

# 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 or Tammy Ferguson at 317-788-6164.

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