

Member Highlight

Andrea Freile,
Family Engagement & Communications
Coordinator



WHO IS ANDREA FREILE?

Andrea is the heart of family engagement and communications at Wayne County Public Schools in Goldsboro, NC, and she's also the founder of VivaCultura Consulting, a Cultural Intelligence firm. Her past experiences in various communication roles have allowed her to discover the power of tailor-made solutions for diverse audiences. Her journey through non-profit and government roles has been driven by a passion for inclusivity and belonging. Today, her daily focus is to bring her school system tools to bridge cultural gaps, driven by a deep-rooted belief in the transformative power of education and community.

Her aspiration is to shape decision-making processes centered on culture and emotional intelligence in schools and communities. She is dedicated to expanding her consulting business to spread awareness and foster belonging in organizations beyond her own.

WHAT IS IMPORTANT TO HER?

Andrea believes that In various cultures, women are taught valuable virtues that shape them into compassionate community servants. However, those cultures often neglect to equip women with the skills needed for success in the business world. As women strengthen these values, such as confidently asserting their needs and advocating for those without a voice, it becomes imperative for us to unite and support one another ensuring our perspectives contribute to the dialogue shaping our country.

WISDOM FROM ANDREA

"Surround yourself with individual operating at a higher wavelength to stay stimulated and grounded in the the bigger picture."

"There is a strong you vs. me culture in education. It's the strongest one I have encountered. My advice for women in education is to align with those dedicated to a culture of solution --and that can be difficult as it may be that our own reference circle is full of negativity -- but to achieve the larger goals with our schools, we must change the culture of division within our system. "

WHAT DO YOU LIKE MOST ABOUT BEING A WE LEAD MEMBER?

"I love that it's just enough to feed me what I need each week in order to remain hopeful, grounded, and excited. "

