



**LAKE HAVASU CITY**  
2330 McCulloch Blvd. N. | Lake Havasu City, AZ 86403  
Phone: (928) 453-4142 | Email: cityclerk@lhcaz.gov



**Application for Appointment**  
(Boards, Commissions, and Committees)

The City Council is responsible to appoint interested citizens to Boards, Commissions, and Committees. Applications will be reviewed and scheduled for interview before the Application Review Panel who will provide a recommendation(s) of appointment to the City Council. The City Clerk's office will inform all applicants of their scheduled interview date and City Council meeting date when their application will be considered. All applicants are encouraged to attend the City Council meeting to answer any questions from the City Council.

Board/Commission/Committee you are applying for:

**SECTION I:**

Name:  Email:

Home Address:  Mailing Address & Zip:

City:  State:  Zip:

Home Phone:  Work/Alt:

Preferred method of receiving correspondence from the City Clerk's Office:  Email  Mail

Number of Years Residing in Lake Havasu City:

Currently Employed:  Yes  No # Years Employed:

*\*(If retired, indicate last employer prior to retirement)* \*Current Employer:

City:  State:

Do you have any relatives that are employed with Lake Havasu City?  Yes  No

If yes, explain:

**SECTION II:**

Have you previously served on a Board, Commission, Committee in another Community?  Yes  No

If yes, indicate the Board, jurisdiction and years served:

Have you previously served on a Board, Commission, Committee in Lake Havasu City?  Yes  No

If yes, indicate Board and years served:

If previously served on a Lake Havasu City Board, have you completed the mandatory board member training?

For "No" or "N/A" responses, please explain:  Yes  No  N/A

Please indicate the member position in which you are applying for:  Regular  Alternate  Student

**SECTION III:**

Name of High School and/or College\*\*

Degree

Year

Mohave Community College

Associate of Business Administration

2021

Western Governors University

Bachlors, Business Adminisration, Mgm

2024

\*\* A resume may be attached to show additional education and work experience.

Describe your involvement in the community (Include civic clubs, volunteer activities, service organization, etc.)

Because I split time between Kingman, Bullhead City, and LHC for employment alot of my volunteer activities are within the various communities and for my employment.

List additional qualifications or experience you believe qualifies you to be on a Lake Havasu City Board, Commission, Committee

Leadership in Higher Education: Experience as a director overseeing academic advising and student support, with strengths in strategic planning and community engagement.

Commitment to Community Growth: Actively involved in initiatives that support educational access, workforce development, and local partnerships.

Small Business Owner: Co-owner of a family business (in a different city), offering insight into the needs and challenges of local entrepreneurs within a rural community.

Why do you want to serve on the Board, Commission, Committee you are applying for?

I want to serve on this board because I care deeply about the future of Lake Havasu City and the well-being of its residents. As a higher education leader and a mother, I am invested in building a strong, supportive community where individuals and families can thrive. While I previously co-owned a small business in another city that is not currently operating, that experience taught me the value of service, resilience, and community connection. I'm eager to contribute my professional expertise, communication skills, and dedication to public service to help make a positive impact locally.

*By my signature below, and to the best of my knowledge, I certify that the information provided herein is accurate and true.*

*If submitting this application electronically, please certify your application by typing your name in the Signature field, and check the Confirm Signature box below.*

Signature: Denielle Percifull

Date: 06/02/2025

Confirm Signature

**Print Form**

Email to: [cityclerk@lhcaz.gov](mailto:cityclerk@lhcaz.gov)

# DENIELLE PERCIFULL



LAKE HAVASU CITY, AZ 864036

*Detail-oriented and results-driven higher education leader with a strong track record in data analysis, team leadership, and process improvement. Currently serving as Director of Advising, Student Success and Retention at [REDACTED]. Known for building positive relationships and communicating effectively across departments to enhance student services. Successfully revolutionized student orientation, resulting in improved retention rates. Skilled in coordinating strategic initiatives with a keen eye for detail, consistently driving operational efficiency and fostering student success.*

## SKILLS

- Detail Oriented
- Event Planning
- Problem-solving abilities
- Organizational Skills
- Computer Skills
- Multi-Tasker
- Team Leadership
- Attention to Detail
- Excellent Communication
- Professionalism

## EXPERIENCE

### DIRECTOR, ADVISING, STUDENT SUCCESS, AND RETENTION

Kingman, AZ  
January 2025-Present

- Provide strategic leadership and supervision for academic advising services across all campuses, ensuring alignment with institutional goals for student success and retention.
- Oversee and support a team of managers, advisors, and success coaches, fostering a culture of continuous improvement, collaboration, and student-centered service.
- Develop, implement, and assess comprehensive retention initiatives, including early alert systems, re-engagement strategies, and targeted outreach to at-risk populations.
- Lead the creation and execution of an annual advising calendar, integrating onboarding, registration campaigns, completion planning, and proactive advising touchpoints.
- Collaborate cross-functionally with Enrollment, Financial Aid, Instruction, and Student Services to streamline the student journey from entry to completion.
- Utilize data analytics to track advising impact, identify barriers to persistence, and inform decision-making and program improvements.
- Direct advisor training and professional development to ensure consistency, equity, and excellence in service delivery.
- Serve as a primary point of contact for Guided Pathways initiatives, integrating academic maps and credential pathways into advising practices.
- Coordinate retention reporting and communication with institutional leadership, presenting insights and recommendations to advance student outcomes.
- Advocate for student needs and equity in institutional policies and practices, contributing to a culture of belonging and academic achievement.

## **GUIDED PATHWAYS MANAGER**

**Bullhead City, AZ**  
*January 2024– January 202*

- Lead the development of college-wide communication and strategic planning initiatives
- Assist the Director in implementing the Guided Pathways framework and coordinating Achievement Teams
- Organize meetings, facilitate communication, and address barriers to student success
- Develop and coordinate the new student orientation program, including event planning, logistics, and collaboration with campus departments and outside entities. Innovate and measure new approaches and program effectiveness through feedback and engagement metrics to improve retention and student success.
- Act as a liaison for the First Year Experience Program
- Supervise all front desk operations and customer care across the three southern campuses, while maintaining and leading the Student Services Technician team to ensure efficient and effective student support.
- Manage sensitive information and ensure compliance with regulations
- Serve as a key liaison between athletics, academic offices, and support services, play an instrumental role in coordinating internal operations and ensuring student- athletes receive the academic support, resources and guidance necessary for success.
- Support effective communication with prospective and current student-athletes, collaborating with the athletic coaches to guide them through the application process and identify both incoming and current at-risk student-athletes to ensure they receive targets academic support.
- Revolutionize student orientation programs, developing and measuring new approaches to enhance first-year experiences and boost retention rates

## **STUDENT SERVICES OFFICE MANAGER**

**Bullhead City, AZ**  
*May 2021– January 202*

- Lead and motivate a team to achieve excellence in front desk operations, testing services, and academic advising, fostering a collaborative and high-performance environment.
- Oversee daily operations across multiple areas, ensuring quality standards, productivity goals, and customer service expectations are consistently met.
- Provide guidance and support to student services technicians, and academic advisors handling escalated issues and ensuring effective resolution of challenges.
- Conduct staff training, delegate tasks, and evaluate performance to promote professional development and improve team efficiency.
- Develop and implement departmental goals aligned with the college's strategic mission, driving continuous improvement in services and operations.
- Design and facilitate training programs and team building events, ensuring staff readiness and a welcoming experience for staff, students and visitors.

## **ADMINISTRATION OFFICER**

**Bullhead City, AZ**  
*October 2020– May 202*

- Assist the Mine General Manager and Mine Controller with operational support, preparing and presenting monthly reports and performance summaries for leadership meetings.
- Consolidate data from multiple sources into comprehensive reports, incorporating detailed graphs and insights for strategic decision-making.
- Maintain the COVID-19 temperature tracking database, ensuring accurate and up-to-date health and safety records for all employees.

- Develop and implement a key box and control log system, improving security and accountability for mine operations.

**MEMBER SERVICE BILLING LEAD**

**Bullhead City, AZ**  
*January 2013-January 2022*

- Manage critical monthly billing processes, ensuring accurate and timely generation of power bills for members.
- Collaborate with cross-functional teams, including member services, accounting, meter readers, and billing staff, to resolve complex billing issues and ensure seamless operations.
- Conduct data collection and in-depth analysis, identifying trends and discrepancies to improve billing accuracy and efficiency.
- Train and supervise billing department staff, providing guidance, mentorship, and performance management to ensure high productivity and accuracy.
- Address and resolve complex customer complaints, delivering effective solutions while maintaining strong member relations.
- Provide support to the credit/collections and member services teams, assisting in the resolution of billing-related issues and enhancing customer satisfaction.
- Assist in the preparation of month-end reports and board presentations, summarizing key billing metrics and performance data for leadership review.

**EDUCATION**

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**MASTERS OF BUSINESS ADMINISTRATION (MBA)**

Western Governors University

*Currently Enrolled Estimated  
 Completion Nov 2022*

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, MANAGEMENT**

Western Governors University

*Jan 2022*

**ASSOCIATE'S DEGREE IN BUSINESS ADMINISTRATION**

Mohave Community College

*May 2020*

**HIGH SCHOOL DIPLOMA**

Los Alamitos High School

*Jun 1999*

**AWARDS**

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NSLS (National Society of Leadership and Success) award for outstanding GPA and achievement, 10/01/22, Western Governors University

**ADDITIONAL INFORMATION**

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**AWARDS**

NSLS (National Society of Leadership and Success) award for outstanding GPA and achievement at Western Governors University • October 2022

### **PROFESSIONAL MEMBERSHIPS**

- National Society of Leadership & Success (NSLS)
- HSI Committee with Mohave Community College
- Tribal Relations Committee with Mohave Community College
- Curriculum Committee with Mohave Community College
- FYE Workgroup with Mohave Community College

### **ADDITIONAL EXPERIENCE**

- Previous Mentee in the Arizona Women in Higher Education Mentorship Program
- Previous member of the local Chamber of Commerce, regularly attended mixers and networking events to build relationships, foster community engagement, and support local business initiatives.
- Partial owner of a family owned business for 15+ years, overseeing strategic direction, financial operations, and long-term growth while maintaining responsibility for key decisions and profitability. Transitioned from daily management to focusing on high-level operations and financial oversight, ensuring continued success and sustainability of the business.
- Planned and executed numerous fundraising and large-scale events for family owned business, managing all aspects from logistics to coordination, resulting in successful outcomes and increased engagement.