engagement within K–12 education and possessing an APR professional certification for school communications, **Jake Potter** steps into the role of Executive Director of Communications.

Superintendent Swift shares, “Adding the experience, professionalism, and a demonstrated record of PK12 communications leadership that Jake Potter brings makes his appointment a real value add for the Lawrence Public Schools, particularly as we work to meet the priority of aligning school and district communications and improve responsiveness and direct support of school communications.

Most recently, Potter served as Chief Communications Officer for Leavenworth Unified School District 453, where he led innovative initiatives such as district podcast development, multiple website redesigns, the creation of a School PR student internship program, and two successful strategic planning updates. He also championed the integration of emerging technologies, like MagicSchool AI, to advance communication and engagement strategies.

“I feel honored and energized to step into the role of Executive Director of Communications for Lawrence Public Schools,” Potter said. “My goals are to keep our audiences informed and engaged on a timely and consistent basis, earn trust through authentic and inclusive two-way communications, and help strengthen partnerships in support of student achievement. I am also deeply committed to sharing and amplifying stories from our classrooms, students, families, teachers, and staff.”

Before his work in public education, Potter spent nearly a decade as a Senior Associate with Jane

Mobley Associates in Kansas City, supporting major public sector projects through strategic planning, media relations, and community outreach.

A recognized leader in school communications, Potter currently serves as the South Central Region Vice President on the Board of Directors for the National School Public Relations Association (NSPRA) and has previously held multiple leadership roles with the Kansas School Public Relations Association (KanSPRA), including President. He is also an Accredited Public Relations (APR) professional, a distinction awarded for demonstrating mastery of strategic communications principles and ethics.

“This is an exciting time to be joining USD 497, and I am humbled to serve the Lawrence school community,” Potter added.

Summer Workman – Coordinator of Communications



Summer Workman, a Lawrence native and mission-driven communications leader, has been named the Coordinator of Communications. With more than a decade of experience in education communications, executive messaging, and community engagement, Workman brings both expertise and a deep personal connection to the Lawrence community.

She began her career in public education communications with Aurora Public Schools in the Denver metro area, where she supported district wide communications, media relations, and strategic storytelling. Most recently, she served as Executive Communications Project & Program Manager at Micron Technology, Inc., specializing in executive messaging and high-impact communication strategies for global audiences.

“The opportunity to add the gifts, talents, and experience of Summer Workman, an LPS alumna, to our Lawrence Public Schools team is purely a win-win. Summer brings the combination of proven K12 communications experience, specifically in the areas of safety communications, community outreach and responsiveness, prior work directly in support of neighborhood schools and in increasing their level of communications.

“I am thrilled to return and serve in the district that helped shape who I am,” Workman said. “I believe deeply in the power of clear, compassionate communication, and I’m excited to collaborate with students, staff, families, and the broader Lawrence community to build strong connections, share our stories, and support the important work happening across Lawrence Public Schools.”

Workman holds a Master of Science in Communication from Purdue University (2017) and a Bachelor of Arts in English from Washburn University (2002). In her new role, she will support district communications with a focus on schools, community, and stakeholder outreach. She will also collaborate with enrollment and district teams to ensure families experience a welcoming and positive connection from initial enrollment and as they progress through the district.

Lawrence Public Schools serves approximately 10,100 students and employs nearly 1,500 dedicated staff members.