

Juan Diego Academy Administrative Team: 2016-2017



Bob Schmidt
President & Principal

Born and raised in Milwaukee, Wisconsin where he attended Catholic schools from kindergarten through 12th grade, Bob has spent 18 years in Catholic education as a teacher, campus minister, and administrator. He holds a Bachelor Degree in Education from St. Mary's University in San Antonio, a Master in Religious Education from Loyola University (LA), A Texas Principal Certificate, and a Certificate in Spiritual Direction. When not ministering to his JDA family, Bob spends as much time as possible with his wife Velma, a Licensed Professional Counselor, daughter Katherine, and son Zeke who attends St. Joseph Catholic School in Edinburg, where the Schmidts reside.



Sandra Bitner
**Vice President
Finance and
Academy Advancement**

A native of Alice, Sandra is a proud alumna of Texas A&M University where she graduated with a BBA in accounting with a specialization in finance. She worked in the legal arena for 15 years, then for 7 years as an accountant, and finally as the administrator of a pediatric rehabilitation clinic before coming to JDA. Sandra loves the peaceful atmosphere, the spirit of community and is passionate about the learning environment at JDA."



Dr. Kathleen Carroll
Dean of Instruction

A Master Teacher and Workshop Presenter with 34 years of educational experience, Dr. Carroll holds a Bachelor Degree in English and Spanish from the University of Texas at Austin, Masters Degrees in both English and Spanish, and a Doctorate in Educational Administration—all from the University of Texas-Pan American. She has studied in both Spain and Mexico, and has been an AP Reader for several years. Dr. Carroll holds lifetime teaching credentials from the State of Texas, as well as a Texas Principal Certificate.



Veronica Rodriguez
Guidance Counselor

Born and raised in Mission, Rodriguez graduated with her Bachelor of Arts degree in Psychology from the University of Texas Pan American and received a Master of Arts degree in Community Counseling from the University of Texas San Antonio. She has worked as a Professional Guidance Counselor and Instructor at the University of Texas Rio Grande Valley for the past 9 years guiding incoming college freshmen and transfer students. Away from work, Veronica enjoys spending time with her husband Ramsey, a Clinical Instructor at South Texas College, traveling, and participating in outdoor activities with her son, Joshua. The Rodriguez family attends Our Lady of Guadalupe Parish in Mission.

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Ray Kellman
Athletic Director

A standout in track at the University of Texas, Coach Kellman brings a wealth of knowledge and experience in athletics and team-building to JDA. His coaching skills speak for themselves as he has twice guided the boys' soccer team to the TAPPS state playoffs and led the track team to the state meet in just the first year of competition. More than these on field successes, Coach Kellman brings a deep, Christ-centered love and respect to student athletes, as well as prayerful and uplifting Christian witness. In a Catholic school, all that is said and done should bring students closer to God. Coach Kellman is primed to continue doing this in his new ministry of Athletic Director.



Will Henry
Fine Arts Director

A native of South Louisiana, Henry attended Vandebilt Catholic High School in Houma and graduated Cum Laude with a Bachelor of Music Education from the University of North Texas. Henry taught for a year at Mission CISD before moving to La Joya ISD, where he served as a middle school assistant, then a middle school head director, and finally as head director at Juarez-Lincoln High School, where he grew the program from 17 students to more than 100. William served as the Fine Arts Department head at several of his campuses. As department head, William was responsible for the coordination and guidance of all fine arts programs, including choir, orchestra, theater arts, mariachi, dance, guitar, and art. Henry is looking forward to the opportunity to work with the talented students at JDA.

William and Katrena are parishioners of Our Lady of Sorrows in McAllen and have three children that mean the world to them.



Janie Perales
Registrar

Born in Mission and raised in McKinney, Texas, Janie graduated from the Executive Secretarial School in Business with a Legal Specialty. She studied at Dallas Baptist University, and plans to complete her work towards a Bachelor Degree in Business Leadership from South Texas College. Janie has many years of experience working for the Catholic Dioceses of Dallas and Brownsville in ministerial and secretarial roles, including as secretary to then Bishop Raymundo Peña. Janie feels embraced by the Holy Spirit every time she crosses the gates of the campus and loves being in a place where she can live out her faith while ministering to her JDA community. When not on campus, Janie spends time volunteering with her family.

Juan Diego Academy

Catholic Regional High School



Justice + Devotion + Action