

	Leadership Team	Communication Council	Enrollment Aid Strategy
Chair	Philly Mantella	Kerry Salerno	Shane Karcz
Membership	Amy Molway Ed Klotzbier Kerry Salerno Linda Allen Madeleine Estabrook Marina Macomber Peter Roby Ronne Turner Seamus Harreys Shane Karcz	Ann Marie Reagan Brylee Maxfield Emily Hardman George Gardner Jen Picci Kim Huse Makeda Keegan Richard Bjorkman Sonya Marriotti Tom Chen Wendy Ings	Philly Mantella Seamus Harreys Tony Erwin Annette McMullin Beth Dixon Ronne Turner David Hautanen
Charge	To manage EMSA Division, address key leadership issues and establish direction. EMSA goals oversight clarification and delegation of shared projects	To maximize internal and external resources across the EMSA division to ensure a cohesive brand and strategic flow of communication. The group will include both print and web based representation and will share ideas and resources on marketing and communication topics of interest to our audiences and stakeholders.	To build enrollment strategy and support enrollment financial models; retention analysis and planning; and enrollment forecasting.
Expectations	<ul style="list-style-type: none"> - Communicate updates to their units - Follow through - Prepared with updates - Efficiency 	Committee members should have responsibility for marketing, communication or web strategy within their individual areas. Members will be asked to keep their units, and supervisors, informed of discussions and resources established as part of their responsibility. This committee will work closely with marketing and communication and have representation on Marcom's communication council.	

Jack McCarthy Philly Mantella	Seamus Harreys	Gavin Potter Nick Watson	David Winch	Marina Macomber
Bob Weir John Pratt Linda Allen Mike Bruno Rick Mickool Seamus Harreys	Annie Dervin-Jundt Art Mahoney David Kane Doris Chow Linda Allen Marjorie Wiseman Nancy Ludwig Rick Mickool Shane Karcz Steve Duncan Valentina Nestor Yvette Thorne	Sara Decker Sara Rivera Shani Wilkerson Taryne Provenchure	Amy Molway Devon Crosby Jeremy Daley Laura Rancatore Tracy Davis Van Lee	Beth Dixon Brie McCormick Chong Kim Colleen Ryan Gail Olyha Gene Grzywna Jason Foster Jen Picci Jessica Noonan Katherine Cascio Kevin Lepine Kim Hughes Makeda Keegan Robert Birichi Sara Rivera Shelli Jankowski-Smith Sonya Mariotti Tim Touchette Van Lee
<ul style="list-style-type: none"> - Share Updates on project status, - Discuss and resolve issues escalated by the implementation team, - Share executive vision 	<ul style="list-style-type: none"> - Delivery of the necessary Banner reporting and data access to ensure the continuation of historic trend/statistical reporting and equivalent data environment to the legacy systems. - Define and implement data environment (Operational Data Store and Enterprise Data Warehouse, etc.) that addresses the growing institutional/college/unit demand for data to make effective business decisions and report to external constituents. Data environment will support the new hybrid budget model and be scalable to support future data needs. 	<p>To foster a work environment within EMSA which reflects the values of the division and the university which includes:</p> <ul style="list-style-type: none"> - Embracing diversity & inclusion as core values that will spur growth and change across the division - Ensuring accountability in the cultivation of a workplace culture where the uniqueness, background and experience of every EMSA staff person is value, trusted and respected - Strengthening our workforce so we can continue to effectively serve our clients - Recruiting the best talents - Stimulating an environment of productivity and eliminate underrepresentation, discrimination and harassment throughout the division. 	<p>To promote professional, organizational and personal development through an ongoing program of intentional learning opportunities.</p> <ul style="list-style-type: none"> - Strengthen a sense of community within the division. - Increase knowledge and skills to strengthen professional competency. - Actively support division and university mission and goals. - Work towards division-wide organization effectiveness. - Share information division –wide on industry standard policies and practices that affirm our commitment to educating the whole student and integrating student life and learning. - Collaborate with the EMSA Diversity Committee to contribute to developing an organization in which people from different backgrounds, with different approaches to problem-solving and different ways of perceiving the world, feel comfortable challenging assumptions. 	<ul style="list-style-type: none"> - To identify and develop staff with assessment interest and aptitudes - To increase value of assessment practice in the division - To build momentum and energy around assessment at all levels

Delivery of UDC project in line with Executive Vision and University needs

- Education & Programming
- Communications
- Data/Assessment

