



FOR IMMEDIATE RELEASE

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RFK Charter School Welcomes Dr. Holly Gurule as New Executive Director



Dr. Holly Gurule, newly named Executive Director of RFK Charter School

Albuquerque, NM – Dr. Holly Gurule has been named as the new Executive Director of Robert F. Kennedy Charter School, a key resource in the South Valley that prepares, motivates, and supports students to achieve their college and career goals in partnership with their families and the community.

Gurule will replace RFK Charter School’s longtime Executive Director and Founder Robert Baade, who is moving to an advisory and mentorship role after leading the school since 2001.

“We are thrilled to welcome Holly Gurule as the new Executive Director of RFK,” said Mark Walch, RFK Governing Council President. “In addition to her incredible educational expertise and leadership experience, Holly is a long-time resident of the South Valley and will ensure that RFK continues to be a key resource not just to our students and families, but to the entire community.”

Gurule brings over 25 years of dynamic leadership in education to her new role as the Executive Director of RFK Charter School. A visionary and equity-driven leader, Dr. Gurule has a proven track record of advancing student achievement, building high-performing teams, and managing complex educational programs with multi-million dollar budgets.

Gurule has served as a principal, district-level director, and most recently as Senior Director of Programs at CNM Ingenuity, where she successfully expanded statewide scholarship and mentorship initiatives impacting Early Childhood Educators across the State of New Mexico. Her experience spans public, charter, and tribal education systems—equipping her with a deep understanding of the diverse needs of students, families, and the community.

“I am honored and excited to bring my skills and experiences to the Executive Director position at RFK Charter School and work collaboratively with the staff and community to achieve RFK’s mission,” Gurule said. “I deeply understand the critical role of a strong education system that not only equips students with academic excellence, but also provides them with opportunities to explore and engage their passions and interests.”

With Gurule at the helm, RFK Charter School is looking forward to the future as it enters an exciting period of growth that includes the expansion of its Career Technical Education programs.

Dr. Gurule will assume the role in August 2025.

About Robert F. Kennedy Charter School

Robert F. Kennedy Charter School, founded by Robert Baade in 2001, is a 6-12+ institution with four different locations, including a middle school, a high school, and two program locations - a community farm and Career Technical Education (CTE) campus. RFK Charter school strives to ensure that each graduate leaves the school with a high school diploma, GED, or trade certificate. In addition to the functions of the 6-12+ school and CTE programs, RFK Charter School provides vital resources for families, students, and community members.

Website: <https://www.rfkcharter.com/>

For more information, contact Dr. Holly Gurule at info@rfkcharter.net.

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