

MATTHEW P. OLSON, MA, ED.S.

EDUCATION LEADER

Dedicated to excellence in education for all students, staff, and stakeholders.

Dynamic professional with a diverse and extensive background in educational leadership. Exceptional team builder and community leader, recognized for fostering collaborative culture and strong partnerships. Consistently successful in the development and implementation of systems and innovative programming designed to promote increased achievement for all students in alignment with organizational strategic objectives.

Expertise includes:

- Education Leadership and Administration
- Strategic Planning and Innovation
- Systems and Organizational Management
- Financial Stewardship and Resource Management
- Operations, Sinking Funds, and Bond Projects
- Community Engagement and Communication
- Engagement, Outreach, and Marketing
- Instruction, Curriculum, and Assessment
- Education Policy and Government Relations
- Professional Learning and Staff Development

CAREER NARRATIVE

Northwest Education Services – Traverse City, MI

ASSISTANT SUPERINTENDENT

2020 – Present

Providing support for all public school districts, public school academies, and non-public schools in the five-county Traverse Bay region serving over 20,000 students with an annual budget exceeding 110 million dollars.

- Administration, support, and oversight of general education operations, including coaching and consultant services, EL and migrant programming, technology, professional learning, grants, and systems improvement.
- Facilitate customized and sustainable district strategic planning processes for North Ed, local districts, and public school academies ranging in size from several hundred students to nearly nine thousand students.
- Build a unique and robust system of support for education leaders in the region, including specific programs tailored for superintendents, new leaders, aspiring leaders, and women in leadership.
- Leverage university, state, and local partnerships to address educator shortages through the creation and use of programs specifically designed to promote training of new teachers and leaders.
- Support implementation and sustainability for critical regional, district, and North Ed initiatives to promote increased student achievement, create greater efficiencies, and improve overall operations.
- Advance regional efforts to build a more culturally responsive environment within our schools through establishing support systems and professional learning with high quality community partnerships.
- Improve supports for English learners and migrant students within our ISD and beyond by increasing student contact time, better leveraging resources, and creating support systems for low-incidence districts.

Benzie County Central Schools – Benzonia, MI

SUPERINTENDENT

2016 – 2020

Responsible for leading all operations, management, and future planning to assure the success of a school district of over 1,400 students and 150 staff members spanning over 350 square miles.

- Recognized and trusted community and regional leader with service on many local boards, including as an elected officer with the Regional Chamber Executive Board and as President of the North Ed Superintendent Association.
- Actively advocated for local, regional, and state educational interests through ongoing engagement with legislators, local officials, lobbyists, and others with critical influence on policy and law.
- Established innovative new programs designed to meet the unique needs of the community, including expanded early-childhood education, child care, industrial arts, dual enrollment, and an early/middle college program.
- Served as chief negotiator for the school district, generating a track record of successful contracts with five different bargaining groups, improving relations while also establishing sustainable and healthy financial practices.
- Created long-term fiscal and operational sustainability via passage of a 10-year sinking fund and a nearly \$40 million dollar bond issue alongside necessary restructuring.
- Implemented, improved, and sustained district systems in partnership with MiExcel/SWFT and North Ed, garnering recognition for our unique and successful approach and strong board partnership.



Lapeer Community Schools – Lapeer, MI

DIRECTOR OF INNOVATION

2014 – 2016

Developed and implemented new programs to serve students across multiple grade and ability levels and expand opportunities that increased the marketability of the district.

- Created and marketed program initiatives, including virtual education, Project Lead the Way (PLTW), Lapeer Early/Middle College, Advanced Placement (17 courses, 800+ exams administered annually), senior capstone, elementary talented and gifted (TAG) program, dual enrollment, the alternative education program, blended learning, and project-based learning.
- Engaged in extensive networking and research in support of existing programs while actively seeking new initiatives in support of district students.

PRINCIPAL – ZEMMER MIDDLE SCHOOL

2010 – 2014

Directly accountable for all personnel, curriculum, instruction, and daily operations of the Zemmer Middle School campus as well as the implementation of the district’s vision for a new middle school program.

- Facilitated the development and execution of the building’s school improvement plan, professional development, curriculum, and a wide variety of student and staff activities to build a culture that supported academic success, strong life skills, and diversity across the educational community.
- Oversaw final stages of building construction and renovation, opening a new middle school building that was the culmination of a significant bond project supported by the greater community.

Holly Area Schools – Holly, MI

PRINCIPAL – RICHTER INTERMEDIATE AND SHERMAN MIDDLE SCHOOLS

2008 – 2010

Assumed leadership over two separate school campuses following an extended period of leadership transition. Directly responsible for all personnel, curriculum, instruction, and other daily operations in the 6th- through 8th-grade programs.

- Partnered with district colleagues to implement research-based curriculum and program improvements, identified through needs assessments at the building and district levels.
- Created a sustained building leadership team structure to direct and shape school improvement and professional development for all staff.

Mt. Morris Consolidated Schools – Mt. Morris, MI

PRINCIPAL – MT. MORRIS JUNIOR HIGH SCHOOL

2006 – 2008

Charged with leadership and oversight of all instruction, curriculum, and daily operations of the district’s 7th- and 8th-grade programs serving approximately 400 students.

- Facilitated the structural and curricular transition of the building from a traditional junior high concept to a more developmentally responsive middle school concept with a focus on collaboration and community.
- Responsible for building a strong school team by interviewing, hiring, and evaluating all staff members, including administrative, certified, and non-certified positions.

ASSISTANT PRINCIPAL / ATHLETIC DIRECTOR – MT. MORRIS JUNIOR HIGH SCHOOL

2005 – 2006

Managed all daily operations of the building, including discipline, attendance, athletics, special education, and other programs.

- Supervised 7th- and 8th-grade athletic programs and coaches while performing a comprehensive re-evaluation of the programs.
- Collaborated with the building principal, central administration, and other staff to develop working knowledge of the principal position to prepare for transition to building leadership.

Carman-Ainsworth Community Schools – Flint, MI

SCIENCE TEACHER – CARMAN-AINSWORTH SENIOR HIGH SCHOOL

2000 – 2005

Instructed a broadly diverse community of students in a variety of science disciplines in addition to initiating and executing significant curriculum alignment and design in the science department.

- Served in a wide variety of teacher leadership roles, including K-12 curriculum alignment, departmental leadership, collective bargaining, and various roles with the education association.
- Highly successful classroom teacher leader with a sustained focus on learning, implementing, and sharing a wide variety of best practice instructional strategies geared toward promotion of student success.



EDUCATION & CERTIFICATIONS

Superintendents Academy (“Supes Academy”) – 2013

Michigan Leadership Institute – MI Statewide

Education Specialist Degree in Educational Administration – 2011

Oakland University – Rochester, MI

Master of Arts in K-12 Educational Leadership – 2005

Michigan State University – East Lansing, MI

Bachelor of Science in Biology and General Science – 2000

The University of Michigan – Flint, MI

State of Michigan Certifications

- Michigan Professional Secondary Teacher Certification (DA/DX) - IF0000000296154
- Michigan School Administrator Certificate (ES) – AD0002292

PROFESSIONAL MEMBERSHIPS, LEADERSHIP, AND BOARD SERVICE

- Executive Board – Newton’s Road
- Executive Board – Advocates for Benzie County
- Advisory Board – MI Stem Region 13
- Taxation Advisory Board – Benzie County, Michigan
- Regional Coordinator – Michigan Green Schools
- Past President – Northwest Education Services Regional Superintendent Association
- Past Board Member / Executive Board Officer – Benzie Area Chamber of Commerce (Secretary/Treasurer)
- Past Board Member – Best Benzie (Local College Access Network)
- Past Board Member – Paul Oliver Memorial Hospital – Frankfort (Munson Healthcare Systems)
- Past Board Member / Executive Board – MAISA General Education Leadership Network (GELN)
- Michigan Association of Intermediate School Administrators (MAISA)
- MAISA Instructional Council
- Michigan Association of School Administrators (MASA)
- General Education Leadership Network (GELN – Subset of MAISA)
- Northern Michigan Learning Consortium (NMLC)
- Northern Michigan School Legislative Association (NMSLA)
- Future of Learning Council (FLC)
- Technical Assistance Grant (TAG) Statewide Partner
- Benzie Sunrise Rotary Club Friend of Rotary
- Past Member - Benzie County Central Educational Foundation
- Past Member - Michigan Elementary and Middle School Principals Association (MEMSPA)
- Past Member - Michigan Association of Secondary School Principals (MASSP)

PROFESSIONAL DEVELOPMENT

- School and District Leadership, Not a Solo Endeavor – MASA Midwinter Conference (2025) *Presenter*
- Fall/Midwinter Conferences – MASA (2016 – 2025)
- 504 Coordinators Professional Learning Community – North Ed (2020 – 2025) *Presenter/Facilitator*
- District Strategic Planning (Multiple Schools) – (2021 – 2025) *Presenter/Facilitator*
- Time and Resource Management – Future Leaders Academy – (2024-2025) *Presenter*
- Emergency Seclusion and Restraint Statewide Summit – SEILN/MASA (2024-25)
- Early Childhood Summit – MAISA (2024)
- AI Innovative Cohort – REMC2 (2024)
- IIRP (International Institute for Restorative Practices) Global Conference (2023)
- Midwest Equity Forum - MAISA (2023)

- Literacy and Math Summit – MAISA (2023)
- Small/Rural Schools Conference – MASA (2022)
- Wired TC – North Ed (2022 – 2023)
- Blueprint Systems for Equity Summit (2022)
- Cognitive Coaching – Thinking Collaborative (2021 – 22)
- Beyond Equity Training (1st Cohort) – MASA (2021)
- Restorative Practices – Initial and Advanced Training – IIRP (2021)
- Social Justice for Educators – Justice Leaders Collaborative (2020)
- Title IX Comprehensive Training – Thrun Law (2020)
- University of Michigan – Rural Libraries Cooperative (2020) *Presenter*
- Adaptive Communication Training Series (2019)
- Blueprint for Success Leadership Conference (2017 – 2020) *Presenter*
- Blueprint Superintendent Network (2017 – 2020)
- Blueprint Board of Education Network (2018 – 2019) *Presenter*
- Michigan Early/Middle College Association Conference (2016, 2019)
- PREPARE Training for Crisis Management (2017)
- Michigan Project Lead the Way Statewide Conference (2014 – 2015) *Presenter*
- Michigan Creative Educators Summit (2015) *Presenter*
- The College Board – Advanced Placement Coordinators Training (2015)
- Section 504 Legal Counsel Forum – Oakland Schools (2015)
- Michigan Innovative Schools Conference (2015)
- Michigan Testing Conference (2015 – 2016)
- MACUL Conference – Grand Rapids (2014)
- School Improvement Conference – MDE (2013)
- Leadership Conference – MEMSPA (2012)
- Educator Evaluation: Together We Make Each Other Better – MASSP/GISD (2012)
- Leading Teacher Learning: A Developmental Approach – MEMSPA (2012)
- Title III District Compliance Training (2012)
- Middle Level Summit – MASSP (2012)
- NCA QAR Team for Carter Middle School, Clio Schools (2009)
- Title I Boot Camp for Administrators (2009)
- Greater Flint Educational Consortium Network – Regional Administrative Collaboration (2007 – 2009)
- Adaptive Schools Leadership Seminar Series – Michigan Schools in the Middle (2007 – 2008)

