

## MEDIA CONTACT

Alisha Workman, MBA, CDMP, CTE  
Director of Marketing & Communications  
[aworkman@neuhaus.org](mailto:aworkman@neuhaus.org)

### Neuhaus Education Center Welcomes New Director of Strategic Partnerships



BELLAIRE, TEXAS (August 31, 2021) – Neuhaus Education Center (NEC), a non-profit educational organization dedicated to promoting reading success for all, is thrilled to announce the addition of Bashelia Ward as the new Director of Strategic Partnerships. With a wealth of experience and a proven track record in educational sales, Ward is poised to bring fresh insights and drive NEC's strategic partnerships to new heights.

"I am honored to join the team and lead its strategic partnerships efforts," Ward stated. "My passion for nurturing educators, empowering them with pedagogical wisdom, and fostering metacognitive development burns brighter than ever. I look forward to leveraging my expertise to forge new collaborations and enhance existing relationships, driving innovation and growth for NEC."

As the Director of Strategic Partnerships, Ward will play a pivotal role in identifying, cultivating, and nurturing key relationships with NEC's partners, collaborators, and stakeholders. With more than two decades in educational sales, Ward is well-equipped to foster innovative partnerships that align with NEC's mission and vision.

"We are excited to welcome Bashelia to the NEC family," said Dr. Tracy White Weeden, President and CEO. "Bashelia will bring passion, deep intellect, and commitment to our life-changing mission of literacy success as a human right for all!"

Bashelia Ward holds a bachelor's degree in biology from The University of Tennessee at Chattanooga in Chattanooga, Tennessee. She received her MBA from the University of Phoenix and has completed curriculum and instruction courses from Prairie View A&M University.

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*Neuhaus Education Center is a non-profit educational organization promoting reading success for all. Neuhaus provides evidence-based training and support to teachers, supplies information and resources to families, and offers direct literacy services to adult learners. Visit [www.neuhaus.org](http://www.neuhaus.org) to learn more.*