

Education Council Task Force Charter

Leadership

Board Liaison:
Committee Chair: Sebnem Karasu
Committee Vice-Chair: Chad Becnel

Members: 17 total
Staff Liaisons: Laura Shumow, Shannen Gorman, Margarita Passero
and Aiysha Joseph

Goal(s)/Expected Outcomes

Goal: Establish a cross-committee leadership council aligned with ASTA’s strategic plan to coordinate, prioritize, and enhance all educational initiatives, ensuring ASTA’s strong content is effectively developed, delivered, and widely adopted—especially among emerging professionals and university partners.

Outcomes: A cohesive, strategically aligned educational portfolio; greater participation across committees, regional programs, and early-career audiences; improved awareness and use of ASTA’s educational resources by member companies; and a strengthened pipeline of next-generation leaders engaged in ASTA’s education programs.

Objectives

The Education Leadership Council will align ASTA’s educational programs with strategic priorities and coordinate cross-committee efforts across regulatory, technical, sustainability, and trade content. It will conduct gap analyses to identify critical topics for key audiences (students, new hires, young professionals, and industry professionals), identify education needs and guide programming.

The Council will also improve dissemination of existing resources, expand university partnerships, grow student and Young Professionals Group engagement, incorporate educational content into Sectional meetings, and serve as the year-round liaison for all education-producing committees.

Meeting Frequency & Participation

Quarterly and as needed. Membership will include Vice Chairs from ASTA committees and selected volunteers.

