The Mind Trust Expands Communications Team

Indianapolis – (February 24, 2020) – The Mind Trust, an Indianapolis-based education nonprofit, has hired Chelsea S. Reed as Manager of External Communications. In this new role, Reed will work closely with The Mind Trust’s staff and partners to amplify the impact of the organization’s efforts to create and support high-quality public schools for every Indianapolis student.

Reed will expand the capacity of the organization to share the perspectives and experiences of those most impacted by the city’s education system. She will collaborate with a variety of stakeholders, including school leaders, teachers, parents, students, and community members, to help tell their education stories in a compelling, approachable way.

Reed has more than 17 years of experience in the public relations and marketing fields. Prior to this role, she spent eight years leading and expanding marketing and communications efforts for Zion Hope Church. Reed has also led communications work for Indiana Black Expo, Inc. and HealthNet, Inc. Additionally, she has worked in multimedia communications at the Indiana Repertory Theatre, Inc., marketing and outreach for the Multicultural & Diversity Services Office at Franklin College, and as an independent marketing and communications strategy consultant.

“Chelsea’s wealth of experience and her fervor for advocacy, specifically relative to youth, aligns perfectly with the mission of The Mind Trust,” said Shannon Williams, Senior Vice President of Community Engagement and Communications. “We are incredibly proud to have her join our team of dedicated professionals.”

Reed earned her bachelor’s degree from Franklin College with a double major in News Editorial and Public Relations & Advertising and a minor in Marketing for Nonprofit Organizations. She is passionate about advocating and encouraging youth and young adults. She is currently a B.O.S.S. Student Mentor at Franklin College and has also volunteered at the United Negro College Fund, Circle City Classic, and Indiana Black Expo, Inc.

About The Mind Trust
The Mind Trust is an Indianapolis-based education nonprofit that works to build a system of schools that gives every student in Indianapolis, no exceptions, access to a high-quality education. The Mind Trust does this by building a supportive environment for schools through policy and community engagement, empowering talented educators to launch new schools, and
providing existing schools with the support they need to hire world-class talent and achieve excellence. Since 2006, The Mind Trust has supported the launch of 29 schools and helped place more than 1,500 teachers and school leaders in Indianapolis classrooms. More information can be found at themindtrust.org.