
FOR IMMEDIATE RELEASE

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PLANO ISD DIRECTOR OF ATHLETICS JEFF SMITH SLATED TO RETURN TO PROSPER ISD

Plano, TX —Plano Independent School District (ISD) announces the departure of Director of Athletics Jeff Smith, who recently accepted an offer to return to Prosper ISD. Smith was hired from Prosper as Plano ISD’s Director of Athletics in February 2020 and played a pivotal role in leading the district’s athletics program through the challenges posed by the COVID-19 pandemic.

During his tenure, Smith led several program improvements resulting in an increase in athletics participation and engagement within the district. His major accomplishment was spearheading the [vertical alignment](#) of all Plano ISD high schools with their senior high feeder schools, uniting each senior high cluster by mascot and school colors, which generated excitement and a sense of unity across the district. Additionally, under his leadership, the district successfully added a sixth grade pre-athletics program, creating more opportunities for student engagement.

With an extensive background in coaching various sports across boys and girls athletics, Smith is a respected member of professional organizations including the Texas High School Coaches Association, the Texas Girls Coaches Association, the Texas Athletic Directors Association and the National Interscholastic Athletic Administrators Association.

In response to Smith’s departure, Superintendent Dr. Theresa Williams stated, “Jeff Smith has been an invaluable member of our Plano ISD leadership team. He truly has a servant’s heart and his work will leave a historic mark benefiting our programs and athletes for years to come. We are sad to see him return to Prosper, however, we wish him the very best in his new role and know that he will continue to make a positive impact on the lives of student-athletes. Jeff will always be a part of our Plano ISD family and will be greatly missed.”

Smith expressed, “It has been an honor to serve the students, coaches and families of Plano ISD. I am deeply grateful to Superintendent Dr. Theresa Williams, Deputy Superintendent Dr. Selenda Freeman and our Board of Trustees for entrusting me with serving and leading the athletics program in Plano ISD. Their leadership and vision have been inspiring to me and I am excited about what the future holds for this great district. I truly believe that the best is yet to come!”

Plano ISD wishes Coach Jeff Smith the very best in his future endeavors and expresses gratitude for his dedication and contributions to the district.

About Plano Independent School District

The Plano Independent School District (Plano ISD) (www.pisd.edu) endeavors to foster the highest level of student learning. Plano ISD is located 20 miles north of Dallas, Texas and serves the residents of approximately 100 square miles in southwest Collin County, including 66 square miles in the city of Plano, northern portions of the cities of Dallas and Richardson and parts of the cities of Allen, Parker and Murphy. Plano ISD employs 6,500 staff members who serve nearly 47,000 students in 73 schools and 11 service facilities. Mission: Our Plano ISD learning community will educate, inspire and empower every student to activate their unique potential in a dynamic world.

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