



THE DISTRICT

FOR IMMEDIATE RELEASE

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Ysleta ISD names new Associate Superintendents, Principal, Director

In preparation for the upcoming 2021-2022 academic year, the Ysleta Independent School District (YISD) is pleased to announce the selection of two Associate Superintendents, an Early College High School Principal, and Central Office Director.

Louisa Aguirre-Baeza, current Interim Associate Superintendent of Curriculum and Instruction, has been selected as the Associate Superintendent of Curriculum and Instruction. Aguirre-Baeza began her professional career in 1996 as an elementary teacher in the Socorro Independent School District. During her tenure in education, she has served as director of academic language programs, grant coordinator, curriculum and development consultant, assistant principal, college professor, and bilingual teacher. Aguirre-Baeza received her Bachelor's Degree in Interdisciplinary Studies in 1996 and her Master's Degree in Education in 1999 both from the University of Texas at El Paso.

Daniel Martinez, current Interim Associate Superintendent of Public Relations, has been selected as the Associate Superintendent of Public Relations. Martinez began his professional career in 2013 as a journalist and weathercaster. During his tenure in media and public relations, he has served as a graphic artist, producer, journalist, and communications specialist. Additionally, Martinez served as an educator in the areas of video technology, journalism, English, and business management. He received his Associate's Degree in Broadcast Journalism from El Paso Community College and his Bachelor's Degree in Journalism from New Mexico State University.

Penelope 'Penny' Bankston, current principal at Parkland High School, has been selected as the principal of Valle Verde Early College High School effective July 1, 2021. Bankston began her professional career in 1994 as an elementary teacher with the Alpine Independent School District. During her professional career, Bankston has served as a high school principal, middle school principal, high school assistant principal, instructional specialist, high school and middle school reading teacher, and elementary teacher. She received her Bachelor's Degree in Interdisciplinary Studies and her Master's Degree in Reading both from Sul Ross State University.

Paul Covey, current principal at Valle Verde Early College High School, has been selected as the Director of State and Federal Programs effective July 1, 2021. Mr. Covey began his professional career in 1989 as a government and economics teacher at Hanks High School. During his tenure with YISD, he has served as a teacher, student activities director, assistant principal, and principal. Paul received his Bachelor's Degree in Secondary Education in 1989 from the University of Texas at Austin and his Master's Degree in Educational Leadership in 1998 from the University of Texas at El Paso.