



California College of the Arts appoints Ann Wiens Vice President for Marketing and Communications



Ann Wiens.

San Francisco, CA—May 17, 2019—California College of the Arts (CCA) President Stephen Beal today announced the selection of Ann Wiens as vice president for marketing and communications, effective June 24.

Wiens joins CCA from the Berkeley Art Museum and Pacific Film Archive (BAMPFA), where, as director of marketing communications and a member of its senior leadership team since 2016, she built a forward-looking communications team that significantly increased coverage for BAMPFA's programs in local, national, and international media; launched the museum's first comprehensive social and digital media marketing campaign; prioritized the creation of compelling digital content and increased reach and engagement on BAMPFA's social media channels; led initiatives to position BAMPFA as a "cultural town square" in downtown Berkeley; and provided marketing and communications strategy and support during a period in which BAMPFA's membership and attendance more than doubled.

"We are so fortunate to have someone with Ann's background in the arts and expertise in marketing and communications join CCA at such a pivotal time for the college," Beal said. "I'm certain her addition to our Senior Cabinet and leadership of the Office of Marketing and Communications will help us raise the profile of CCA to achieve our goals outlined in our Dream Big Strategic Plan."

After serving as editor for the Chicago-based contemporary art magazine *New Art Examiner* in the 1990s, Wiens began her career in higher education in 2005 at Columbia College Chicago as director of communications and editor of the

info@cca.edu
800.447.1ART

1111 Eighth Street
San Francisco CA 94107

cca.edu

**California
College
of the Arts**



college's magazine. She also served as executive director of marketing, public relations, and graphics at the School of the Art Institute of Chicago, and senior director of marketing communications at the University of Oregon.

Wiens earned her BFA in Studio Art from the School of the Art Institute of Chicago, and her MFA in Studio Art from Stony Brook University, both with an emphasis on painting. She exhibited actively through the 1990s and 2000s.

"I'm absolutely thrilled to be coming to CCA at this exciting and pivotal time for the school and for arts education more broadly," Wiens said. "I firmly believe that the arts and design hold the best hope for creative solutions to many of our toughest societal and environmental problems, and I look forward to working with my new colleagues throughout the school to tell CCA's story and increase visibility for its extraordinary programs and exciting future. I'm inspired and honored to be joining this remarkable community of students, faculty, and staff."

About California College of the Arts

Founded in 1907, California College of the Arts (CCA) educates students to shape culture and society through the practice and critical study of art, architecture, design, and writing. Benefitting from its San Francisco Bay Area location, the college prepares students for lifelong creative work by cultivating innovation, community engagement, and social and environmental responsibility.

CCA offers a rich curriculum of 22 undergraduate and 11 graduate programs in art, design, architecture, and writing taught by a faculty of expert practitioners. Attracting promising students from across the nation and around the world, CCA is [one of the 10 most diverse colleges in the U.S.](#)

Graduates are highly sought-after by companies such as Pixar/Disney, Apple, Intel, Facebook, Gensler, Google, IDEO, Autodesk, Mattel, and Nike, and many have launched their own successful businesses. Alumni and faculty are often recognized with the highest honors in their fields, including Academy Awards, AIGA Medals, Fulbright Scholarships, Guggenheim Fellowships, MacArthur Fellowships, National Medal of Arts, and the Rome Prize, among others.

CCA is creating a new, expanded college campus at its current site in San Francisco, spearheaded by the architectural firm Studio Gang. The new campus design will be a model of [sustainable construction and practice](#); will unite the college's programs in art, crafts, design, architecture, and writing in one location to create new adjacencies and interactions; and will provide [more student housing](#) than ever before.

For more information, visit cca.edu.

MEDIA CONTACT

LINDSEY DEVRIES Media Relations Manager (She/Her)
lindseydevries@cca.edu | o +1 415-551-9359

info@cca.edu
800.447.1ART

1111 Eighth Street
San Francisco CA 94107

cca.edu

**California
College
of the Arts**