



THE MUSEUM SCHOOL

East Dallas

Loren Colman

Superintendent



As a member of the East Dallas community since 2011, Loren Colman has seen its challenges and is compelled and prepared to make positive change in her community. The Far East Dallas Community (also known as the “forgotten far East Dallas”) lacks resources in a variety of ways, and its schools serving primarily low-income populations continue to struggle to help students master grade-level content. Loren is passionate about embarking on a journey to create an innovative school option for East Dallas families that delivers on its promises, putting students on track for a thriving life. Loren has been in the field of education since 2005, including successfully leading a charter school to an A rating in Dallas. “Students and families of the East Dallas community deserve high-quality, innovative educational options just like other areas of Dallas, and I am committed to ensuring that every child, regardless of their background or zip code, has the opportunity to learn, grow, and reach their full potential.” Before joining BES as a Fellow on the Community Co-Design track, Loren worked for Uplift Education in Dallas for the previous 8 years as an assistant principal/dean and a principal leading schools in low-income areas to close gaps for all kids. Prior to this, she taught 4th grade math and science in a traditional ISD, 3rd grade at an expeditionary learning school, and special education resource and inclusion in a southeast Washington, DC charter school. She has also worked with TNTP to train teachers for several years. She received her Master’s in Educational Leadership in Urban Schools from Southern Methodist University and her Bachelor’s in K-12 Special Education Instruction from The University of Texas at Austin.

JuanCarlos Strickland
Assistant Principal



Juan Carlos Strickland serves as Assistant Principal at The Museum School of East Dallas. He brings extensive experience in instructional leadership, family and community engagement, student culture, and campus operations.

Most recently, Mr. Strickland served as Assistant Principal at E.D. Walker Middle School of Design & Innovation, where he supported instruction in Reading, Science, and Visual and Performing Arts. Throughout his career, he has also held leadership roles focused on family engagement, instructional coaching, and school culture, helping create welcoming, supportive school communities where students and families feel connected and valued.

A proud Dallas ISD alumnus originally from Mexico City, Mr. Strickland is deeply committed to belonging, inclusion, and academic excellence. He believes every child and family deserves to be known, supported, and empowered to thrive. At TMS, he is excited to help build a strong school culture and deliver an exceptional educational experience for East Dallas students and families.

Joanna Arjona
Operations Manager



My name is Joanna Arjona. I am the Operations Manager of the Museum School of East Dallas, bringing over 17 years of experience in Educational leadership. I'm deeply committed to nurturing young minds and I believe children learn best through play-based experiences that inspire curiosity, creativity, and confidence.

I am passionate about equity in education and dedicated to creating meaningful opportunities for children from diverse backgrounds to thrive and reach their full potential. I am grateful for the rewarding nature of my work and remain driven by its impact on shaping future generations. Outside of my professional life, I enjoy reading and exploring local coffee shops, finding inspiration and connection within my community

Carrie Sneed

Special Populations



Carrie Holliday Sneed, M.Ed., CALT, LDT, is an experienced educator, Licensed Dyslexia Therapist, and special education advocate dedicated to helping students and families navigate their academic journeys with confidence. With more than two decades of experience in education, she brings deep expertise in special education, structured literacy, multisensory instruction, intervention planning, and family advocacy.

Carrie holds a Bachelor of Science in Elementary Education from The University of Texas at Dallas and a Master of Education in Special Education from Midwestern State University. She is certified in both General Education and Special Education in Texas, is a Certified Academic Language Therapist, and became a Licensed Dyslexia Therapist in 2021.

Throughout her career, Carrie has served as a teacher, interventionist, dyslexia therapist, and advocate across Allen ISD, McKinney ISD, Clear Creek ISD, Garland ISD, Dallas ISD, and private practice. Her experience includes teaching early elementary and special education students, including students in an Autism Total Communication unit; delivering evidence-based interventions; developing individualized learning plans; and collaborating with teachers, administrators, and families to monitor growth and ensure students receive the support they need.

As an advocate, Carrie guides families through the complexities of special education and empowers parents to understand their rights and their school's responsibilities. She is skilled in interpreting student data, supporting families through ARD and Section 504 meetings, reviewing and strengthening IEPs, and helping ensure accommodations are implemented with fidelity. Drawing on her perspective as both an educator and a parent of a child with special needs, Carrie is deeply committed to creating inclusive, supportive pathways for every student to grow, gain confidence, and achieve lasting success.

Rocio Alcocer
Explore Coordinator



Hello Families, my name is Rocio Alcocer. I am a dedicated childcare professional with over 11 years of experience working with children. Supporting their growth and development is something I genuinely love, there's nothing more rewarding than watching young minds flourish and knowing I've played a small part in their journey. Children bring so much joy into my life, and their curiosity and energy continue to inspire me every day. I was born and raised in East Dallas where I built both my personal and professional foundation. Family is very important to me, and I cherish the time I spend visiting my loved ones in Mexico. Those moments allow me to reconnect, recharge, and enjoy the people who mean the most to me. I am happily married and while we don't have children yet, we look forward to starting a family in the future. For now, I continue to pour my heart into the work I do, making a positive impact in the lives of the children I care for.