



**For Immediate Release**

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## Media Release

### **Donnie Kiefer to become new head football coach at West Ashley High**

**West Ashley High School**

**Gerrita Postlewait, Ed.D.**  
Superintendent of Schools

**Karolyn Belcher**  
Chief Academic Officer

**Sharon Randall**  
Interim Executive Director,  
Secondary Learning Community

**Ryan Cumback, Ed.M.**  
Principal

*Kiefer led Green Sea Floyds to back-to-back state titles in South Carolina; he is also on top-10 list for career wins in North Carolina*

**Charleston, SC** – West Ashley High School has named a two-time state championship coach as its next head football coach. Former Green Sea Floyds and Central Cabarrus head coach, Donnie Kiefer, is now a Wildcat.

"We are excited that West Ashley High has hired a state championship-caliber coach," said Athletic Director, Jeff Fipps. "We had a list of criteria for our next coach, and Coach Kiefer exceeded those. At the top of our list was attracting a coach that would help our football program compete for titles. We are confident that Coach Kiefer will allow us to do that."

Kiefer has been at Green Sea Floyds since 2017 and led the Trojans to back-to-back South Carolina High School League state championships in 2018 and 2019. During this time, he also earned his 253<sup>rd</sup> career victory and was named the High School Sports Report South Carolina A Coach of the Year twice. He was also named the Friday Night Football South Carolina Coach of the Year in 2018.

"I am excited about the possibilities and potential at West Ashley," explained Kiefer. "The administration of West Ashley is committed to giving their students the opportunity to succeed in every area of their high school experience. My goal is for Wildcat football to lead that charge to excellence."

Having served as a head football coach, strength coach, and physical education teacher for the past 34 years, Kiefer has guided his teams to the state semifinals six times, the third round of the playoffs 10 times, 27 total postseason appearances, and 10 conference/region titles.

"We are beyond excited to welcome Coach Donnie Kiefer to our Wildcat family," added Principal Ryan Cumback. "For the past three decades, Coach Kiefer has established himself as a proven winner with the ability to rebuild programs at multiple levels, including schools our size."

Before returning to the Palmetto State in 2017, Kiefer led his alma mater, Central Cabarrus (a 3A program in the Charlotte area), to 38 wins in five

seasons. Central Cabarrus won a total of nine games in the five seasons before Kiefer took the job there.

Kiefer graduated from Lenoir-Rhyne University in 1981 with a B.A. in Physical Education and began his coaching career at Wade Hampton High School (Hampton, SC) as the head junior varsity coach and head strength coach later that year. He served as an assistant football and strength coach at Wade Hampton, Princeton High School, and Davidson College before earning his first head coaching job at St. Paul's High School in 1986.

Kiefer is a native of Concord, NC and graduated from Central Cabarrus in 1975. He also played football at Lenoir-Rhyne University. Kiefer is married to Debbie Kiefer, and they have three children (Sarah, Charles, and Donnie II).

West Ashley High will host a press conference to introduce Coach Kiefer on Friday, January 31, 2020 (time to be determined). All media outlets are invited to attend.

### **Photo Captions**

#### **Donnie Kiefer to become new head football coach at West Ashley High (01)**

Donnie Kiefer comes to West Ashley High after spending the past three seasons at Green Sea Floyds. During his time there, he earned his 253<sup>rd</sup> career win.

#### **Donnie Kiefer to become new head football coach at West Ashley High (02)**

Donnie Kiefer has spent the past 34 years serving as a head football coach, strength coach, and P.E. teacher. During this time, Kiefer has guided his teams to the state semifinals six times, the third round of playoffs 10 times, 27 postseason appearances, and 10 conference/region titles.

#### **Donnie Kiefer to become new head football coach at West Ashley High (03)**

Donnie Kiefer was named the SCHSL A Coach of the Year in 2018 and 2019. He is also on the top-10 list for career wins in North Carolina.

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#### **About the Charleston County School District**

Charleston County School District (CCSD) is the second largest school system in South Carolina representing a unique blend of urban, suburban, and rural schools spanning 1,300 square miles along the coast. CCSD serves more than 50,000 students in 87 schools and specialized programs. With approximately 6,100 employees district-wide, CCSD is the fourth largest employer in the region.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, charter, magnet, IB (international baccalaureate), and Montessori schools, and is divided into three Learning Communities. Options include specialized programs in science, engineering and mathematics; liberal arts; music

and other creative and performing arts; career and technical preparation programs; and military and other public service enterprises.