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Phil LeVota
Jackson County Executive

EXECUTIVE ORDER NO. 25-40

TO: MEMBERS OF THE LEGISLATURE
CLERK OF THE LEGISLATURE

FROM: PHIL LEVOTA
COUNTY EXECUTIVE

DATE: DECEMBER 8, 2025

RE: APPOINTMENT-COMMUNITY RELATIONS OFFICER

I hereby appoint **Courtney M. Canady** to serve as Community Relations Officer, effective December 1, 2025. Ms. Canady's resume is attached.

12-8-2025
Date



Phil LeVota
County Executive

COURTNEY M. ADAMS

Kansas City, MO

816-522-7619 • CMAadams82@yahoo.com

SKILLS AND QUALIFICATIONS

- **Community Engagement & Leadership:** 10+ years' experience leading high-impact outreach, presentations/trainings, and program development across diverse communities.
- **Strategic Planning & Alignment:** Proven ability to design and implement districtwide engagement strategies aligned with strategic plans, board policies, and organizational goals.
- **Marketing & Communications:** Expertise in content creation, collateral development, and strategic marketing plans to increase visibility and stakeholder engagement.
- **Writing & Editing:** Exceptional written communication skills, with experience producing clear, persuasive, and audience-focused materials.
- **Event & Program Management:** Successful track record in special event planning, program design, and logistics coordination for large-scale initiatives.
- **Team Leadership:** Four years of supervisory experience, including training, coaching, performance oversight, and team development.
- **Technical Proficiency:** Advanced Microsoft Office Suite skills; intermediate proficiency with Adobe Photoshop, Adobe Illustrator, and Salesforce.

CAREER HISTORY AND ACCOMPLISHMENTS

Family and Community Engagement Coordinator/Manager

August 2018 - present

Kansas City Public Schools; Kansas City, MO

- Develops, leads the implementation of and assesses district family and community engagement plans, goals, policies and strategies
- Ensures effective family and community engagement supports, policies and practices align with the strategic plan
- Co-leads districtwide engagement efforts (e.g., Blueprint 2030, General Obligation Bond), including outreach planning, communications development, and public presentations.
- Provides strategy, oversight, implementation and assessment of family and community engagement liaison initiative, leading a team of over 30 school-based staff
- Supervises Family and Community Outreach Specialist and provides dotted-line supervision, coaching, and professional development to school-based FaCE Liaisons.
- Acts as a liaison to families, neighborhood organizations and community groups to facilitate knowledge and understanding of district programs and initiatives
- Develops and delivers family and community engagement training, coaching and support to school-based staff and district leadership
- Provides annual briefings to the Board of Directors on family and community engagement metrics, trends, and strategic priorities.
- Created the Family and Community Engagement (FaCE) Liaison Program from the ground up—designing all systems, protocols, tools, and support structures for 30+ school-based staff.
- Launched districtwide parent training program to increase parental engagement, empower parents and foster positive school-community relationships
- Established districtwide family and community resource center, contributing to improved school-community relationships.
- Increased stakeholder engagement by 39% at district advisory meetings and attendance at strategic plan meetings by 300%.
- Developed dashboard and data reporting system to track family engagement across schools, informing leadership decisions and public reporting.

Marketing Consultant

February 2018 - August 2018

Urban League of Greater Kansas City; Kansas City, MO

- Created marketing and communications materials, including flyers, brochures, presentations, fact sheets and press releases
- Developed marketing and communications campaigns for special initiatives
- Assisted with development of new donor campaign

**U.S. Army Reserve Child & Youth Services (CYS) Program contractor:
Marketing and Communications Specialist - CYS**

July 2016 - June 2017

Choctaw Staffing Solutions; Remote from Kansas City, MO

- Developed and implemented the program's first comprehensive strategic marketing communications plan
- Created content for internal and external audiences
- Served as publisher and Editor-in-Chief of the quarterly newsletter
- Designed marketing collateral for ongoing programs and special initiatives
- Managed marketing special projects team of three remote associates
- Developed the program's first client satisfaction surveys and metrics, resulting in valuable feedback and program improvements

Youth Services Specialist - CYS

January 2012 - March 2016

Odyssey Marketing Group (previously Odyssey TCI-JV, LLC); Des Moines, IA

- Conducted outreach to community leaders, state and local agencies and school officials to promote partnerships and to advocate for Army Reserve families
- Facilitated presentations and workshops for diverse audiences
- Developed needs assessments, compiled data and presented findings and recommendations to staff and administrators
- Created innovative programs for youth based on analysis of needs assessments
- Drafted content for the monthly regional newsletter for more than 5,000 readers
- Coordinated, organized and facilitated youth training events across the region, including travel logistics

Office Manager and Legal Assistant

March 2008 - December 2011

The Law Office of Clinton Adams, Jr.; Kansas City, MO

- Served as client liaison to strengthen attorney-client relationships and increase client retention
- Developed and executed a marketing and social media strategy that increased new office contacts by 25%
- Managed case portfolio and assisted in case preparation for trial

Marketing Assistant, Contractor

October 2007 - February 2008

RBC Medical Innovations; Lenexa, KS

- Co-developed the annual strategic marketing plan
- Conducted research and analysis, and provided sales support
- Managed Customer Relationship Management (CRM) database, evaluated new database programs and provided recommendations to leadership team

Marketing Associate

December 2006 - April 2007

Adams-Gabbert & Associates; Lee's Summit, MO

- Developed marketing strategy, communications and collateral for strategic initiatives
- Developed, monitored and analyzed client satisfaction surveys
- Managed and coordinated public relations initiatives and activities

EDUCATION

Master of Business Administration, Marketing

Iowa State University; Ames, IA

Bachelor of Business Administration, Marketing

Howard University; Washington, D.C.

SPECIAL TRAINING

Kauffman Education Fellow (May 2023)

Ewing Marion Kauffman Foundation

Master Resilience Training Certification/MRT-C (October 2015)

United States Army and University of Pennsylvania; Fort McCoy, WI

Leadership Fellow (June 2007)

Urban League Servant Leadership Development Institute; Kansas City, MO