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College Welcomes New Public Information Officer

INDIO, CA (February 22, 2023) – Award-winning communications professional Kristeen Farlow has joined the staff at College of the Desert, where she will manage media and community relations as the new Public Information Officer for the five-campus system.

Farlow's 19-year career in the public sector developed her strengths in strategic communications and outreach.

"We are proud to welcome Kristeen to College of the Desert, where we value timely and thorough communications with our students, faculty, staff, the community and our stakeholders," said Superintendent/President Martha Garcia, Ed.D. "Her work here will play an important role in maintaining public trust in our operations."

Farlow has a passion for connecting people and a keen ability to understand an agency's needs to implement necessary strategies.

She comes to College of the Desert from San Bernardino Valley Municipal Water District, where she served as the Strategic Communications Manager and Manager of Water Use Efficiency/External Affairs for four years.

Previously, she worked as Communications and Outreach Manager at Cucamonga Valley Water District in Rancho Cucamonga for nearly 15 years. Farlow was recognized with statewide awards for a successful student education program that reached 15,000 students in five years.

"College of the Desert is a critical part of the fabric of the Coachella Valley, and I look forward to helping support its excellent education programs and student success," Farlow said.

Farlow earned a bachelor's degree in Sociology, Social Work and a Master of Public Administration, Water Resources Management from California State University, San Bernardino. She holds a certificate in Human Resources Management and Services from the University of California, Riverside, and has been active in the California Association of Public Information Officials.

For more information about College of the Desert, visit collegeofthedesert.edu.

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