



The Woodlands College Park High School

Conroe Independent School District

Andrew Gibson

Director of Speech and Debate, UIL Academic Coordinator

To Whom it May Concern,

It is with great pleasure that I accept the nomination to serve as the Texas Speech and Communications Association Director of Communications/Social Media. TSCA has been a vital part of my journey as an educator and coach, and I am grateful for the opportunity to give back in this role.

I began teaching in 2021 in a challenging environment. We were navigating the aftermath of a pandemic, facing political division, and seeing Speech removed as a required course. It often felt like the power of students' voices was being limited—not only in schools but across the country. Lost and questioning my path, I attended my first TSCA Convention and found a community of educators who shared both my struggles and my passion: ensuring every voice is heard. I left convention with mentors, collaborators, classroom ideas, and most importantly, a renewed spirit and determination to empower students.

As Director of Communications/Social Media, I would focus on strengthening both internal and external communication.

For internal communication, my goal is to extend the collaborative energy of convention throughout the year. I envision a more dynamic monthly newsletter—one that goes beyond announcements to highlight educators, showcase successful programs, and share lesson ideas and activities. This type of communication would remind us that while our job is challenging, we are not alone.

For external communication, I believe we can expand awareness of our impact. While we work to influence schools, communities, and statewide policy, many people still don't realize the scope of what TSCA does for communication education. My priorities would include building a stronger social media presence and improving outreach to administrators and communities. The NSDA provides a good model by recognizing school achievements with letters to principals—an approach that sparks conversations and increases understanding of our work. Adopting similar practices can raise TSCA's visibility and strengthen support.

I am proud to accept the nomination for Director of Communications/Social Media, and with the support of our leadership and members, I am committed to ensuring that not only our voices are heard but our presence is seen.

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