



## Glendale Community College District Executive Director, Communications and Governance Relations **2025**

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**David Steiman** is the Director of Strategic Communications & Marketing at Pasadena City College (PCC), where he has worked for nearly 15 years. Known as a creative thinker, he drives large-scale campaigns, partnerships, and events that raise the college's visibility and attract diverse student populations. Some notable achievements include bringing Mexico's Chivas Soccer Legends to campus for FestivaLatinx, spearheading the award-winning Break Barriers campaign, and securing a strategic partnership with Angel City Football Club, which designated PCC as their official community college partner.

David is also adept at creating memorable experiences that celebrate PCC's milestones and help to connect PCC to the larger Pasadena community. He conceived a surprise commencement drone show, produced a stunning digital projection-mapping display for the college's 90th anniversary, and organized a culturally inclusive 100th birthday celebration featuring Grammy-winning band Ozomatli.

Before his tenure at PCC, David worked in the film industry, contributing to major Hollywood productions including *Cast Away* and *Rush Hour 2*. He also wrote and directed the cult comedy-horror film *Santa's Slay*, starring WWE Champion Bill Goldberg.

A passionate advocate for social justice, David co-chaired the Los Angeles Steering Committee and served on the National Board of Governors for the Human Rights Campaign. A proud Michigan State University alum, he is deeply committed to public education. David is the father of two publicly educated sons and has been married to a public educator for 25 years. He also shares his home with three rescue dog housemates.

# DIRECTOR OF MARKETING

Office of Strategic Communications & Marketing | Pasadena City College | June 2021 - Present

## Key Responsibilities

- Lead a dynamic team of 8 full-time employees and over 40 hourly staff, fostering a collaborative, inclusive, and innovative marketing environment.
- Oversee the development and execution of comprehensive marketing strategies across print, digital, social media, and on-campus communications, ensuring alignment with the college's mission and values, centering students and their success.
- Manage budgets exceeding \$4 million for marketing, enrollment, and retention initiatives, as well as a \$300k budget for the college's centennial celebrations.
- Drive brand strategy and visual identity, ensuring consistency across all channels and promotional materials.
- Guide large-scale media buys, external creative partnerships, and collaborations, working closely with agencies and a web consultant team to elevate the college's visibility.

## Strategic Initiatives

- **Brand Elevation & Expansion:** Developed and executed campaigns that reached beyond PCC's district, partnering with organizations like **Angel City Football Club**, **Taste of Soul**, **Calibash**, and **Fiestas Patrias** to engage diverse communities.
- **Community Outreach:** Partnered to help create and lead events like **Million Meals Marathon**, **FestivaLatinx**, **Black Family Reunion**, *It's A Different World at Pasadena City College* and *HBCUish at Pasadena City College* for the **California Community College Chancellor's Office HBCU Caravans** to attract and serve historically underserved student populations.
- **Equity-Focused Campaigns:** Led the **Dream. Come. Do.**, **Break Barriers**, and our current centennial **100 Years of Excellence** campaigns, integrating messages of inclusion, student success, and community-building with the goal of addressing equity gaps as evidenced by our student data.
- **Athletics Rebrand:** Spearheaded the rebranding of PCC's athletics, including the complete redesign of the college's logo, mascot, and sports marks, fostering a more inclusive and unified school spirit.
- **Pioneering Social Media Engagement:** Launched one of the first full-time social media positions at a community college, strengthening engagement and creating a platform for real-time customer service and communication.
- **Student-Centered Marketing:** Focused on promoting crucial campus resources, support services, and academic programs to vulnerable student populations, increasing retention and fostering a sense of community.
- **Equity and Inclusion Advocacy:** Partnered with the **Alianza HSI Excelencia in Education Working Group** to advance Latine student success and ensure marketing strategies reflect the needs and values of all student groups.
- **Leadership & Team Development:** Coached and mentored members of my team with the goal of enhancing their skills in creative development, project management, and strategic communication.
- **Legislation Interface:** Communicate key government actions that affect the college and our students. For example, strategizing the rollout of AB-928 (CalGETC education pathway) and AB1111(Common Course Numbering), and updating our *Know Your Rights* digital and print content to inform our undocumented students.

## Professional Philosophy

Collaboration, conceptualization, project management, and delivery are the four hallmarks of my work currently as PCC's Director of Marketing. I take a student-centered, data-driven approach, prioritizing equity, inclusion, and student needs in all campus messaging and marketing. I emphasize the importance of communicating and promoting our most essential campus resources and programs, opportunities, and community-building events, especially to our most vulnerable and disconnected populations – all to encourage a sense of well-being, retention, and completion for both our students' and college's success.

## Notable Professional Achievements

- **Championed brand consistency** across campus as it relates to web, video, social, print, and all other collateral materials.
- **Evolved the college from traditional surge-only registration campaigns** to more of a less transactional presence that's continual throughout the year to further root the PCC brand.
- **Conceived and negotiated the current ground-breaking partnership with the Angel City Football Club** that includes in-stadium advertising, pre game outreach, on-campus event activation and executive appearances, a co-branded student ambassador program, player appearances, and several initiative alignments.
- Named PCC's **LGBTQ Ally of the Year by the Safe Zone Program.**
- Served as leadership on the **Board of PCC's Management Association.**
- Served on the leadership board of **National Council for Marketing & Public Relations (NCMPR)** and presented at national and regional convenings.

## PROFESSIONAL EXPERIENCE

### Pasadena City College

Director of Marketing | Office of Strategic Communications & Marketing | June 2021 – Present

Supervisor of Creative Services | Office of Strategic Communications & Marketing | June 2016 – June 2021

Media Production Specialist | Office of Strategic Communications & Marketing | Oct. 2015 – June 2016

Interim Co-Lead | Office of Public Relations | Sept. 2014 – Oct. 2015

Media Production Specialist | Title V/Title V Co-op Grant | June 2013 – Sept. 2014

College Assistant | Title V Grant | Oct. 2010 – June 2013

## FILM & VIDEO PRODUCTION

### Writer/Director | 2004 – 2010

- Developed original screenplays and directed both promotional and narrative projects, including the Lionsgate feature film *Santa's Slay* and several high-profile PSAs.

## **Director's Assistant & Production Assistant | 1997 – 2004**

- Worked as Director's Assistant on films like *Red Dragon*, *Rush Hour 2*, and *The Family Man*.
- Assisted in the production of major films such as *Cast Away*, *What Lies Beneath*, and *Inspector Gadget* and various music videos, collaborating with top-tier talent and production teams in Hollywood.

## **ADDITIONAL EXPERIENCE**

### **Long Beach Ice Dogs | Account Executive/Youth Hockey Coordinator/Mascot | 1997**

- Sold group and season tickets, coordinated youth hockey clinics, and represented the team as its mascot, building community engagement and promoting the brand.

## **EDUCATION**

Bachelor of Arts in Social Science | Michigan State University | East Lansing, MI

Master of Arts in Emerging Media (some coursework completed) | Loyola University Maryland | Baltimore, MD

## **AFFILIATIONS, PROFESSIONAL DEVELOPMENT, & RECOGNITION**

### **Pasadena City College**

- **Incident Management Team** | Alternate Public Information Officer & Emergency Operations Agencies Liaison | 2023 – Present
- **PCC Alianza HSI Excelencia Working Group** | Member | 2024 – Present
- **Aspire PCC Leadership Institute** | Graduate | 2023 – 2024

### **National Council for Marketing & Public Relations (NCMPR)**

- **Programming Committee Member** | 2020 – Present
- **District 6 Committee Member** | 20220 – Present
- **Leadership Institute Graduate** | 2021 – 2022

### **Human Rights Campaign (HRC)**

- **National Board of Governors & Los Angeles Steering Committee Co-Chair** | 2009 – 2014
- **HRC National Steering Committee Member of the Year Award** | 2012

### **Directors Guild of America (DGA)**

- **Member, Directors Category** | 2005 - Present