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News Release

USU's VP of External Affairs to become Senior VP of External Affairs at Northeastern University

BETHESDA, Md. — Carol Scheman, vice president for External Affairs, at the Uniformed Services University of the Health Sciences (USU), has accepted the position of senior vice president for External Affairs at Northeastern University in Boston, Mass. Ms. Scheman will assume her new role on Nov. 1, 2008.

In an announcement released Sept. 19, the University President Charles L. Rice, M.D., thanked Ms. Scheman for her contributions to USU. "I know that I speak for the entire university community in expressing gratitude to Carol for all she has done during her time here at USU and in wishing her the very best as she assumes her new role. She will be greatly missed."



Carol Scheman

Ms. Scheman came to USU in January 2006. Prior to her assuming the vice presidency of External Affairs at USU, she was vice president for Government, Community and Public Affairs at the University of Pennsylvania for 11 years. Before serving at Penn, Ms Scheman was the deputy commissioner of External Affairs at the Food and Drug Administration. She also served as vice president and director of Federal Relations for the Association of American Universities before working for the FDA.

During her time at USU, Ms. Scheman has helped create the university's first Office of External Affairs bringing together the university's various units that deal with its external communities--including media outreach/public affairs, alumni affairs, Board of Regents support, publications, Web site oversight, and associated visual, photo/videographic, graphic services, protocol and events, including commencement, and government and community affairs. Her team developed the university's first unified branding initiative that created the content for a campaign to clearly describe the university to a wide variety of audiences. Under her skillful leadership, USU produced its first annual report, calendar, combined university catalog and internal newsletter; launched a new Web site, and created a large variety of multi-media products designed to increase the university's visibility. These various products are part of ongoing efforts to reflect coherent, accurate and accessible information about the university to the general public, prospective students, faculty, local communities, Congress and the media.

Learning to Care for Those in Harm's Way

She also served as acting executive secretary to the University's Board of Regents and supported efforts to increase communication with the board and ensure a seamless transition for new Board members. The Office of External Affairs has developed into an inter-disciplinary team that continues to develop innovative and creative ways to portray this unique institution to a wide variety of constituencies.

"Working at USU has been an extraordinary life changing experience," Ms. Scheman said. "I have learned so much and leave with a deep and abiding respect for the military health system-- its mission and especially its people. I am grateful to President Rice for this remarkable opportunity and to my friends and colleagues at USU for their support, humor, creativity, challenge and collegiality. The Uniformed Services University embodies some of the very best of who we are as a nation and I will be forever proud of having been part of its unique mission."

Ms. Scheman worked closely with DoD's Office of the Assistant Secretary for Health Affairs on public relations outreach, with the relevant Congressional Committees on issues vital to the university's continued growth, with academic and scientific societies and associations, and local and state government officials on 'town-grown' issues, especially as they relate to the Base Realignment and Closure/Integration process. She was instrumental in developing new relationships with local and national media and in developing new innovative opportunities for the university to reach a broader audience in order to increase the general knowledge and understanding of this academic health center's unique role in health professions education.

She will begin her new role at Northeastern on Nov.1, but will continue to serve as a consultant to USU. In the interim Dr. Rice has asked retired Army Brigadier General William T. Bester, RN, MSN, CNAA, BC, to assume the responsibilities as the Acting Vice President for External Affairs until a replacement for Ms. Scheman is identified.

The Uniformed Services University is located on the grounds of Bethesda's National Naval Medical Center and across from the National Institutes of Health. It is the nation's federal school of medicine and graduate school of nursing. The university educates health care professionals dedicated to career service in the Department of Defense and the U.S. Public Health Service. Students are active-duty uniformed officers in the Army, Navy, Air Force and Public Health Service who are being educated to deal with wartime casualties, national disasters, emerging infectious diseases, and other public health emergencies. Of the university's more than 4,200 physician alumni, the vast majority serve on active duty and are supporting operations in Iraq, Afghanistan, and elsewhere, offering their leadership and expertise.

For more information, contact the Office of External Affairs at 301-295-1219.