

	Leadership Team	Coordinating Team	Communication Council	Enrollment Aid Strategy
Chair	Philly Mantella	Ronne Turner Ed Klotzbier Madeleine Estabrooke	Kerry Salerno	Philly Mantella Shane Karcz
Membership	Linda Allen Seamus Harreys Ed Klotzbier Ronne Turner Kerry Salerno Madeleine Estabrook Amy Molway Neal Fogg Peter Roby Tony Erwin Nick Zinser (Attends 3 rd Thursday)	Kerry Salerno Nick Zinser Maria Stein Dave Thornton Marina Iannalfo Bob Jose Val Randall-Lee David Hautanen UHCS Operations Manager Tony Erwin Lisa Commendatore Amanda Braun	Emily Donahue Makeda Keegan Wendy Ings Kim Huse Sonya Mariotti Richard Bjorkman AnnMarie Regan Health Education/UHCS Assistant Director in Student Activities and Leadership/Media and Communications Jon Litchfield Career Services	Neal Fogg Ronne Turner Annette MacMullin Antony Erwin David Hautanen Andre Taylor Seamus Harreys
Charge	To manage EMSA Division, address key leadership issues and establish direction. EMSA goals oversight clarification and delegation of shared projects	To facilitate communication, coordination and cooperation within and among EMSA divisional units, particularly around issues associated with achieving institutional and divisional goals.	To maximize internal and external resources across the EMSA division to ensure a cohesive brand and strategic flow of communication. 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 and follow through to necessary constituencies - Prepared with updates - Efficient use of agenda time 	<ul style="list-style-type: none"> - Advises EMSA Leadership team on emerging issues, new initiatives and strategies. - Encourage, support, and execute coherent and effective initiatives aligned with institutional goals - Provides a channel for communication to and among various EMSA units - Forum for sharing ideas and best practices 	<ul style="list-style-type: none"> - Includes representation of print and web - Inform units and supervisors discussions and resources established - Committee will work closely with marketing and communication and have representation on Marcom's communication council. 	<ul style="list-style-type: none"> - Achievement of enrollment and retention goals.