



Rupa Venkatesh
Assistant City Manager, City of Fort Collins
300 LaPorte Ave.
Fort Collins, Colorado 80521

January 13, 2026

RE: Poudre River Public Library District Board Appointment recommendation: Jennifer Birach

Dear Ms. Venkatesh,

Poudre Libraries has **one (1) opening on its Board of Trustees**: a replacement for Alyssa Acevedo, who was recently appointed but has since had to step down prior to being officially added to the Board. The Board nominating committee reached out to their alternate candidate, Jennifer Birach, to gauge her interest and availability in filling the position.

The Board of Trustees would like to recommend the following for Library Board appointment:

1. **Jennifer Birach** to fill Alyssa Acevedo's appointment: complete Anuja Riles' unfinished term, beginning March 9, 2026, and ending March 31, 2026. Per the Board of Trustees Bylaws, Birach can be considered for reappointment to two, full 4-year terms after March 31, 2026.

Ms. Birach is a marketing and communications leader who believes deeply in the power of storytelling and community connection. She lives in LaPorte (within the Library's official service area) and currently serves as Executive Director of Marketing Communications at UNC.

The Library Board of Trustees respectfully requests that the City of Fort Collins City Council Members approve this appointment at its earliest convenience. We hope to seat Ms. Birach at our March 9, 2026 regular meeting.

Sincerely,

A handwritten signature in black ink that reads 'Corey Radman'.

Corey Radman, President, Board of Trustees

*enclosed: Copy of Birach online application and resume
cc: Larimer County Board of Commissioners*

Jennifer Birach



Personal Summary

I'm a marketing and communications leader who believes deeply in the power of storytelling and community connection. Currently, I serve as Executive Director of Marketing Communications at the University of Northern Colorado, where I lead a team focused on digital strategy, brand storytelling, and public engagement.

Collaboration is my superpower. Throughout my career, I've built bridges between teams, organizations, and ideas. I align strategy with action and helping institutions communicate with clarity and purpose.

Outside of work, I'm a mom of two boys, one who attends Cache la Poudre Elementary, and we're proud regulars at our local library branch. If I use one of our officially designated "library totes" as a bag for anything else, the boys do not approve.

I believe in being an active and engaged neighbor. The library has always been a place where my family learns, grows, and connects and I'd be proud to contribute my time and experience to help it thrive.

Application Question and Answers

Why do you want to become a member of the Library District Board of Trustees?

I was a library kid, a library college student, and now I'm a library mom raising library kids. Libraries have always been a safe space for me and I love that they continue to serve that role for so many in our community.

I've lived in Fort Collins and LaPorte for nearly a decade, and our library system has been a constant source of joy and connection for my family. I want to give back to the community that has given me so much. Joining the Board feels like a meaningful way to do that... to help protect, strengthen, and advocate for one of our most essential public institutions.

As a communications professional, I see firsthand how vital it is to champion public spaces that are inclusive, accessible, and rooted in service. Libraries are at the intersection of education, equity, and community and I would be honored to help ensure their continued success and sustainability for generations to come.

What do you consider to be the most important community needs? How can the Library District help meet those needs?

I believe our community's most pressing needs center around connection, access, and belonging. As our region grows and changes, it's more important than ever to have public spaces that welcome everyone (regardless of background, income, or stage of life) and help bridge gaps in digital access, literacy, and opportunity.

Libraries do this better than almost any other public institution. They offer resources for lifelong learning and create a sense of shared ownership in our community's story. The Poudre Libraries can continue to meet these needs by expanding outreach to underserved populations, deepening partnerships with

schools and local organizations, and continuing to innovate in how information, technology, and creative space are made available to all.

What is your vision for the future of the Library District? What opportunities or challenges exist?

My vision for the Library District is to see it continue to grow as both a trusted source of information and a vibrant community hub, a place where people connect to resources, ideas, and each other.

One of the greatest opportunities ahead lies in how libraries can adapt to serve a digital generation while preserving the human connection that makes them special. The challenge, of course, is doing this sustainably by balancing budgets, advocating for funding, and ensuring the public understands the library's evolving role in civic life.

I see the future library not just as a building of books, but as a living network of learning, technology, and creativity that honors intellectual freedom and fosters inclusion in everything it does.

Describe any relevant experience that would make you a fit for the Board. This can include, but is not limited to, work/professional experience, volunteer service, previous roles on boards or committees, unique skills or training, and special interests.

Professionally, I've spent more than a decade leading strategic marketing and communications in higher education, including at the University of Northern Colorado and Colorado State University. My background has given me extensive experience in governance, strategic planning, fiscal responsibility, and public engagement — all skills that translate directly to the work of a trustee.

I'm experienced in evaluating budgets, managing teams, and implementing long-term communication strategies that build trust and transparency. I also served on the Board of Directors for Whitdel Arts, a community-run gallery in Detroit, where I held the role of secretary and participated in both the administrative and operational sides of a nonprofit organization.

Equally important, I bring a deep personal commitment to public service and lifelong learning. I understand that libraries, like many public services and institutions, face growing challenges in funding and perception. I want to be part of ensuring that our library system not only survives but continues to flourish as a cornerstone of community life.

Have you ever been convicted of a crime (except minor traffic offenses that resulted in only a fine)?

No

JEN BIRACH

Executive Director, Marketing Communications

PROFESSIONAL SUMMARY

A creative leader who fell head over heels for higher education, with a rich history in strategic marketing, event-based communications, and big-brand storytelling. Collaboration is my superpower. I bring people together, align strategy with execution, and ensure leadership priorities are communicated with clarity and purpose. From CRM infrastructure to digital campaigns and cross-campus initiatives, I lead teams that drive enrollment, build community, and deliver results.

QUALIFICATIONS

- **10+ years** of experience leading strategic marketing and communications in higher education, including at UNC and CSU, with deep experience across enrollment marketing, digital strategy, and brand storytelling.
- Extensive experience with strategic marketing planning, brand management, and institutional storytelling across web, email, social, print, OOH, video, SEO, and paid platforms.
- Deep understanding of marketing analytics and audience engagement, using Slate CRM, Google and Meta Analytics, and ad performance data to inform creative strategy, optimize campaigns, and improve lead conversion.
- Proven success leading experiential and event-based marketing efforts
- **8+ years** of supervisory experience managing cross-functional teams across digital marketing, content strategy, CRM, and event professionals.
- Record of leadership in engagement marketing, supporting enrollment, retention, philanthropy, and reputation-building goals.
- Experience managing regional and statewide media placements, including out-of-home campaigns and digital media buys that amplify institutional visibility across Colorado and beyond.
- Advanced user of Slate CRM, leading platform strategy for internal and external communications, events, record development, and personalized engagement across campus.

WORK EXPERIENCE

Executive Director of Marketing Communications

University of Northern Colorado, Central Marketing and Communications

May 2024 – Present

Greeley, CO

- Lead UNC's central marketing communications team, overseeing strategy and execution across digital campaigns, brand storytelling, organic social media, internal communications, and email marketing.
- Created and launched UNC's current flagship brand campaign, *What Will Your Story Be?*, a fully integrated initiative spanning digital platforms, paid media, Colorado out-of-home, video, print, and student-centered creative.
- Serve as brand manager, ensuring consistency of voice, visual identity, and messaging across all university channels and partner materials.
- Own the digital marketing strategy, including CRM (Slate Campus), email automation, paid digital advertising, website performance, SEO, and analytics.
Guide the strategic expansion of UNC's Slate CRM system, enhancing email automation, texting, event marketing, forms, and user records for both students and employees.
- Oversee content and UX strategy for unco.edu, currently leading a major university-wide redesign with a focus on improving accessibility, user journey, and conversion outcomes.
- Lead internal communications efforts that support student retention and success, in close collaboration with Enrollment Management and Student Affairs.
- Lead university-wide collaboration with Enrollment, Advancement, and Student Affairs, co-chairing initiatives like *Aims2UNC* and serving on the Strategic Enrollment Committee to align marketing with institutional goals.

- Manage and mentor a high-performing, multi-disciplinary team building a strong culture of accountability, collaboration, and professional growth.
- Expanded student employee program to grow team capacity and provide professional opportunities for UNC students.
- Strengthened UNC's organic social media program, establishing dedicated oversight and significantly improving performance in engagement, reach, and storytelling. (127% TikTok Search video views and 3,400% Instagram post impressions YoY)
- Collaborate with campus stakeholders across Advancement, Academic Affairs, and student services to align marketing efforts with institutional goals.
- Develop and implement data-informed strategies for campaign optimization, lead generation, and long-term marketing performance measurement.

Sr. Assistant Director of Marketing Operations & Automation

Colorado State University, Office of Admissions

May 2022 – May 2024

Fort Collins, CO

- Develop and implement streamlined operational processes for enrollment marketing campaigns, encompassing email, print, SMS, web, and social media channels.
- Collaborated with stakeholders to define marketing project scope, deliverables, and timelines, ensuring alignment with organizational goals.
- Lead cross-functional teams in planning and executing multi-channel marketing campaigns to drive student yield.
- Oversee annual funnel email campaigns and transactional emails within the CRM system, ensuring accurate segmentation, targeting, and delivery to maximize engagement and conversion rates, while fostering engagement.
- Provide strategic guidance for the integration of the University's rebranding efforts into admissions marketing materials, ensuring brand consistency and alignment with messaging.
- Supervise and mentor team members to foster professional growth within the marketing operations unit.
- Implement new project management system (Asana) and redesigned the unit's organizational structure and intake process, optimizing workflow management and collaboration.
- Develop and manage project calendars and logistical coordination between various internal departments and external vendors, optimizing efficiency and resource allocation.
- Develop analytics and reporting strategies to measure and improve the effectiveness of CRM-focused communications, providing actionable insights to stakeholders and driving continuous improvement.
- Facilitate collaboration with stakeholders to enhance CRM marketing activities, promoting a culture of innovation and continuous improvement.

Marketing Manager

Colorado State University, Division of Student Affairs / Conference & Event Services

Jan 2017 – May 2022

Fort Collins, CO

- Implemented multi-layered communication and sales campaigns (digital, social, print, web) in collaboration with in-house communications team and external vendors, effectively reaching targeted audiences and meeting objectives. Managed strategic communication plans for 20,000 annual visitors, maintaining consistency and enhancing the unit's reputation.
- Provided strategic leadership by establishing operational standards, implementing a digital project management tracking system, and developing standardized processes and documentation, resulting in streamlined operations, enhanced efficiency, and consistent delivery of services aligned with organizational goals.
- Enhanced operational life cycle management approach, optimizing resource utilization and client satisfaction across all events.
- Managed project lifecycles for multiple annual events, overseeing planning, execution, and evaluation phases to optimize workflow, resource allocation, timelines, and ensure seamless operations and client satisfaction.
- Collaborated with senior leadership to develop unit strategy, utilizing data metrics and market trends to inform decision-making processes.
- Developed and maintained relationships with campus units and external partners, fostering collaboration and ensuring alignment with organizational objectives.

Owner / Partner

Madranas, Event & Production Studio

Jan 2014 – October 2017

Detroit, MI

- Served as company's primary client liaison; led communications and advised executive leadership of various high-level clientele (Little Caesars, Crain Communications, Young Presidents' Organization, Hilary Campaign, etc.).
- Successfully developed and led long-term marketing communication plans to attract new and retain existing clients.
- Developed company's daily operational workflow, requiring attention to detail and adaptation to changes in priorities.
- Designed specialized communications marketing for clients and tracked results (web, digital, UX/UI, social, print).

- Project Manager for multiple annual events; ability to thrive in rapid conditions and manage deadlines simultaneously.
- Recruitment, hiring, and direct supervision of all full and part-time engagement team members.

Assistant Director Marketing Communications
Design Core (formerly Detroit Design Corridor)

April 2014 – April 2016
 Detroit, MI

- Directed design and marketing initiatives for organizational programs, ensuring alignment with strategic goals.
- Championed inclusive marketing strategies to make art and design accessible to Metro-Detroit community.
- Collaborated on branding projects across print, web, digital, and social media platforms.
- Developed and executed marketing strategies, tracking metrics for campaign effectiveness.
- Direct supervision of full and part-time employees; oversaw the Design & Communication team.
- Managed diverse stakeholders, including private funders, universities, artists, and nonprofits.

Art Director
Alliance Data (formerly Epsilon Marketing)

Oct 2011 – Sep 2013
 Auburn Hills, MI

- Created effective visual designs for digital/online and direct mail campaigns for General Motors Account.
- Designed multi-channel campaigns for intended audiences, while retaining GM's institutional values and branding standards
- Navigated complex relationships with Account Managers and Production/Technology teams to create effective work.

Adjunct Faculty
Oakland Community College

2012
 Auburn Hills, MI

- Designed and taught Introduction to Graphic Design, a foundational 2D design course taught in a hands-on studio format.
- Developed weekly visual problem-solving assignments and guided students through critique and analysis of design work.

EDUCATION

Bachelor of Fine Arts (B.F.A.) Advertising Art Direction

COLUMBIA COLLEGE CHICAGO

Chicago, IL, **May 2010**

VOLUNTEER

Board of Directors, Secretary

WHITEDEL ARTS

Detroit, MI, **2012-2015**

SKILLS

- Project Management Systems (*Workfront, Wrike, Asana, Basecamp*)
- CRM/Automation Platforms (*Slate, Salesforce, Kinetic, Mailchimp*)
- Analytics (*GA4, Meta, email*)
- Adobe Creative Suite
- Website & Email Design (*WordPress, HTML*)
- Written and Oral Communication
- Strong Interpersonal Skills
- Team Collaboration
- Social Media Management
- Long-Term Communication Strategy
- Time management and organization skills
- Microsoft Office Suite
- Copy Writing
- Campaign Strategy
- Omnichannel Marketing