



TEAMWORK FOR EXCELLENCE

P L A N O
Independent School District

FOR IMMEDIATE RELEASE
PLANO INDEPENDENT SCHOOL DISTRICT

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PLANO ISD BOARD OF TRUSTEES APPROVES NEW DISTRICT ATHLETIC DIRECTOR

The district welcomed new Athletic Director Jeff Smith of Prosper ISD during the February 4 School Board Meeting

PLANO, TEXAS, February 4, 2020 – At tonight’s meeting of the Plano ISD Board of Trustees, Jeff Smith was approved to become Plano ISD’s next athletic director, replacing Gerald Brence who retired in December, 2019. Most recently serving as assistant athletic director in Prosper ISD, Coach Smith brings 24 years of experience to the position.

During his leadership tenure in Prosper, Smith has seen two district championships, sixty-four Academic All-State Athletes, a number of regional appearances and a Top 10 spot in the University Interscholastic League’s (UIL) Lone Star Cup standings. Prior to joining Prosper ISD, Smith served as head football coach and athletic coordinator at McKinney High School in McKinney ISD, taking teams to the playoffs two years in a row in 2017 and 2018.

With experience coaching various sports across boys and girls athletics, Smith’s active professional leadership profile includes membership in the Texas High School Coaches Association, the Texas Girls Coaches Association, the Texas Athletic Directors Association and the National Interscholastic Athletic Administrators Association. He earned a bachelor of science degree in education from Baylor University in Waco, Texas.

Smith’s selection follows a search process that included an opportunity for community members to provide input into the qualities and experiences they wanted to see in the new athletics department head. The district heard from nearly 300 parents, staff members and other interested community members who offered feedback which helped develop the candidate profile, as well as inform questions asked by the selection committee.

“I would like to thank our community for providing a vital voice in this selection process,” said Superintendent of Schools Sara Bonser. “Jeff Smith is an exceptional leader and a well-rounded mentor and coach, offering a breadth of diverse experiences including

knowledge of our Plano ISD athletics structure. In his own words, Jeff aspires to be 'a leader worth following,' and I look forward to seeing not just how he leads our athletic program, but also how he develops our student athletes through strong, positive experiences."

Smith has coached successful athletes and teams around north Texas and looks forward to returning to the district where he and wife, Kelli, began. "My family and I could not be more excited about the opportunity to lead the athletic program in Plano ISD," said Smith. "Plano ISD has an incredible tradition of excellence and I look forward to serving the students, staff and parents of this great community."

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 more than 6,900 staff members who serve more than 53,000 students in 72 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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