



FOR IMMEDIATE RELEASE
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COCA ANNOUNCES STRATEGIC RESTRUCTURING

ST. LOUIS — [COCA](#) announced today a strategic restructuring to address long-term growth and position the organization for greater impact. In light of its successful *Create Our Future* campaign, which funded a 52,000 square foot facility expansion, and pandemic related shifts, COCA engaged The Bridgespan Group, a leading social impact consultant, to guide a master planning process in 2021. The resultant 5-year plan centers equity and impact across COCA's arts programs, expands its reach with new partnerships and audience engagement initiatives, and builds the organization's financial sustainability.

COCA's restructuring creates three new Senior Director roles reporting to Executive Director Kelly Pollock.

- **Alesha Henley is promoted to Senior Managing Director.** In this role, Henley will be responsible for leading day-to-day operations, with Human Resources, Marketing, and Operations teams reporting to her. As the central source for internal teams, Henley will guide practices that support COCA's mission, engage new stakeholders, and further elevate COCA's commitment to diversity, equity, and inclusion. Henley joined COCA in March 2021 as Director of Marketing and previously served as Director of Marketing for the St. Louis Regional Chamber and in a variety of senior marketing roles at major companies such as Orbitz and Blue Cross Blue Shield.
- **Jeremy Dewey is promoted to Senior Director of Development and Finance,** after serving as COCA's Director of Development since 2018. Dewey's position is charged with relationship-building initiatives, fundraising plans, and strategies to ensure financial sustainability. Previously, Dewey held positions at prominent arts organizations including Brooklyn Academy of Music and New York City Ballet.
- Additionally, Arts Consulting Group has been engaged to lead a national search to fill the role of **Senior Director of Programming.** This new leadership position will be responsible for providing comprehensive and strategic direction to COCA's artistic and arts education program teams and working across the organization to ensure effective programmatic delivery to the community. This position will shape COCA's multidisciplinary portfolio of arts initiatives to inspire, develop, and build upon COCA's reputation for delivering mission-driven programming to a vast community of arts students and patrons.

This restructuring reflects the organization's strategic priorities and better positions COCA for growth. "We are fortunate that COCA has been able to pivot to meet constituent and community needs over the past 20 months; we do not take that for granted," stated Kelly Pollock, COCA's Executive Director. "With this restructure, COCA is moving into the next stage of our development, poised not just to survive, but to thrive. We are strategically positioned to serve more St. Louisans and center the arts to make our region more innovative, equitable, and vibrant."

COCA's master planning process with The Bridgespan Group was guided by Board Vice Presidents Brian Thomas and Elizabeth Tucker and Board President Bill Carson, who commented, "As we began the *Create Our Future* campaign, COCA's Board aspired not only to construct a world-class facility, but also to reorganize COCA's internal operations to elevate our mission, reach, and organizational effectiveness. We are thrilled to welcome COCA's new leadership team and excited to help steer COCA toward an even more robust and viable future."

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ABOUT COCA

COCA's mission is to *enrich lives and build community through the arts*. With a commitment to equity and access, COCA serves as a regional hub for learning in and through the arts for all ages from all backgrounds. One of the most diverse cultural institutions in St. Louis, COCA serves more than 50,000 students, audience members, artists, and families from more than 200 zip codes across the St. Louis region every year. The fourth largest multi-disciplinary arts organization in the country, COCA is committed to supporting the vitality and creativity of over 200 artists at the heart of its work in schools, community centers, local business, cultural organizations, and on-site at its campus in University City.