PRESS RELEASE  
FOR IMMEDIATE RELEASE  
March 4, 2020

Dr. Maria Armstrong To Serve As Executive Director To ALAS

On March 4, 2020, the Association of Latino Administrators & Superintendents’ Board of Directors approved the employment of Dr. Maria Armstrong as its next Executive Director. Dr. Armstrong’s life story of perseverance, dedication, focus and leadership will serve ALAS very well. After a nearly four month search in partnership with Dr. Carmella Franco, Associate with Hazard, Young, Attea & Associates, “we are excited to finally be at this point to approve her contract,” stated Ana V. Ortiz, President of ALAS.

In her recent past, Dr. Armstrong ended a 28-year career as an educator as the Superintendent of the Woodland Joint Unified School District, near Sacramento, CA. Prior to that, Dr. Armstrong served as a high school teacher, counselor, migrant program liaison, Assistant Principal, Principal, and Assistant Superintendent. While impressive in its own right, her career path also serves as an inspirational story to many as it is one of those roads less travelled. As a young single mom, Dr. Armstrong earned her GED before going on to attain her bachelor’s degree from the University of Phoenix, a Master of Arts degree in Education from Azusa Pacific University and Doctorate of Education in Organizational Leadership from the University of La Verne.

Dr. Armstrong is well suited to lead ALAS. She is a member of the California Association of Latino Superintendents and Administrators (CALSA) and was elected to serve on its Board. She is a highly sought after consultant and public speaker. After retirement, she worked for a year with the Puerto Rico Department of Education to develop its roles in optimizing learning and outcomes for its more than 365,000 students. She is an avid cyclist and golfer with a lot of energy to keep ALAS moving forward.

Armstrong’s first official appearance as Executive Director will be at the annual ALAS State Affiliates Leadership Conference, held in Phoenix, AZ, at Grand Canyon University, from March 6-8, 2020. She will be introduced to our affiliate leaders from around the country in hopes to learn more about ALAS’s culture, purpose, and future goals. In the next few weeks, she will be meeting with the Executive Board and Board President for her introduction and orientation to ALAS, while she plans her relocation to Washington D.C.

Dr. Francisco Durán, President Elect, echoed the warm welcome expressed by Board members, following the Board’s approval, adding “We look forward to working with you, as we still have a lot of work to do.” Please join us in welcoming Dr. Armstrong to ALAS.

Question may be directed to Ana V. Ortiz – ana@alasedu.org

The Association of Latino Administrators and Superintendents (ALAS) is a national non-profit organization with the mission to provide leadership at the national level that assures every school in America effectively serves the educational needs of all students with an emphasis on Latinx youth by building capacity, promoting best practices, and transforming educational institutions. ALAS is committed to identifying, recruiting, developing and advancing Latinx school administrators in order to improve the educational accomplishments of Latinx youth.