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NEWS RELEASE

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Kris Swedin Selected as SFCC Chief of Staff

Santa Fe, NM, Oct. 12, 2006 – SFCC President Sheila Ortego announced today the appointment of Kris Swedin of Santa Fe as chief of staff for the college.

Kris Swedin comes to SFCC from the City of Santa Fe's Community Economic Development Division, where she has served as director since September 2004. In that role, Swedin has been responsible for creating the implementation goals, action plans, strategies and budgets behind a five-year economic development plan for the city.

Under Swedin's leadership a number of initiatives to strengthen and promote Santa Fe's arts and cultural industries have been launched: "Creative Santa Fe," a non-profit organization dedicated to increasing economic development in the arts and culture sector; "Santa Fe Arts and Culture Web Portal," a singular online resource devoted to advancing the industry; Santa Fe Design Week, year-round activities focused on invigorating the seven target industries in the city's economic development plan; and the Santa Fe Small Business of the Year program to recognize the accomplishments of Santa Fe's business community.

Swedin served in several capacities with the U.S. Small Business Administration from 1993 through 2001, including deputy assistant administrator for Congressional Affairs, assistant administrator for Congressional Affairs and chief of staff.

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From 2002 to 2004, Swedin was President of Entrepreneurship Works Inc., a company dedicated to helping small businesses improve their operations and success.

Swedin holds a bachelor of arts in English from Augustana College in Sioux Falls, S.D. and a master of arts in international commerce and policy from George Mason University in Arlington, Va. She will begin her new duties at SFCC in mid-November.

“I am very pleased Kris Swedin will join the college in the key position of chief of staff,” said Dr. Ortego. “In her career, she has shown a great talent for innovation, organization and results-oriented management. I know she will be an asset to the college as we reinforce our core mission and values, grow and develop programs to benefit the citizens of Santa Fe, and focus on quality and excellence in all we do.”

About Santa Fe Community College

Santa Fe Community College serves more than 14,500 students per year in its credit, noncredit and adult basic education programs. The 23-year-old college offers academic, career and personal-enrichment programs and services to meet the needs of business, government and the region’s diverse population. The college contributes to the area’s economic, technological and cultural development by offering programs ranging from art to business management and directly addresses regional job shortages through its nursing, teacher education and culinary arts programs. To learn more, call (505) 428-1000 or visit www.sfccnm.edu.

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