

## YOUR UNIT LIAISON

If you need assistance defining your marketing communications goals or determining a strategy, or just want to learn more about the services we provide, please contact the unit liaison assigned to your department.

Your unit liaison is a partner to you and your department providing counsel and a link to the expertise and resources to enhance, advance and identify the most effective and efficient channels and content to accomplish your goals including:

- Defining the marketing communications goals of your unit and/or initiative
- Generating an outcomes-focused team from Communications & Marketing to determine an effective messaging, creative and content strategy for meeting these goals
- Identifying a collaborative team of experts to provide counsel and assist you with your project
- Understanding how Communications & Marketing can help your department

### UNIT LIAISONS

Trisha Smith	Kelly Hauflaire	TBD	Jen Huber	Dave Hosick	Jen Zentz	Sara Galer	Amy Magan
R.B. Annis School of Engineering	Undergraduate Admissions	Advancement	CELL	School of Education	Arts	Shaheen College of Arts & Sciences	School of Nursing
New Programs	SAL Admissions	Alumni	Facilities	HR	Student Affairs & Housing	Service Learning	College of Applied Behavioral Sciences
Summer Camps & Conferences	Graduate Admissions	Professional Edge	Office of University & Mission	Athletics	Lugar Academy	Registrar	College of Health Sciences
Licensing/Logo/Trademarks	School of Business	Donor Communications	MEGA Center	Accounting/Finance		IT	
University Series	Financial Aid		Division for Professional Engagement	University Police		Center for Aging & Community	
	Summer Programs			President's Office/Provost			