



CWDA

Advancing Human Services
for the Welfare of All Californians

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CWDA SELECTS CATHY SENDERLING-MCDONALD AS INCOMING EXECUTIVE DIRECTOR

Sacramento, CA – The County Welfare Directors Association of California (CWDA) today announced the selection of Cathy Senderling-McDonald to lead the organization as Executive Director effective January 1, 2021. Senderling steps into the new role after 20 years at CWDA and having served as Deputy Executive Director since 2010, where she has been at the forefront of legislative, budget and policy changes that improve human services programs and the delivery of those services to vulnerable Californians.

“It’s been my tremendous good fortune to find a home at CWDA, and I’m grateful to the board for placing their trust in me to lead the organization as our longtime leader, Frank Mecca, retires. He’s been such a mentor to me, and I can’t wait to continue moving CWDA forward towards continuing success at overcoming social injustice, combating poverty and inequality, and improving the well-being of the millions of Californians our member agencies serve every day,” Senderling said.

“Cathy Senderling-McDonald is an outstanding leader, seasoned advocate and unparalleled expert in the human services programs vulnerable Californians are counting on now more than ever. CWDA is fortunate to have a leader of Cathy’s caliber ready to assume the role of Executive Director,” said Ann Edwards, CWDA President and Director of Human Assistance for Sacramento County. “The CWDA Board of Directors looks forward to working with Cathy in her new role to meet the challenges ahead for county human services agencies, the California recovery they support, and the Californians relying upon our success.”

Senderling’s selection comes after CWDA’s longtime Executive Director Frank J. Mecca announced earlier this month that he will retire at the end of this year.

“For twenty years, Cathy Senderling-McDonald has been my close and constant partner and strategist in CWDA’s work to alleviate hunger, improve the safety and lifetime opportunity for vulnerable children and adults, and fight poverty,” Mecca reflected. “She has played a huge part in CWDA’s work advocating for the policies and resources that children and families deserve to live with dignity. There is no one better suited than Cathy to lead CWDA into the future and tackle the pressing challenges that still confront California families. I can’t wait to watch Cathy lead the organization I love to even greater success.”

Prior to joining CWDA, Senderling served as the California Senate Budget Committee consultant for social services programs and a fiscal and policy analyst for the California Legislative Analyst’s Office. She

has a bachelor's degree in Journalism from the University of Missouri at Columbia, and a master's degree from the Heinz School of Public Policy and Management in Pittsburgh, Pennsylvania.

As the Immediate Past President of the National Association of County Human Services Administrators (NACHSA), Cathy sits on the Board of Directors of the National Association of Counties (NACo). She also serves as the Vice Chair of the Aging Subcommittee of the NACo Human Services and Education Steering Committee, of which she is a longtime member, and sits on NACo's Immigration Reform Task Force.

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