

President– Kara Pool Snyder

Kara is the Director of Marketing and Special Events for the College of Applied Science and Technology at Illinois State University. Kara's role focuses on implementing strategic marketing efforts and enhancing relationships with key constituent groups by providing intentional programming opportunities.

Kara's background includes a marketing graduate assistantship at ISU's Campus Recreation and an internship at the Walt Disney World Resort. She holds a M.S. in Communication and a Bachelor of Arts in Communication, both from Illinois State University.

Kara is a wife, an avid reader, a travel bug, and a fitness enthusiast with a weakness for cupcakes.