



# Board Appointment Form

City Clerk's Office

Appointing Office	Ivan Niño, District 5
Agenda Placement	Regular
Date of Council Meeting	01/20/26
Name of Board	Ethics Review Commission

## Agenda Posting Language

Appointment of Cynthia Retana to the Ethics Review Commission by Representative Ivan Niño, District 5

Appointment Type	Regular
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## Member Qualifications

Ms. Retana brings extensive executive leadership experience in public and nonprofit organizations, with a strong record of ethical governance, regulatory compliance, and policy oversight. Ms. Retana has demonstrated expertise in ensuring compliance with federal, state, and local regulations; reviewing and implementing board-aligned policies; and maintaining accountability and transparency in complex organizational settings. Her work with governing boards and senior leadership reflects sound judgment, discretion, and a commitment to ethical decision-making. Ms. Retana offers strong analytical skills in data-driven program evaluation, risk identification, and continuous improvement, as well as experience in budget development, financial oversight, and responsible stewardship of public and grant-funded resources. Additionally, Ms. Retana has a proven ability to collaborate with diverse stakeholders, including government entities, boards, and community partners, while maintaining equity, impartiality, and public trust. Her academic preparation—including a Master of Education, doctoral studies in Educational Leadership, and AASA Principal Supervisor Certification—further supports her qualifications for service on the Ethics Commission

Nominee Name	Cynthia Retana
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED] El Paso, Texas, [REDACTED]
Nominee Primary Phone Number	+1 (915) [REDACTED]
Residing District	[REDACTED]
City Employed Relatives	N/A

## Board Membership

N/A

## Real estate owned in El Paso County

N/A

Previous Appointee	Ryan Woodcraft
Reason for Vacancy	Term Expired
Date of Appointment	01/20/26
Term Begins On	02/21/25
Term Expires On	02/20/27
Term	First Term

# CYNTHIA RETANA, M.Ed

(915) [REDACTED]

[REDACTED]

## SUMMARY OF QUALIFICATIONS

Leveraging a comprehensive background in leadership expertise, administrative acumen, and a steadfast commitment to equity and inclusion, to effectively develop and implement policies, programs, and initiatives that support students with diverse learning needs. Passionate about fostering inclusive practices, driving strategic planning, and ensuring compliance with legal requirements to enhance educational outcomes for all students.

### Expertise:

- Develop, Monitor and Evaluate Programs Using Data Analysis
- Development and of Comprehensive Services for Optimal Post-Secondary Transition
- Budget Development and Grant Management
- Leadership Support and Mentoring
- AASA Principal Supervisor Certified
- Strategic and Visionary Leader
- Curriculum Development
- Principal and Teacher Evaluation
- Compliance and Evaluation
- Stakeholder and Community Collaboration

## EDUCATION

**University of Texas at El Paso**  
**University of Texas at El Paso**  
**Texas A&M-Commerce**

Bachelor of Interdisciplinary Studies  
Master of Education  
Doctor of Education Leadership (in progress)

## PROFESSIONAL EXPERIENCE

**YWCA – PASO DEL NORTE**  
**Academies of Early Learning Administrator**  
**El Paso, TX**

**2025-Present**

- Provide strategic oversight for multiple sites, ensuring alignment with the YWCA mission, values, and community impact goals
- Lead the development and execution of short- and long-term strategic plans to improve program quality, enrollment, financial sustainability, and community engagement
- Ensure compliance with all federal, state, and local licensing requirements
- Oversee AEL Directors and leadership teams, providing coaching, performance management, and professional development
- Establish and maintain partnerships with school districts, community agencies, funders, and government entities to expand access to high quality early learning

**ECTOR COUNTY INDEPENDENT SCHOOL DISTRICT**  
**Executive Director of Leadership**

**2021 – 2024**

**Odessa, TX**

- Direct supervision and mentorship of 17 campus principals in Ector County Independent School District (ECISD) including its various programs, policies, procedures, budget and financial services, curriculum/instruction, and campus data for grades PK3-12.
- Collaborate with all stakeholders to build vision, set priorities, and develop long and short-range plans for the day-to-day operation of campuses and district initiatives.
- Plan and coordinate bi-monthly leadership professional development for campus principals aligned with district and board improvement goals to include reviewing and setting policy.
- Facilitate communication and collaboration with the board of education and establish and maintain effective relationships with school personnel, while engaging with the external community.
- Assist in the creation of instructional systems designed for high student achievement to ensure not only enhancing student learning but improving teacher performance and planning for classroom high yield instructional practices.
- Align and meet with Special Education Department to plan and present to campuses and monitor Sped. programs for implementation and accuracy.
- Work with district and building administrators to identify, collect, analyze, and use relevant data to identify strengths to sustain and weaknesses to address.

**SOCORRO INDEPENDENT SCHOOL DISTRICT**  
**Assistant Superintendent of Schools****2018 - 2021****El Paso, TX**

- Direct supervision and mentorship of campus principals in the Socorro Independent School District (SISD) including its various programs, policies/procedures, budget and financial services, curriculum/instruction, and campus data for grades PK 3-12.
- Collaborate with all stakeholders to set priorities and develop long and short-range plans for the day-to-day operation of campuses and district initiatives.
- Facilitate communication with the Superintendent and district board members and establish and maintain effective relationships with school personnel, while engaging with the external community.
- Assist in the creation of instructional systems designed for high student achievement to ensure not only enhancing student learning but improving teacher performance and planning for classroom high yield instructional practices.
- Work with district and building administrators to identify, collect, analyze, and use relevant data to identify strengths to sustain and weaknesses to address.
- Create, evaluate, and revise policy and ensure compliance district wide.
- Create and monitor yearly budgets at the district and campus levels.

**SOCORRO INDEPENDENT SCHOOL DISTRICT**  
**Principal/ Counselor****2010 – 2018****EL Paso, TX**

- Hire effective personnel and ensure all policies and laws regarding hiring practices are followed.
- Provide Professional Development.
- Lead students through career counseling and interest inventories. Provide certification and secondary education guidance to include financial information on funding for post-secondary education.
- Managed school logistics and budgets. Set learning goals for students and teachers based on state curricula. Monitored and reported on teacher performance; presented data based on school performance to campus, district, and community stakeholders. Provided professional development, mentoring, and learning opportunities to faculty based on data and campus needs assessment.

- Researched new resources and techniques to improve teaching and best classroom practices. Interviewed and hired potential new school personnel. Attended conferences to gain knowledge on educational trends; reviewed and implemented school policies based on trends and campus needs and goals.

### **COMMUNITY CONTRIBUTIONS**

- El Paso City Board Member - Women's Rights Commission

### **LANGUAGES**

- Spanish (fluent in speaking, reading, and writing)