Dr. Erin Halligan-Avery has been in the field of Higher Education for 13 years. While at the University of Rochester Erin was tasked with creating the University's Students of Concern system, currently known as the CARE Network. Over a 4 year period, Erin worked with a dedicated team of staff and students to build what is now a nationally-recognized program for identifying and supporting students in or headed toward distress. Within the first 2 years of it's implementation, the rate of CARE Referrals increased 141% because of a highly successful marketing campaign. Currently Erin works at the Rochester Institute of Technology at the Director of Wellness Programs and Services and sits on the NaBITA Board.