



**MURIEL BOWSER**  
**MAYOR**

June 28 2024

The Honorable Phil Mendelson  
Chairman  
Council of the District of Columbia  
John A. Wilson Building  
1350 Pennsylvania Avenue, NW, Suite 504  
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to section 4 of An Act To establish and provide for the maintenance of a free public library and reading room in the District of Columbia, approved June 3, 1896 (29 Stat. 244; D.C. Official Code § 39-104), I am pleased to nominate the following individual:

Mr. Roswell Encina  
Church Street, NW  
Washington, DC 20036  
(Ward 2)

for appointment as a member of the Board of Library Trustees, filling a vacant seat formerly held by Victor Reinoso, for the remainder of an unexpired term to end January 5, 2029.

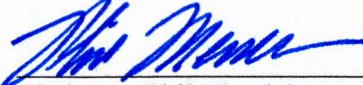
Enclosed, you will find biographical information detailing the experience of the above-mentioned nominee, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of this nomination for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments, should the Council require additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Muriel Bowser", written over a large, stylized flourish.

Muriel Bowser  
Mayor

  
Chairman Phil Mendelson  
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

To confirm the appointment of Roswell Encina to the Board of Library Trustees.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, that this resolution may be cited as the “Board of Library Trustees Roswell Encina Confirmation Resolution of 2024”.

Sec. 2. The Council of the District of Columbia confirms the appointment of:

Mr. Roswell Encina  
Church Street, NW  
Washington, DC 20036  
(Ward 2)

as a member of the Board of Library Trustees, established by section 4 of An Act To establish and provide for the maintenance of a free public library and reading room in the District of Columbia, approved June 3, 1896 (29 Stat. 244; D.C. Official Code § 39-104), filling a vacant seat formerly held by Victor Reinoso, for the remainder of an unexpired term to end January 19, 2029.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution, upon its adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.

# ROSWELL ENCINA

## WORK EXPERIENCE:

### **Chief Communications Officer – Library of Congress, Washington, D.C. (2016 to present)**

Successfully manages and oversees the Library's most high-profile and complex communications initiatives and plans, special events and programs, and multimedia projects with favorable importance to the Library's mission and vision to Members of Congress, library users, sponsors, media, government officials and staff. Directs and leads the Office of Communications and the Multimedia Division and was honored with national awards:

- Public Relations Society of America Silver Anvil Award – Best In-House Team Government 2024.
- Webby Awards – Best Community Engagement 2024 and People's Choice Winner for Best Community Engagement 2024
- National Association of Government Communicators Blue Pencil & Gold Screen Award - Best in Show 2023 and Digital - Social Media Outreach 2023.

#### Communications:

Led and managed a complex and elaborate initiative in moving Library internal and external communications, programming, and collections into a digital and virtual space due to the COVID19 pandemic. This includes coordinating several divisions in creating virtual spaces that includes websites, videos, social media and live interactive events. Created and led new communications in the reopening of the Library for in-person visitors and guests for in-person programming.

Worked with colleagues from different service units and division in the Library on the new and proposed Visitor Experience Master Plan. Planned and wrote documents for the Librarian in presenting the plan for Congressional hearings, media interviews, remarks, etc.

Managed high profile LOC events by coordinating multidivisions. It increased awareness and accessibility of the Library of Congress through the direction and promotion of new initiatives, new programs and high profile events (including the Gershwin Prize, National Book Festival Presents, Youth Ambassador virtual events, National Recording Registry announcement, National Film Registry announcement, Kennedy Center Honors partnership) that resulted in a variety and diverse national media coverage in broadcast, print, web and social media.

Provided leadership, direction, and vision for strategic planning, policy development, brand identity, marketing, public relations, communications, and opportunities for the Library that culminate innovative programs and an increase in visitors and visibility.

Collaborated with outside agencies and groups in the development of partnerships with the Library that resulted in media coverage and visibility.

Capitalized on opportunities to highlight the Library's collection that increased media visibility of the collection and programs. Coverage included stories in national media including the 60 Minutes, CBS

Evening News, CBS Sunday Morning, Today Show, Washington Post, New York Times, Associated Press, NPR, Good Morning America, PBS and multiple national podcasts.

Increased usage of Library of Congress website and social media channels. Increased followers to Library social media accounts and successfully managed the Twitter account for the Librarian.

Wrote and researched speeches and talking points for the Librarian for Library hearings, programs and events, high profile events and galas, and more.

**Multimedia:**

Led and managed the increase demand for the Multimedia division due to the COVID19 pandemic. Multimedia led and coordinated a complex recording of more than 120 authors for the virtual National Book Festival. Increased the live streaming coverage of Library of Congress events and programs including high profile events including the Gershwin Prize, National Book Festival, National Book Festival Events Series, etc.

Managed the acquisition of control room and scheduling equipment. This allowed a more effective recording and producing of Library videos and efficient and faster streaming of events/programs. Produced multiple videos to increase the visibility and awareness of the Library and its programs and projects including the new visual identity, videos for Copyright and many more.

The Multimedia Group tasks and programs more than from the previous fiscal year. The videos highlighted the Library's initiatives. All events were edited, packaged and sent to Web Services for posting on the Library's website and increased awareness of the Library and its collection reach of more than a billion.

**Director of Communications – Enoch Pratt Free Library, Baltimore, MD (2007 to 2016)**

Member of the library system's leadership team and played an integral part in the strategic planning, decision making and day to day operations. Served as spokesperson for the institution and was responsible for communications and marketing of the library's mission, programs and events by building relationships with local, regional and national media. Regularly met with local and federal leaders along with other non-profit institutions to build partnerships.

**News Writer - WJZ (CBS Baltimore affiliate) and WTTG (Fox Washington, D.C. affiliate) – 2006 to 2007**

**News Reporter – WREG (CBS affiliate), Memphis, TN (2003 to 2006)**

- Emmy Award nominated – Best Series and Best Feature

**Features Reporter – HealthSouth, Birmingham, AL (2001 to 2003)**

**News Reporter – WHNT (CBS affiliate), Huntsville, AL (1997 to 2001)**

- Associated Press Best Reporter (1997)

**News Reporter – WMDT (ABC affiliate), Salisbury, MD (1994 to 1997)**

**EDUCATION:**

Salisbury State University, Salisbury, MD – Bachelor of Arts in Communications, 1995

De La Salle University, Manila, Philippines – Bachelor of Science in Marketing Management, 1990

**ADDITIONAL INFORMATION:**

- Founded the Enoch Pratt Free Library's Pratt Contemporaries, a young professional organization to develop new leaders and library supporters. The organization has raised more than a million dollars for library renovations and children and young adult programming and services.
- Served on the boards of the Greater Baltimore Cultural Alliance and Shriver Hall.
- Bilingual: English and Tagalog

**REFERENCES:** Available upon request



Executive Office of the Mayor – Mayor’s Office of Talent and Appointments  
John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 600 | Washington, DC 20004

### Roswell Encina



Mr. Roswell Encina is the Chief Communications Officer at the Library of Congress (the “Library”).

Mr. Encina has nearly 30 years of experience in media and communications. He was appointed Chief Communications Officer by Librarian of Congress Carla Hayden in November 2016. In this capacity, he manages and oversees communications, public relations, programs and special events for the Library including the National Book Festival, Gershwin Prize for Popular Song, and signature exhibits.

Mr. Encina is responsible for inviting high profile guests to the Library of Congress including Lizzo, the Cast of Queer Eye, Matthew Broderick, Sarah Jessica Parker, and many more.

Before coming to the Library of Congress, he was the Director of Communications for the Enoch Pratt Free Library in Baltimore, MD where he served from 2007-2016. At the Pratt Library, he managed and coordinated the library’s communications, media relations, marketing campaigns, and events. He was also a broadcast journalist for more than 14 years working in local and network news covering politics, general assignment, and feature stories.

A Ward 2 resident, Mr. Encina earned his Bachelor of Science in Marketing Management from De La Salle University in Manila and his Bachelor of Arts in Communications from Salisbury State University.



GOVERNMENT OF THE DISTRICT OF COLUMBIA  
Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

**To:** Tomas Talamante, Steve Walker  
**From:** Betsy Cavendish  
**Date:** June 3, 2024  
**Subject:** Legal sufficiency review of Resolution nominating Roswell Encina and Shanel Anthony as members of the Board of Library Trustees

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**This is to Certify** that this office has reviewed the above-referenced resolution and found it to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call Erika Satterlee, Deputy General Counsel, Executive Office of the Mayor, at 202-724-1303, or me at 202-724-7681.

A handwritten signature in cursive script that reads 'Elizabeth A. Cavendish'. The signature is written in black ink and is positioned above a horizontal line.

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Elizabeth A. (Betsy) Cavendish