

Denise Brooks

Citizens For Education welcomes Denise Brooks, who was recently elected to the Council Rock School Board representing Region 3 (which includes Districts 1, 11 and 15 in Holland and Richboro). Mrs. Brooks is not new to the Council Rock scene; she has spent more than 16 years actively volunteering in the Council Rock School District and she noted, "Dedicating my time and energy to the school board feels like the natural next step to my many years of service to the community." She is eager to bring her professional experiences and strengths to the role.

Mrs. Brooks graduated from Brandeis University with a B.A. in English. While there, she chaired the Programming Board, which was responsible for on-campus entertainment. That experience led to her being hired as an Account Executive for MGM/United Artists in New York City. In that role, she was responsible for promoting movie viewings at colleges, hospitals and prisons. After two years at MGM, she moved to Griffin Bacal Advertising, also in NYC, where she held the positions of Executive Assistant to the President for two years and Human Resources Director for five years. She married fellow Brandeis alum, Lewis Brooks in 1985, and in 1988 the couple moved from Queens, NY to Holland, PA, commuting daily to their jobs in New York City.

Before making their move from Queens, Mrs. Brooks and her husband did their research and decided they wanted to live in Bucks County, specifically in the Council Rock School District because of its strong academic reputation. In 1994, Mrs. Brooks was asked to move to a start-up company called LiveWire Research that conducted online market research using brand new digital technologies. She has been with LiveWire for 20 years and is now the Director of Research for their consumer division. Her background in research and marketing will serve her well on the school board as she has extensive experience in budget management, strategic planning, and data analysis.

In her position at LiveWire Research, Mrs. Brooks was able to divide her full time job responsibilities between telecommuting and working part time in New York City while raising her two children, Eddie and Hannah, who are both graduates of Council Rock South. "My children received exceptional education in Council Rock. Having experienced the school system as both a parent and a volunteer, from kindergarten through high school graduation and into college, I have acquired a great deal of valuable experience that will serve me well on the school board."

Mrs. Brooks' flexible work schedule allowed her to immerse herself in all things Council Rock. Involvement with CR schools began in 1996 when her oldest child started kindergarten and she was elected to the Hillcrest Elementary PTO Executive Board, where she served for two years. After her family moved from Holland to Richboro, where they reside today, she served for six years on the Executive Board of the Rolling Hills Elementary Home & School Association, including four years as President, and was also President of CR South's PTO for an additional six years.

Mrs. Brooks also served on numerous school district committees such as the Superintendent's Advisory Committee for 12 years, the 1997 Redistricting Committee, the Growth Committee, the CR South Principal Search Committee, the Backpack Committee and the Middle Level Committee. Throughout these years she has also regularly attended CR School Board meetings and Academic Standards meetings. Mrs. Brooks currently serves on the Board of Directors of the Council Rock Education Foundation and has been a past board member of Citizens For Education.

Mrs. Brooks is excited as she begins her term as a CR School Board member, including her role as the recently named chair of the Board's Academic Standards Committee. She values the diversity of thought and experience among her fellow Board members, stating, "The fact that everyone comes from different backgrounds with different strengths and skills makes for a great board. Issues will get looked at through different eyes to get various perspectives. This is a wonderful thing and makes for a great process."

Accessibility, responsibility and transparency: These words sum up how Mrs. Brooks intends to approach her new school board position. She wants to be as visible and as accessible as possible. As part of her outreach to the community, Mrs. Brooks attends PTO meetings at her constituent schools (Richboro Elementary, Rolling Hills Elementary, Richboro Middle, and CR South) and plans to reach out to the Northampton Businessperson's Association and the Northampton Senior Center to get a full understanding of the issues and concerns of all members of the community. She also attends Northampton Board of Supervisors meetings when possible.

While Council Rock is viewed as a highly successful school district, Mrs. Brooks feels there is always room for improvement. The school board recently had a retreat to unify around specific goals in several areas including Academic Standards, Finance and Facilities. The development of a District Scorecard is one of the board's top priorities, and as chair of the Academic Standards Committee Mrs. Brooks will play a key role in its development.

Her primary focus right now is the work being done by the district Planning Committee that will commit Council Rock to a long term plan with respect to educational delivery, finances and facilities. The goals established by the Board at its recent retreat will also be a key focus. Mrs. Brooks is committed to being considerate of all sides of issues and representing everyone in Council Rock. She also looks for ways to involve the community in the process and decisions of the School Board and values listening to all input. Mrs. Brooks aims to actively contribute to the continued success of CR and to be open and accessible to all thus making CR a better place for everyone.

CFE would like to thank Denise Brooks for taking the time to meet and discuss her new position.