

## Statement of Interest in Appointment to the Durham Public Schools Board of Education District 3 Vacancy

In order to serve on the Board, a candidate must reside in school board district 3, not be a convicted felon unless restored to the rights of citizenship, be a registered voter, be at least 21 years of age, and not be an employee of Durham Public Schools.

Additionally, all candidates should be prepared to fulfill responsibilities including participating in work sessions, monthly meetings, hearings, called meetings, school visits and regular communications with constituents.

Name: Kevin D. Primus

Preferred Pronoun: he/him


Address: 3703 Kilgo Dr., Durham, NC 27705

Telephone: (919) 795-5757

Email: coachprimus@gmail.com

I hereby declare my interest in filling the vacant District 3 seat on the Durham Public Schools Board of Education through June 30, 2024. I have read the DPS Code of Ethics and Professional Conduct for School Board Members (1106) and agree that if I am appointed to the vacant seat I will comply with the code and with all other policies governing the conduct of board members.

I certify that I reside within the boundaries of District 3 and that I am eligible to vote in elections for the District 3 seat on the Durham Public Schools Board of Education.

  
SIGNATURE

February 26, 2023

DATE

*The completed form must be delivered to Nicole Smith, School Board Executive Assistant, by **8am.** on **February 27, 2023.** The form may be delivered to Ms. Smith by electronic mail at [Nicole.Smith@dpsnc.net](mailto:Nicole.Smith@dpsnc.net) or by letter carrier at Durham Public Schools, 511 Cleveland Street, Durham, NC, 27702.*

## **Statement of Interest in Appointment to the Durham Public Schools Board of Education District 3 Vacancy**

Kevin D. Primus  
3703 Kilgo Dr.  
Durham, NC 27705

### **1. *Why do you want to serve on the School Board?***

Durham Public Schools is in a time of tremendous transitions. I would be honored to lend my experience, skill, care, and diligence to help guide this institution through the opportunities and challenges inherent in these transitions.

Most specifically, I look forward to supporting our Superintendent's work towards (1) equitable redistricting, (2) enhanced attention to mental health, wellness, and school-community safety, (3) exceptionally challenging, yet developmentally appropriate academic, arts, and athletics programs, and (4) expansion of career and technical education through our continually evolving and dynamic relationship with Durham Technical Community College.

In all of these areas, I feel the DPS Board of Education has the responsibility to provide oversight and appropriate policy development and implementation in a way that equitably engages our great diversity of parents and families as they work with us to support all of our students, who are formulating their identities and futures in a post-pandemic world.

As a potential appointee for the District 3 seat, I offer my experience in organizational leadership and board service, in collaboration with fellow colleagues elected to the DPS Board, to establish continual improvement for oversight of the \$500MM+ budget annually entrusted to this governing body, as well as ongoing accountability to Durham residents, our County Commissioners, and the state of North Carolina for the sound, basic education of every student entrusted to our care.

A key priority is to work with DPS administration and fellow board members to establish sound policies, practices, and procedures that will empower us to anticipate, handle, and resolve a myriad of issues that stem from systematic underfunding at the state level, as evidenced by the yet-to-be implemented [Leandro v. State of North Carolina ruling](#). These under-funded issues include, but are not limited to recruiting, training, support, and retention of educators, with an emphasis on representation of Black, male-identifying, bilingual, and LGBTQIA+, equity-oriented educators, administrators, and counselors; effective and responsive special education program implementation with appropriate parental support; dual-language immersion program implementation and expansion of the multilingual resource center; effective, community-engaged support for physical and mental health of students, faculty and staff; arts and athletics program development,

including financial support and training of arts program directors and sports coaches; well publicized opportunities for involvement in advanced academics and academic games for all DPS students; and collaboration with other elected government bodies to develop and implement strategies, policies, plans, and investments to facilitate affordable housing and transit for educators and first-responders who serve our kids and communities. I have provided highlights of my experience in several of these policy priorities in question two, below.

Across a wide array of issues, I have supported, challenged, and been challenged by each of the current members of the Board — and the level at which I have supported each member is roughly proportional to the number and intensity of challenging interactions we have shared. I believe when iron sharpens iron, the resulting iron can be that much more magnetic - attracting the educators we need, the funding our schools deserve, and the ongoing, active support of the public this board is charged to serve.

**2. *What experience do you have in the community, especially with public education that would prepare you to serve on the board?***

- a. Served as a student school board member for the [Penn Hills School District](#) (PA) as a high school senior, participating actively in all Board meetings that were not closed-session. As a Pennsylvania school district, our school board worked with two teachers unions and had direct fiscal accountability to its citizens through its ability to tax.
- b. Participated in Duke's week-long, [Project BUILD](#) (Building Undergraduate Involvement in Life in Durham) prior to freshmen orientation. Worked with other students and staff to establish permanent space for Duke's Community Service Center on East Campus.
- c. Served as head manager for Duke men's basketball summer camps, where I oversaw camp logistics and kept track of 400 nine to seventeen-year-olds each week.
- d. Offered first-time homebuyer workshops and participated in Durham Partners Against Crime meetings, hosted a personal safety for children training with [Safety Kids, Inc.](#) founder Diane Brown during my time as a real estate principal broker. Joined the International Society of Crime Prevention Practitioners and advocated for implementation of crime prevention through environmental design (CPTED) practices.
- e. Participated in Durham Affordable Housing and Transit Coalition meetings, where I began a mentoring relationship with the late Brother Ray Eurquhart on coalition building with Black and Brown communities.
- f. Received my lateral-entry teaching license through the NC State NC Teach program. Taught at [Martin Middle School](#) in Wake County. Taught social studies and developed and taught a course for African American studies.
- g. Coached high school girls volleyball, girls basketball, and middle school boys tennis at Trinity School of Durham and Chapel Hill, which eventually led to a

teaching position, as Wake County district policies at that time did not permit beginning teachers to coach sports.

- h. Served as teacher, coach, student government advisor, and athletic director at The Elon School in Burlington.
- i. Mentored students who were named Morehead Scholars, Jefferson Scholars, AB Duke Scholars, BN Duke Scholars, Caldwell Scholars. Also mentored students who were recruited to play sports at the NCAA Division I, II, and III levels.
- j. Coached, managed, and served as athletic director for teams that have won state championships in basketball, golf, robotics, tennis, and volleyball, as well as assistant coach for the FTC Robotics program (Team 2827 “Artificial Stupidity”) that earned the [“Think Award”](#) at the 2011 FIRST Robotics World Championship.
- k. Served on the Advisory Team for the [Durham Public Schools Hub Farm](#), working with CTE Director Rick Sheldahl and Hub Farm manager Katherine Gill to overcome challenges of funding, transportation, curricular integration, and strategic planning during initial identity-formation, growth, and transitional stages of this innovative, 30+ acre, working farm.
- l. Served as founding past-president of the Rotary E-Club of District 7710. Facilitated annual slate of guest speakers with an emphasis on community involvement in education. Served as an advisor for Interact Club at School for Creative Studies.
- m. Founded the Durham-Orange Chapter for the national STEM program [MathCounts](#), mobilized local Rotary clubs to facilitate chapter competitions, solicited funding from the local business community, and served as the first Durham-Orange chapter coordinator.
- n. Served as co-chair of the Partnership for a Healthy Durham communications committee. Participated on the survey team for Durham County [Community Health Assessment](#) led by epidemiologist Denver Jameson.
- o. Participated as a member of Together for Resilient Youth ([Durham TRY](#)). Interviewed Durham TRY founder Dr. Wanda Johnson Boone for a podcast episode and participated in workshops and seminars on adverse childhood experiences (ACEs).
- p. Supported DAE in its attempts to secure funding for the initial community schools resource coordinator positions by facilitating a meeting with then DAE president and the DPS board chair and vice chair at that time.
- q. Developed a model to support the growth and accountability of the Community Schools model within DPS and submitted this model to Durham Board of County Commissioners in the campaign to secure funding for two of the first four Community School Resource Coordinator positions in DPS.
- r. Advocated directly with multiple County Commissioners and submitted a financial plan (not adopted) to fund further resource coordinator positions by tying financial support to a key performance indicator (KPI) the County had with DPS at the time (i.e. reducing teacher turnover).
- s. Was invited to participate in the interview process for the first community school resource coordinator at Lakewood Elementary.

- t. Served on the [Riverside High school improvement team](#) (SIT Team) for several years while my three oldest children were in high school. Advocated for bilingual teachers and counselors on behalf of our growing Spanish-speaking population.
  - u. Interviewed the new Riverside athletic director on the equipment needs of the various teams and programs; the recorded, video interview was used to advocate for funding to replace decades-old wrestling mats, which were a potential student-health and legal liability.
  - v. Co-authored multiple patents in the virtual reality gaming space during my tenure as director of corporate intelligence for The Virtual Reality Company, two of which have been granted. These patents apply various learning theories to facilitate a responsive reward system across platforms and incorporate narrative storytelling, emotional feedback, and insights from polyvagal theory.  
<https://patents.justia.com/inventor/kevin-primus>
  - w. Following the school shooting in Uvalde, TX, developed and shared with the Board and Superintendent a detailed analysis of the School Resource Officer memorandum of understanding between the Durham County Sheriff's Office and DPS to encourage greater transparency and accountability to students, educators, taxpayers, residents, and families.
  - x. Developed and shared a one-page report, "Solution Side of 'Growing Together' Scaling Up Naturally" to highlight opportunities to support families of students currently enrolled in Dual-Language Immersion (DLI) programs while continuing to move forward with the Superintendent's redistricting plan.
  - y. During the Covid-19 epidemic, facilitated collaborations between the Ellerbe Creek Watershed Association (ECWA) and the Duke BOOST program. Continue to serve on the ECWA board, as well as the NC League of Conservation Voters board.
  - z. Continue to work with the [Hispanic Outreach & Patient Engagement en Español](#) panel (HOPE2) out of the Mayo Clinic in Jacksonville, FL, focusing on developing bilingual content to improve mental health outcomes among Hispanic communities.
3. ***The Board of Education has two regularly scheduled meetings per month - 1 work session and 1 main board meeting, as well as additional meetings as necessary to fulfill the responsibilities of the Board. Meetings can occur during the day and the evenings. Please share how you will be able to fulfill the time commitment as a Board member.***

As I am currently self-employed, my schedule allows for a reasonable range of flexibility to accommodate meetings scheduled in advance, as well as most meetings in response to situations that may emerge from time to time.

## Objective

To leverage my experience in corporate intelligence, business development, team building, training, and education to transform industries towards continuous improvement in diversity, equity and inclusion to survive and thrive in an emerging, post-pandemic economy.

## Education

Master of Arts in Sociology, Duke University, 2001

- Specialization in Urban Sociology
- Specialization in Organizations, Markets and Work

Bachelor of Arts in Sociology, Duke University, 1994

Valedictorian, Penn Hills Senior High, Pittsburgh, PA, 1991

## Experience

**The Virtual Reality Company** | Bringing people face-to-face with imagination. 2016-2020

### *Director of Corporate Intelligence*

- Advise CEO, CBO, and Head of Business Development on time-sensitive, strategic opportunities.
- Assess potential value, brand fit, and strategic challenges inherent in particular business opportunities.
- Author daily industry reports covering creative-production, distribution, and business development for the VR Location-Based Entertainment industry.
- Brief industry analysts on emerging trends in VR location-based entertainment.
- Cultivate, maintain, and expand our public-relations, journalistic network.
- Design business development models.
- Draft and edit annual reports and presentations for conference keynotes.
- Evaluate strategic opportunities using quantitative and qualitative social science research methods.
- Outline project specifications from development to pre-production, principal photography, post-production distribution, monetization, and evaluation for major motion-picture studios and in-house projects.
- Provide decision support for project selection.
- Specify, develop models, co-author, and edit patents for mission-specific intellectual property.
- Survey industry-wide and firm-specific press coverage.

**Thrillerdome, LLC** | Entrepreneurship Unobstructed. 2014-2020

*Director of Operations.* Responsible for devising, developing, and advising start-ups at the intersection of entertainment, fitness, education, and technology through ideation, market segmentation, competitive market analysis, go-to-market strategy, business model development, and executive recruitment of equity-oriented leaders.

- **5X** | Mobile app that helps address health disparities by encouraging patients with pre-diabetes and those suffering from lower back pain to discover and select from a curated menu of physical activity options based on user priorities - moving users towards a lifestyle of regular, functional exercise, five times a day.
  - **BeSpree** | Enterprise-level platform that delivers timely, curated feeds of in-person and virtual group wellness activities to facilitate equitable access and safe re-opening for state and county governments.
  - **CandidDate** | Host-driven podcast series that deconstructs historic campaigns, spotlights political underdogs, highlights policy pioneers for a sustainable economy, and brings together political hopefuls with their constituents to discuss common challenges of under-represented communities in a speed-dating format.
  - **CellWork** | Mobile app that aggregates de-identified student priorities to inform, educate, motivate, and challenge community-based organizations to mobilize resources needed to meet the expressed needs of the diverse array of cultural backgrounds and experiences of kids within their local school district.
  - **Deep End Immersive** | Edutainment studio producing VR, AR, traditional video, and podcast content highlighting the diversity, equity, and inclusion challenges of everyday people.
  - **OnMission** | Next-generation platform to help creatives discover and build diverse brand communities.
  - **Pareto Test Prep** | Responsive website to make effective, pedagogically sound, college admissions test prep available to all students regardless of family experience, cultural background, or socio-economic status.
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- **Peregrine Adventures** | Academically engaging trading card game that guides Rising Scholars to write across the curriculum as they pursue progress towards their own personal priorities.
- **PlaygroundMom** | Career guidance platform to help primary caregivers re-launch the second act of their professional lives through career counseling, strategic planning, and brand development.
- **Recogniis** | Mobile app that guides secondary school Rising Scholars to identify their priorities, document their progress, and position themselves for success in the college application process.
- **Riis** | Unscripted streaming series where each episode embodies the uniquely rocky, yet transcendent hero's journey of an accomplished Black professional, covering every career category in the Occupational Outlook Handbook over five seasons. In development.
- **Press & Pour** | Full-service vinyl pressing plant, boutique cafe/bar, and specialty record store offering exclusively licensed merchandise in a live music venue, highlighting local artists of various genres.
- **Python 10K** | Awareness and fundraising 10K Run/Walk/Crawl management platform to sponsor coding bootcamp scholarships to widen the STEM pipeline for Rising Scholars.

#### EDUCATION, YOUTH DEVELOPMENT & TEAM BUILDING

- **John Silva and Associates**, Burlington, NC, 2012-2014  
*Special Programs Director*. Developed innovative ACT/SAT training program. Mentored students who earned merit scholarships to flagship, Research I universities. Developed Campus Scouts college readiness program.
- **The Elon School**, Burlington, NC, 2011-2013  
*Advisor/Athletic Director/Coach/Teacher*. Served as student council advisor and student advisor. Developed budget, managed expenses, hired coaches, oversaw all aspects of interscholastic athletic program, and coached girls volleyball. Taught English 10-12.
- **Trinity School of Durham & Chapel Hill**, 2007-2011  
*Upper School Teacher*. Taught courses in STEM, social sciences, humanities. Served as student advisor, robotics assistant coach, digital-journalism faculty advisor, and assistant to the AD.  
*Robotics Assistant Coach*. FIRST Tech Challenge Robotics Teams 2827 and 3587. Won multiple Think Awards and Winning Alliance in NC Championships. Think Award at World Championship.  
*Varsity Girls Basketball & Volleyball Programs, Head Coach*. Won conference championships first three years as varsity program, North Carolina State Championship in 2010. Aided in college admissions/recruitment process of all-state players.
- **Martin Middle School** (Wake County), 2008  
*Middle School Teacher*. Taught four sections of social studies and two sections of African-American Studies.
- **Duke FOCUS Program, Markets & Management Studies**, 1999-2000  
*Teaching Assistant*. Led weekly discussion seminar sections, graded essays, etc. in Duke's most popular certificate program. Organized and facilitated weekly discussion seminars.
- **Duke University Religious Life Staff**, 1994-2001  
*Campus Minister*. Taught weekly sermons/lectures to college undergraduates in local-church-base campus ministry; grew campus ministry from three students to seventy weekly participants from a wide array of racial and ethnic backgrounds, counseled students; mentored undergraduates in pre-health, pre-law, engineering, social sciences, and humanities majors; organized small-group learning experiences and campus-wide outreaches; facilitated regional retreats across NC and a national conference in Duke Page Auditorium.
- **Duke Men's Basketball, Deblin, Inc.** (Duke Basketball Camps), 1992-1994  
*Head Manager*. Created first Duke Basketball Manager's Handbook that codified a responsibilities, values and organizational culture previously passed down through oral tradition. Taught new managers Duke Basketball doctrine, facilitated practices and game day operations. Managed summer camps for 400 nine to seventeen-year-olds per week from Durham and beyond.

#### Courses Taught/Developed

African American Studies | Algebra I & II | Classical Journalism in a Digital Age | English 10-12 | Geography | Geometry | Globalization & Development | Modern China | Physical Education | Public Health & Personal Wellness | Rhetoric | Robotics | Senior Capstone

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Selected Trainings & Workshops

- NC High School Media Association, *Summer Institute Participant*, 2011, 2014
- News21 - UNC-Chapel Hill Digital Journalism Incubator, *Volunteer*, 2011
- NC Teach – N.C. State – Lateral Entry teacher Licensure Program, *Participant*, 2007-2008
- International Society of Crime Prevention Practitioners, *Member*, 2005
- Safety Kids, Inc., *Certified Instructor* (Personal Safety for Children), 2004

**URBAN REAL ESTATE & COMMUNITY DEVELOPMENT**

- Ellerbe Creek Watershed Association, *Board Member*, 2019-present
- Hispanic Opportunities Panel for Patient Engagement en Español (HOPE2), *Advisor to Principal Investigator*, 2019-2020
- Connected Durham - Community Engagement Core, *Community Stakeholder*, 2018-2019
- Partnership for a Healthy Durham, *Communications Committee Co-Chair*, 2018-2019
- Riverside High School - Equity-Oriented Leadership Team and School Improvement Team, *Parent Representative*, 2017-present
- The Paideia Academy, *Board Chair*, 2017-2018
- Together for Resilient Youth (Durham TRY), 2016-present
- Rotary e-Club of District 7710, *Founding Past President* 2014-16, *Programs Chair* 2017-2019
- Durham Public Schools Hub Farm, *Advisor*, 2014- 2016
- Mathcounts Durham-Orange Chapter, *Chapter Coordinator*, 2014-2017
- Boy Scouts of America, Durham Troop 412 *Scout Committee Member*, 2014-2015
- Primus First Realty, *Principal Broker*, 2003 – 2007  
Oversaw community outreach, trained and oversaw new agents. Developed and implemented policies and procedures. Oversaw first successful condominium conversion in urban Durham. Produced NeighborhoodWalks audio podcast miniseries, 2006
- Duke University Nasher Museum of Art – Conjuring Bearden, *Corporate Sponsor*, 2006

Selected Honors and Awards

- NCISAA 1A Golf State Championship, The Elon School, *Athletic Director*, 2012, 2013
- NCISAA 1A Tennis State Championship, The Elon School, *Athletic Director*, 2012
- NCISAA 1A Volleyball State Championship, The Elon School, *Coach/Athletic Director*, 2010
- FIRST Robotics, World Championship FTC Think Award, Team 2827 aka Artificial Stupidity, *Mentor/Assistant Coach*, 2011
- Carolina Christian Conference/TAC Volleyball *Coach of the Year*, 2009-2011
- NCISAA 1A Volleyball State Championship, Trinity School, *Coach*, 2010
- USA Volleyball – IMPACT Coaching Certification, 2006
- Duke Endowment Fellowship (now Dean's Graduate Fellowship), 1997-2001
- NCAA Men's Basketball Final Four, *Head Manager*, 1994
- NCAA Men's Basketball – National Championship, *Manager*, 1992
- *Reginaldo Howard Scholar*, 1991-1994
- Duke University Dean's List, *Recognized*, 1994
- Duke Building Undergraduate Involvement in the Life of Durham, *Participant*, 1991
- *National Merit Finalist*, 1991; *National Achievement Finalist*, 1991
- *Tandy Technology Scholar*, Penn Hills High School Science Award, 1991
- Rensselaer Polytechnic Institute Math and Science Award, 1991
- Benjamin Banneker Mathematics Competition, *1st Place*, 1991
- Kiwanis Club Penn Hills, *Jr. Citizen of the Year Award*, 1991



February 26, 2023

Dear Members of the Board,

I am writing this letter of support on behalf of Kevin D Primus as a potential appointee for the District 3 seat on the Durham Public Schools Board of Public Education. As an experienced social worker who specializes in child welfare and trauma-informed human services, I am confident that Kevin Primus has the background, temperament, and mindset to help guide our school district in a way that will support the needs of our students and families.

As a Black male who is present in the lives of his children, Kevin has continually invested in our schools and in the Durham community. His involvement with Together for Resilient Youth and Partnership for a Healthy Durham, and the Durham County Community Health Assessment all point to his commitment to the health and welfare of our children. In our numerous conversations, Kevin has demonstrated a deep understanding and desire to continue learning about the wide array of challenges our most marginalized communities face. Kevin has even introduced me to leaders in and outside of Durham who are pioneering ways to improve the relationship between community health and community safety, issues that will only grow in relevance as our families respond to changes in their world brought on by the pandemic.

Kevin is a listener and a learner, but also an analyzer and a communicator. These are important traits that will be needed as Durham Public Schools implements the "Growing Together" plan and works through all of the challenges that accompany change management in a community as diverse as Durham. I believe his work with the Hispanic Outreach & Patient Engagement en Español panel (HOPE2) with Mayo Clinic in Jacksonville, FL to improve community health among Hispanic populations will also be vital as our immigrant population continues to grow.

It is with great enthusiasm that I submit this letter of support, and I trust that you will value the experience and contributions that Kevin Primus continues to make to our kids, families, and the community of Durham.

Sincerely,

Myca Jeter, MSW

February 26, 2023

Dear Members of the Board,

As a long-time Durham resident, graduate of Southern High School, former DPS Board member, and current DPS parent, I am submitting this letter of support for you to consider appointing Kevin Primus to the vacant District 3 board seat.

As I have gotten to know Kevin over the past few years, I would like to highlight four areas in his experience that may be particularly vital to round out the capabilities of our Board of Education at this time.

First of all, Kevin is an active parent of five children, all of whom have participated in Durham's Montessori program and three who have already experienced Durham Public Schools through twelfth grade. As our Growing Together redistricting plan involves an expansion of the Montessori offering to every region in the District, Kevin's experience as both a father and an educator can provide valuable diversity to support this important initiative. Kevin has been a respected and effective advocate for parental involvement in Black and Brown communities whose students have historically been underserved by our Montessori programs.

Secondly, Kevin has a background in strategic planning in the technology field, which will continue to be an important aspect of educating all of our students. As the founder of the Rotary E-Club of District 7710, Kevin was an early adopter of Zoom for distance meeting and learning years before the pandemic response. As Director of Corporate Intelligence for The Virtual Reality Company, he provided daily reports on the state of the AR/VR industry, followed trends in educational and entertainment use cases for these technologies, and advised the company regarding strategic direction on a limited budget. This type of experience can be incredibly useful as the DPS board continually considers how to budget for the appropriate use of technology in the classroom.

Thirdly, Kevin has experience working with residential real estate and first-time homebuyers in and around Durham County. As we have seen increased gentrification and soaring housing costs, the District administration has identified teacher housing as a strategic priority. Having handled the first urban condominium conversion to affordable housing units at Duke Tower Condominiums (across from DSA) in the early 2000s, Kevin has applied his graduate degree in urban sociology and organizations markets and work to practical use through his involvement in affordable housing, transit, and employment for almost two decades.

Finally, Kevin comes to this vacant seat not only with an extensive background as an educator, but also with relevant, local board experience. As we prepare our students and families for a

future where climate change and the effects of human development on our environment must be mitigated, Kevin has been actively serving on the boards of the Ellerbe Creek Watershed Association and the NC League of Conservation Voters. His involvement on the Advisory Team in the early stages of the DPS Hub Farm also speak to his foresight and leadership in these environmental issues critical to the future of our community.

As a lifelong public servant and former member of the DPS board, I am confident that Kevin Primus will be a valuable asset and colleague should you select him to fill the vacant seat for District 3.

Sincerely,

Frederick X. Ravin, III