Charleston County School District
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Media Release

Wade Named Director of Strategic Communications

CHARLESTON, S.C. (September 10, 2026) - Charleston County School District (CCSD) has named Devon Wade as its new Director of Strategic Communications, a leadership role focused on strengthening the district's communications strategy, elevating the stories of its students and educators, and positioning CCSD as a national leader in public education.

Wade brings extensive experience in strategic communications, marketing, public relations, and community engagement to the role. She most recently served as Director of Community & Investor Relations for the CCSD Education Foundation, where she built community partnerships, led engagement efforts, and connected supporters with opportunities to invest in CCSD students and educators.

"Devon brings a powerful combination of strategic vision, creativity, communications expertise, and a deep understanding of our community," said Superintendent Anita Huggins. "She understands where we are as a district and, more importantly, where we are going. I want our communications strategy to do more than tell people what CCSD is doing. I want it to help position Charleston County School District as a national leader in public education."

In her new role, Wade will develop and implement strategies that elevate CCSD's voice on the national stage, showcase the innovative work happening across the district, and strengthen how CCSD communicates with employees, families, students, community partners, and the broader public. Her work will also include strengthening the district's brand and messaging, identifying opportunities to share its most compelling stories, developing strategic partnerships, and positioning CCSD as a thought leader in public education.

"Incredible things are happening across CCSD, and it is such an exciting time to be part of this district," said Wade. "Our goal is to make sure the ideas, innovations, and successes happening in our classrooms are not only recognized locally, but also continue to contribute to the national

conversation about what is possible in public education. I am honored to have the opportunity to help shape how those stories are shared."

Huggins said Wade's appointment reflects CCSD's commitment to being intentional and strategic about how the district communicates its work.

"Being a national leader means being willing to think differently, share what we learn, and help move education forward," Huggins said. "Our communications strategy should reflect the same ambition we have for our students. We want CCSD to be known for innovation, excellence, and impact, and Devon will play an important role in helping us tell that story."

Wade brings more than two decades of experience in strategic communications, marketing, public relations, and community engagement to the role. Prior to joining the CCSD Education Foundation, Wade served as Director of Advocacy and Public Relations for Trident United Way, leading the organization's public affairs, advocacy, brand voice, and media relations strategies. She also previously worked as Director of Communications for the Benjamin N. Cardozo School of Law at Yeshiva University in New York City. Wade began her career in public relations and marketing agency Maloney & Fox, part of Waggener Edstrom Worldwide, where she managed national media campaigns for major brands and organizations.

Wade holds a master's degree in Marketing and Strategic Communications from New York University and a bachelor's degree in Creative Writing from The New School. As a Lowcountry native and graduate of Hilton Head High School, Wade is also a proud product of South Carolina public schools.

Wade's appointment comes as CCSD continues to advance its vision for a district that is Powered by Purpose, one that is intentional about its work, focused on student success, and committed to making a meaningful impact in Charleston County and beyond.

For more information, contact CCSD's Office of Communications at (843) 937-6303.

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About the Charleston County School District

Charleston County School District (CCSD) is a nationally accredited school district dedicated to ensuring every student has access to a high-quality education and the support needed to thrive. As South Carolina's second-largest school system, CCSD serves more than 50,000 students across 91 schools and specialized programs throughout 1,300 square miles of coastal communities, representing a unique blend of urban, suburban, and rural schools.

Under the leadership of Superintendent Anita Huggins, CCSD is focused on accelerating student achievement, expanding opportunities, and preparing every student for success in college, career, and life. Recent district accomplishments include record-high academic performance on state assessments, increasing graduation rates, and significant gains in college and career readiness, reflecting the district's commitment to continuous improvement and educational excellence. Through the Peninsula Promise, CCSD is also expanding access to early learning, college and career pathways, arts, and family support services to create seamless opportunities for students living on the historic Charleston Peninsula.

CCSD offers a diverse and expanding portfolio of educational choices, including neighborhood, magnet, charter, Montessori, and International Baccalaureate (IB) schools and programs. Students have access to rich learning experiences in science, technology, engineering, and mathematics (STEM); visual and performing arts; world languages; military and leadership programs; career and technical education; dual enrollment and early college opportunities; and other innovative pathways designed to meet a wide range of interests and aspirations.

Working in partnership with families, community organizations, higher education institutions, and industry leaders, CCSD remains committed to creating equitable opportunities, fostering student success, and ensuring that every graduate is prepared to contribute and compete in an increasingly complex and interconnected world.