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After 11 years, MiraCosta College PR Director Has Left

Cheryl Broom has left MiraCosta College after 11 years as the community college's director of public and government relations, marketing and communications, to open the West Coast branch office of Interact Communications, a marketing and strategic communications firm that has served two-year colleges for the past 20 years.

The company said Broom will serve as Interact's point person on the West Coast providing marketing, research, strategic and PR support to two-year and technical colleges. "The move to Interact Communications has provided me a fabulous opportunity to assist community colleges across California and the western United States in their efforts to strengthen their enrollment and student success efforts," said Broom.

While at MiraCosta, Broom won more than 100 awards from the National Council for Marketing and Public Relations and the Community College Public Relations Organization. She assisted with the 2016 passage of a \$455 million facilities bond and spearheaded state legislation that helped California community college employees take maternity and paternity leave. MiraCosta College has about 14,600 students.