


Mayor Timothy M. Keller

CITY OF ALBUQUERQUE
Albuquerque, New Mexico
Office of the Mayor

INTER-OFFICE MEMORANDUM

August 28, 2023

TO: Pat Davis, President, City Council

FROM: Timothy M. Keller, Mayor 

SUBJECT: Appointment of Dr. Samantha Sengel to the position of Chief Administrative Officer

Pursuant to Section 4(d) of Article 5 of the City Charter, I am submitting for Council's advice and consent the appointment of Dr. Samantha Sengel for the position of Chief Administrative Officer effective for transition purposes starting August 29, 2023.

Dr. Sengel has been an accomplished and visionary public servant in higher education administration for more than 25 years. She has served Central New Mexico Community College (CNM) for 22 years, currently as the Vice President for Workforce and Community Success. Prior to her time at CNM, Dr. Sengel worked in public healthcare and fundraising for UNM and UNM Hospital.

In her tenure at CNM, Dr. Sengel's contributions have encompassed a diverse array of leadership positions, most notably serving as a vice president for more than 5 years and a member of the college's Executive Team for more than 15 years. Throughout her tenure, she has exhibited an unwavering commitment to fostering growth, transformation, and inclusivity across various domains, including workforce development, community engagement, government relations, revenue diversification, enrollment strategy, communications, marketing, advancement, dual credit programs, recruitment, innovation, global education, and overarching operations.

In her current role as Vice President for Workforce and Community Success, Dr. Sengel has demonstrated expertise in shaping holistic strategies that bridge the gap between education, industry, and community. Her leadership has been instrumental in orchestrating comprehensive initiatives that foster employer engagement, empower students and graduates with real-world experiential learning opportunities, and facilitate strategic partnerships that contribute to the vitality of the local community. Notably, she has led the efforts of the CNM Film program's co-location with the New Mexico Media Academy at the CABQ Railyards.

Beyond her dedicated service to CNM, Dr. Sengel is an active figure in central New Mexico's landscape of economic development and innovation, serving as a state Commissioner on the New Mexico Commission for Military Base Planning, and on the board of directors of the Kirtland Partnership Committee and CNM Foundation, Inc.

Dr. Sengel has received numerous accolades, including the *Albuquerque Journal* title of the 2019 New Mexico Woman in Business, Education Honoree, an *Albuquerque Business First* 2018 New Mexico Woman of Influence and 2020 Jennifer Riordan Woman of Influence in Community Impact.

Dr. Sengel's education is representative of her diverse expertise. She earned her doctorate with distinction in Educational Leadership from the University of New Mexico. Additionally, she holds a Master of Business Administration (MBA) and a Bachelor of Business Administration in International Management.

I ask for your support in appointing this highly qualified individual to the position of Chief Administrative Officer.

Samantha Sengel, Ed.D.

Albuquerque, New Mexico 87113

EDUCATION

Doctor of Education, Education Leadership (Ed.D), with Distinction	2022
University of New Mexico, Albuquerque, New Mexico	
Dissertation Title: <i>Return on Investment for Dual Credit</i>	
Basic Economic Developer Course	2020
International Economic Development Council	
Data Science for Business Leaders Certificate	2020
CNM Ingenuity, Inc.	
Online Teaching and Learning, Certificate of Achievement	2020
Central New Mexico Community College	
Master of Business Administration (MBA)	2006
University of Phoenix, Albuquerque, New Mexico	
Bachelor of Business Administration, International Management (BBA)	1999
University of New Mexico, Anderson School of Management, Albuquerque, New Mexico	

PROFESSIONAL EXPERIENCE

Central New Mexico Community College (CNM)	Albuquerque, New Mexico
Vice President of Workforce & Community Success	7/2021 – present
<i>Reporting to the President of the college</i>	

Accomplishments: Developed College-wide Integrated Program Review system to incorporate program economics, market demand, non-credit program and academic standards for program review. Secured \$250K grant award from Los Alamos National Laboratories for emerging skilled workforce training for national labs labor needs.

- Develop and lead the College's new division of Workforce & Community Success with comprehensive strategies for workforce and community success through employer and industry engagement, student and graduate work-based learning outcomes and job placement, and strategic community partnerships including P-20 pathways.
- Oversee the implementation of the support systems to streamline job placement and work-based learning engagement for students, graduates, employers, and industry partners to reduce time to placement and increase alignment to field of study.
- Oversee the development and implementation of the College-wide Integrated Program Review system for credit and non-credit offering – including program economics, market demand, LMI, academic and

accreditation standards, actions for improvement for program review, new program development, and program support

- Oversee the development of field of study student employment initiative.
- Oversee the comprehensive system for employer and industry engagement including integration of Salesforce into college practices and procedures.

Vice President of Advancement & Enrollment Strategy

7/2018 – 6/2021

Reporting to the President of the college

Accomplishments: Successfully completed “\$20 million by 2020” major giving campaign six months early. Launched student navigators as key student partners in supporting the student life cycle from application to first day of class.

- Oversee the implementation of an integrated marketing, recruitment, and advancement strategy to ensure more people choose CNM for education, training, partnership, and opportunity.
- Oversee the advancement and fundraising efforts of CNM.
 - Led the development and implementation of \$20 million major giving campaign, largest (non-capital) community college campaign in the country at time of launch
- Oversee the enrollment strategy and student experience of CNM:
 - Led college-wide enrollment strategy team and efforts to grow enrollment in credit and non-credit offerings.
 - Executive sponsor of the implementation of the enterprise Constituent Relationship Management (CRM) system designed to create exceptional experiences for students, community, and partners.
- Oversee the marketing, public relations, and media relations strategy of CNM to grow enrollment, sustain the reputation of the college, and ensure the community understands the exceptional work of the faculty and staff:
 - Redesigned the Marketing & Communications Office to implement a leading-edge, comprehensive digital marketing capacity.
- Serve as Acting President and President’s designee in the President’s absence.
- Represent the college on external committees and task groups to establish partnerships, build enrollment strategies, and promote innovative solutions to community challenges.
- Oversee Outreach and Recruitment Office, Global Education Office, Student Experience Office, CNM Contact Center, Marketing & Communications Office, CNM Foundation, Inc.

Chief Advancement & Community Engagement Officer

7/2014 – 7/2018

Reporting to the President of the college

Accomplishments: Successfully consolidated the operations of the UNM West SBDC into the CNM SBDC; successfully passed 2016 CNM Bond election including tax rate increase; received Homeland Security approval for accepting international students.

- Oversee Workforce Development and the Workforce Training Center; Small Business Development Center; Marketing & Communications Office; Outreach & Recruitment Office; CNM Foundation, Inc.; CNM Ingenuity, Inc.; Student Experience Initiative; Global Education Office.
- Served on the statewide Higher Education GO Bond committee, taking a lead role in the strategy development (2014, 2016, 2018)
- Led the strategy development for passing the 2016 Local Bond including a mill levy increase.
- Led the strategy development for international student recruitment and US Department of Homeland Security certification to accept M and F Visa students.

Interim Executive Director for CNM Ingenuity, Inc.

2/2014 – 11/2015

Reporting to the President of the college and the Board of Directors

Accomplishments: Launched CNM Ingenuity, Inc.; garnered more than \$5 million in private support from W.K. Kellogg Foundation, Daniels Fund, McCune Foundation, PNM, Intel Corporation, and others; recruited a highly regarded board of directors; opened the CNM STEMulus Center in downtown Albuquerque.

- Led the development and implementation team of CNM Ingenuity, Inc., a New Mexico University Research Park corporation designed to foster economic development in the private and public sector of central New Mexico by forging links with educational institutions, business, and government partners including the legal, IRS, and state filings for the new entity.
- Raised more than \$5 million in founding and sustaining support.
- Directed and redesigned the workforce development operations including more than twenty staff to meet the economic development, private partnership, and innovation mission of CNM Ingenuity, Inc.
- Recruited, developed, and oversaw the executive relationship management of the volunteer board of directors.
- Developed strategy in partnership with CNM academic schools and departments for maximizing educational and other assets for economic outcomes
 - Launched the first Fast-track degree in partnership with the School of Business & Information Technology (BIT),
 - Launched Deep Dive Coding that now has 16 credit hours articulated to the CIS Associate degrees in BIT,
 - Launched Business Accelerator with BIT faculty as key facilitators for business success.

Chief Communications & Government Relations Officer

7/2012 – 7/2014

Reporting to the President of the college

Accomplishments: Successfully launched College & Career High School (CCHS) with “A” school grades received consistently in every category

- Led the development and implementation team to open CCHS, an early college high school, on CNM Main campus in partnership with Albuquerque Public Schools.
- Directed college policy and procedures development, review, revision, and compliance and policy interface with collective bargaining agreements.
- Led government relations staff in developing strategy with federal, state, and local representatives regarding college priorities.
- Directed the workforce training Dean and staff in the responsive delivery of non-credit training, industry testing, continuing education, and customized training.
- Oversaw Workforce Development and the Workforce Training Center
- Served as liaison to general counsel.
- Continued to oversee departments in my previous role.

Chief Communication Officer & Special Assistant to the President

5/2007 – 7/2012

Reporting to the President of the college

Accomplishments: Led successful district expansion election; successful local bond elections; designed budget reduction communication strategy for CNM internal and external community.

- Oversaw Marketing & Communications Office including Public Relations and Media Relations, Media Production Office, Outreach & School Relations Office including recruitment and dual credit, IPRA, and strategic initiatives of the President’s Office.
- Member of the CNM Executive Team.
- Led the college election strategy and efforts:
 - Successful expansion of the CNM district to include northern Rio Rancho in the 2007 Special Election with an unprecedented 81% approval from in-district and 65% approval from outside-district voters.
 - Successful local bond elections in 2011
 - Governing Board elections in 2009, 2011
- Led the college’s required redistricting after the 2010 Census.
- Collaborated with the college lobbyist for execution on the legislative engagement strategy including CNM Day at the Legislature and campus visits.
- Oversaw college-wide events including the development and implementation of CNM Convocation to meet the President’s vision.

- Co-led the strategic planning and development of the 2008-2012 Strategic Direction including the college's vision, mission, and values.
- Led the development of key partnerships and corresponding agreements:
 - CNM, UNM, and APS Memorandum of Understanding,
 - CNM and ABQ Transit Agreement to provide free access for students to public transportation,
 - CNM Rio Rancho and CNM West 2+2 campus partnership agreement.
- Led the redesign and transformation of the public information office into the Marketing & Communications office.
- Direct the college's dual credit program including the expansion of offerings by 600% from 2007 to 2012.
- Served as chief spokesperson for the college.
- Led the development of internal and external communication strategies to accomplish community inclusion and understanding.
- Oversaw the fiscal and administrative operations and the staff of reporting departments including annual planning, key performance metrics, and financial budget.

Special Assistant to the Governing Board for the Presidential Search

7/2006 – 4/2007

Reporting to the Chairman of the Governing Board

- Served as staff for the search for the fifth President of the college at the request of and under the leadership of Chairman Richard Barr
- Responsible for the recruitment of search committee membership, national candidates, and public participation in a transparent, national college president search.

Director of Development and Alumni Relations

10/2001 – 5/2007

Reporting to the Executive Director of the CNM Foundation

Accomplishments: Raised more than \$5 million in support for student scholarships and college initiatives; developed the Rust Opportunity Scholarship for ease of student access for emergency funds.

- Continued to oversee the responsibilities of my previous role.
- Directed the development and implementation of the first ever CNM Alumni Association.
- Staffed the CNM Foundation Board of Directors finance and investment committee including independently managed investment portfolio.
- Directed donor relations, annual giving, and planned giving campaign strategy.
- Led the CNM Retiree Association.

TEACHING & PREVIOUS HIGHER EDUCATION EXPERIENCE

University of New Mexico (UNM) Faculty – Part-time <i>Anderson School of Management, Strategic Management, PMBA</i>	Albuquerque, New Mexico 5/2023 – present
Central New Mexico Community College (CNM) Faculty – Part-time <i>School of Business, Hospitality & Technology, Financial Literacy</i>	Albuquerque, New Mexico 6/2023 - present
University of New Mexico Hospitals & UNM Children’s Hospital Development Office Specialist	Albuquerque, New Mexico 5/1998 – 9/2001
University of New Mexico Foundation & UNM Libraries Development Office Student Employee	Albuquerque, New Mexico 9/1994 – 5/1998

PROFESSIONAL & COMMUNITY INVOLVEMENT

Education

- American Association of Community Colleges (AACCC), Commission on Student Success, Commissioner, 2020 – current
- UNM School of Engineering, Dean’s Industry & Innovation Board, 2018 – current
- NM Higher Education Department, Dual Credit Taskforce, 2012 – 2015, 2019 – current
- CNM Foundation, Inc., Board of Directors, 2015 – current
- New Mexico First, *Strengthening Higher Education and Tomorrow’s Workforce* Statewide Town Hall, Research Advisory Committee, 2018
- Mission: Graduate, Operations Team, 2014 – 2015
- Albuquerque Quality Network, Board of Directors, 2005 – 2007

Economic Development

- Intel Community Advisory Panel, Member, 2022 – current
- Kirtland Partnership Committee, Board of Directors, 2018 – current
- State of New Mexico, Military Base Planning and Support Commission, State Commissioner, 2020 - current
- CNM Ingenuity, Inc., Finance Committee, 2014 – current

Mid-Region Council of Governments (MRCOG), Board of Directors, 2015 – current

City of Albuquerque, Homelessness Advisory Council member, 2018 - 2022

Partners Group, Rio Rancho Chamber of Commerce, 2014 – 2017

Greater Albuquerque Chamber of Commerce, Growth Planning Council, 2004 – 2007

New Mexico Commission for Community Volunteerism, State Commissioner, 1996 – 1997

Community Impact

Girl Scouts Troop 11164, Troop Leader, 2017 – 2021

New Mexico Camp 180 Jubilee Committee, American Diabetes Association, 2017 – 2018

YMCA, U5 Soccer Coach, 2012

Cub Scout Troop 3, Volunteer, 2010 – 2015

Juvenile Diabetes Research Foundation of New Mexico, Nominating Committee, 2007

Make A Wish of New Mexico, Board of Directors, 2006 – 2007

Wesley Kids Child Care, Board of Directors, 2005 – 2008

United Way of Central New Mexico, Community Fund Review Panel, 2005

Albuquerque Community Foundation, Future Fund, Co-chair, 2004 – 2007, Board Member 2001 – 2007, Liaison to the ACF Board of Directors, 2005 – 2007

United Way of Central New Mexico, Young Leaders Society Member, 2003 – 2011

YWCA of the Middle Rio Grande, Women on the Move, Steering Committee, 2002 & 2003

RECENT HONORS

Jennifer Riordan Women of Influence Community Impact Award Winner, 2021

New Mexico Woman in Business, Education Honoree, Albuquerque Journal, 2019

New Mexico Woman of Influence, Albuquerque Business First, 2018

40 Under Forty Honoree, Albuquerque Business First, 2014

John & Suanne Roueche Excellence Award, League for Innovation, 2013

CNM Executive Leadership Year, Class of 2005 – 2006

Leadership Albuquerque, Greater Albuquerque Chamber of Commerce, Class of 2003

RECENT PRESENTATIONS

Albuquerque Regional Economic Alliance, Ambassador Training: Building a Regional Economy – April 2023
“STEM and the Future of Workforce and Education”

NMBio Conference, Albuquerque, NM – January 2023
“The Biotechnology and Bioscience Workforce Required for Expansion”

Digital Promise, Executive Retreat, Albuquerque, NM – November 2022
“Equity and Opportunity In Workforce Development & Training in New Mexico”

Albuquerque Regional Economic Alliance, Quarterly Meeting, Albuquerque, NM – March 2022
“High-Skills Technicians: The Workforce of New Mexico’s Future”

Close It, National Conference, Austin, TX – October 2018
“Signal Solutions Spotlights- CNM: Our Community’s College”

NM Legislative Transportation Infrastructure Revenue Committee, Interim Meeting – September 2018
“Required Synergy: Using State Programs, Community Colleges and Universities to Shape a Workforce to Build Labor Pools on Spec and on Time”

NM Legislative Science, Technology & Telecommunications Committee, Interim Meeting – August 2018
“Discussion of Developing the Labor Pool for a Dynamic Tech Industry in New Mexico”

Salesforce Higher Education Summit, Baltimore, MA – April 2018
“Why Enterprise CRM? Showcasing the Power of CRM to Senior Leadership”

NM Legislative Education Study Committee, Interim Meeting, Artesia, NM – September 2017
“Higher Education Dual Credit Update”

NM Legislative Finance Committee, Interim Meeting, T or C, NM – September 2017
“LFC Program Evaluation Progress Report: Dual Credit”

Junior League of Albuquerque, Empower: A Training Symposium – March 2017
“Keys to Driving Your Own Success”

National Diversity Council, Women in Leadership Symposium, Panel Member – October 2016
“Branding: Becoming Visible”

NM Legislative Military and Veterans’ Affairs Committee, Interim Meeting – August 2016
“CNM Ingenuity Programs”

NM Legislative Finance Committee, Interim Meeting – April 2016
“Community College Role in Workforce Development”

Greater Albuquerque Chamber of Commerce, Board of Directors Meeting – March 2016
“Building the Workforce for Our Community’s Economic Growth”