



Board Appointment Form

City Clerk's Office

Appointing Office	Lily Limón, District 7
Agenda Placement	Consent
Date of Council Meeting	12/16/25
Name of Board	Fair Housing Task Force
Agenda Posting Language	
Noemi Herrera Rojas as a Regular Member to the Fair Housing Task Force by Representative Lily Limón, District 7..	
Appointment Type	Regular
Member Qualifications	
Noemi Herrera Rojas has a B.A. from the University of Texas at El Paso (1999). She has a distinguished career as a news journalist, public relations expert, as well is a marketing and advertising professional. For the last 12 years, she has managed community engagement programs for agencies like TxDOT and El Paso Water.	
Nominee Name	Noemi Herrera Rojas
Nominee Email Address	
Nominee Residential Address	El Paso, Texas
Nominee Primary Phone Number	+1 (915)
Residing District	District 7
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
N/A	
Previous Appointee	N/A
Reason for Vacancy	Term Expired
Date of Appointment	12/16/25
Term Begins On	05/01/23
Term Expires On	04/30/26
Term	Unexpired Term



Noemi Herrera Rojas

Community Engagement Manager

El Paso Water

October 20, 2025, to Present

Develop and implement water utility outreach strategies to build and maintain strong relationships with community groups and leaders, local influencers, neighborhood associations, and customers to build trust. Manage community outreach and engagement programs and staff. Oversee a speakers' bureau, sponsorship programs, public events, open houses, facility tours, and the like. Develop presentations and written materials. Represent the utility at community meetings to include boards and neighborhood associations. Oversee outreach and educational programs designed for the community with the goal of increasing understanding of the utility, its services and mission. Write proposals and briefings for potential or continuing partners. Develop and implement policies, such as standard operating procedures and protocols for community engagement. Foster trust between the utility and the local community.

Section Manager, Public Engagement and Communications

HNTB Corporation

2015 – current

Directed teams of project managers, engineers, and planners in crafting and executing high-impact strategic communications plans to engage stakeholders, build alliances, and fulfill complex state and federal mandates. Supported multi-million-dollar infrastructure projects across the El Paso region, Southern New Mexico, and Central Texas. Managed and led a dynamic engagement team skilled in client relations, stakeholder engagement, presentations, and public outreach. Excelled in managing inquiries, facilitating events, producing videos, and launching strategic initiatives. Known for driving collaboration, ensuring excellence, and delivering measurable results.

Director of Communications and Synapse Founding Editor

Medical Center of the Americas Foundation

2010 – 2015

Launched a self-sustaining communications program for a fledgling nonprofit. The program bolstered public relations and stakeholder engagement. Programmatic milestones: 1) *Synapse*, a

monthly publication spotlighting the region's biomedical institutions and leaders; *Synapse* launched in 2011 with an editorial charter and board. By late 2014, it had 2,100 subscribers and \$30,000 in annual sponsorships. 2) *The Tummy Doctor*, a live weekly health radio call-in show on NPR affiliate 88.5 FM, that featured local, worldclass gastroenterologist. 3) BIOMED, a regional life sciences conference that generated surplus revenue and significantly elevated visibility of the nonprofit.

Senior Public Relations Specialist, Life Sciences

University of Missouri-Kansas City

2005 – 2007

Delivered strategic PR support to deans of the School of Medicine, Nursing, Pharmacy, Dentistry, and Biological Sciences. In partnership with leadership, developed communications plans, led story development, coordinated events, and secured news media coverage. Provided faculty with in-person training designed to help them better engage with news reporters, served as a member of the university's crisis communications team, and conducted market research via focus groups and surveys. Built external partnerships to elevate the university's life sciences programs and produced a promotional video highlighting the academic units.

EDUCATION AND SKILLS

Bachelor of Arts in Mass Communication

University of Texas at El Paso, 1999

Study Abroad

Instituto Tecnológico y de Estudios Superiores de Monterrey, Querétaro, Summer 1999

Technical Skills

Adobe Acrobat, Photoshop, InDesign

Microsoft Word, Excel, PowerPoint, Outlook, Teams

SharePoint, CRM, Zoom, Cisco Webex, ADA accessibility of digital documents

EXTENDED PROFESSIONAL BACKGROUND

Journalist, Kansas City Star, 2003-2005

Covered news coming out of the Olathe School District. The district was the third largest in the state of Kansas at the time. Stories included school board elections, financial stories, classroom technology, the "No Child Left Behind" law, and human-interest stories.

Occasionally, worked weekends covering general news coming out of the Kansas City,

Missouri metro area. Weekend stories included a variety of topics, such as healthcare, major city events, and immigration. Stories were licensed for national syndication.

Copywriter & Proofreader, Sanders/Wingo Advertising, 2001-2003

Wrote and edited scripts for TV, video, and radio. Produced content for press releases, as well as full-length advertorials printed in trade publications. Worked in collaboration with graphic designers and the assigned account manager. Helped produce brochures, billboards, direct mailers, advertisements for print, business letters, and more. Teamwork involved brainstorming sessions and collaborating to develop the most creative and memorable campaigns for clients. Clients included the University of Texas at El Paso.

Journalist, St. Cloud Times, 2000-2001

Covered the healthcare and families beat. Stories included human-interest stories and feature stories, as well as hard news about the local hospital system and medical tourism. Localized national stories and developed enterprise story packages, including a three-day series on local senior healthcare issues. The series required travel to Canada and roundtable discussions with senior citizens. Several stories were posted to the national wire and published in papers around the country

PROFESSIONAL AFFILIATIONS AND VOLUNTEER WORK

Certifications

- Management Training in Consent Building Strategies
- Institute for Participatory Management & Training

Citizens Advisory Committee, Chairperson, for the City of El Paso, Mass Transit Department, 2015-2020

Poster Presenter at the Transportation Research Board, 96th Annual Meeting, 2017

Board Member for the National Science Communication Institute, 2014-2016

Event Planning Board Member for the Office of Texas Senator Jose Rodriguez, 2013

PR Specialist and Writer, Volunteer, for Las Americas Immigrant Advocacy Center, 2007-2010