

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
New Programs	Undergraduate	Advancement	CELL	HR	Arts	Service Learning
Summer Camps & Conferences	SAL	Alumni	Facilities	Athletics	Student Affairs & Housing	Registrar
	Graduate	Professional Edge	Office of University & Mission	Accounting/Finance		IT
Licensing/Logo/Trademarks	Financial Aid	Donor Communications	MEGA Center	University Police	Lugar Academy	Center for Aging & Community
University Series	Summer Programs		Division for Professional Engagement	President's Office/Provost		