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Linda McIntosh

## **Interact Communications names new president**



Interact Communications named Cheryl Broom, formerly with MiraCosta College, president of its Southern California Branch, based in Oceanside.

Broom will serve as Interact's point person on the West Coast, focusing on team-oriented marketing, research, strategic and public relations for two-year and technical colleges.

Interact, a La Crosse, Wis.-based communications company, has worked exclusively with two-year colleges for 20 years. Its employees have attended, worked for, or provided leadership for community or technical colleges.

Broom, a former TV news reporter, worked for more than a decade as MiraCosta's director of public and government relations, marketing and communications.

At MiraCosta, Broom led a major rebranding effort; revamped marketing efforts to increase enrollment; and secured the 2016 passage of a \$455 million facilities bond along with spearheading state legislation that helped

California community college employees take maternity and paternity leave. She won more than 100 awards from the National Council for Marketing and Public Relations and the Community College Public Relations Organization.

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