



## Press Release

No. 14-04

YOSEMITE COMMUNITY COLLEGE DISTRICT  
Modesto Junior College & Columbia College

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FOR IMMEDIATE RELEASE

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**Date:** August 18, 2014

**Contact:** Coni Chavez, Interim District Director of Public Affairs: (209) 575-6959, [chavezc@yosemite.edu](mailto:chavezc@yosemite.edu)

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### **Interim District Director of Public Affairs Appointed**

MODESTO, CA – The Yosemite Community College District (YCCD) Board of Trustees has named Coni Chavez to the position of Interim District Director of Public Affairs, effective August 14, 2014. Ms. Chavez comes to the position with a great deal of experience in public affairs, media, legislative, and community relations.

Most recently, Ms. Chavez served in this role at Columbia College as part of the College President's Office and comes prepared to hit the ground running, having been a member of the YCCD for over 13 years. "We are pleased to have Ms. Chavez serve the YCCD, its colleges, and communities in this new role," noted Chancellor Dr. Joan Smith.

Prior to her time at Columbia College, Ms. Chavez worked in Community Relations at Tuolumne General Hospital in Sonora, CA and in the Office of the President and CEO of RSA Data Security, Inc. in San Mateo, CA.

The Office of Public Affairs is the external relations/public affairs unit of the YCCD's Chancellor's Office. The primary goal of the Office of Public Affairs is to enhance communications and relationships of the Yosemite Community College District with the campus community, media, business and industry, all levels of government, the general community and other higher education institutions. "Our success lies in our ability to effectively communicate awareness and understanding of District accomplishments, objectives and decisions and I am thrilled to be the spokesperson for the YCCD," stated Ms. Chavez.

Public Affairs' duties are vast and varied, but can be categorized in the following broad set of areas: Communications, District Operations, Media Relations, Legislative Relations, Community Relations/Marketing, Bond Measure E, Activity/Event Planning and Special Projects.

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