

## Louisiana Highway Safety Commission

Changing Behaviors, Saving Lives



Jan. 5, 2018

### LHSC chief to leave post by month's end to take higher ed job

Louisiana Highway Safety Commission Executive Director Dr. Katara Williams announced Friday she will leave the post by the end of January to be the new chief of staff for Southern University President Dr. Ray Belton.



*Dr. Katara Williams*

Williams, who previously served with Southern and the Louisiana Board of Regents in leadership roles, was approved for the chief of staff position on Friday by the Southern University Board of Supervisors. A new LHSC executive director will be appointed in the near future, according to Colonel Kevin Reeves, Deputy Secretary for the Department of Public Safety.

"I am proud of the strides Louisiana has made in highway safety since 2016," said Williams, who was appointed to the post by Gov. John Bel Edwards. "While I am returning to my first love of higher education, my hope is that the LHSC will continue to work with its partners in law enforcement and community groups to convince drivers to make better decisions on the road."

Williams said she is particularly pleased with recent positive developments in highway safety and at LHSC, including :

- a new record for seat belt usage statewide
- a new record for seat belt usage among African-American drivers and passengers
- development and execution of Louisiana's first survey of distracted driving
- developing a new programmatic initiative to combat distracted driving
- overseeing a 150% increase in LHSC's social media audience
- expanded outreach efforts to include increased messaging to pre-drivers, college-age drivers and minority groups
- an increase in the number of partnerships with LHSC
- initiation of LHSC's first paid media plan in several years

Williams also praised her staff at LHSC, saying her successor "will find a dedicated, professional group of people committed to making Louisiana a safer place."