

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Office of the Chancellor
Swanlund Administration Building
601 East John Street
Champaign, IL 61820



September 12, 2017

MARKETING ADVISORY COUNCIL 2017 – 2018

David Black, Office of Public Affairs
Karen Bollinger, Center for Innovation and Teaching and Learning
Doug Burgett, Enrollment Management Shared Services
Libby Kacich, Carle Illinois College of Medicine
Robin Kaler, Office of Public Affairs
Marty Kaufmann, Business Development
Christy Moss, Office of the Vice Chancellor for Institutional Advancement
Brad Petersen, College of Liberal Arts and Sciences
Alex Schmidt, Office of the Vice Chancellor for Institutional Advancement
Jan Slater, College of Media and College of Business

Dear Colleagues,

I am writing to ask you to serve on the 2017-2018 Marketing Advisory Council (MAC). The MAC was created several years ago to guide efforts to build a marketing organization for the university. We have made a great deal of progress, and the “One Logo” project is establishing a foundation on which we will continue to build our brand platform.

For the current academic year, I have instructed Public Affairs to complete the work necessary to finalize implementation of the “Block I” logo. The MAC will continue to serve as an advisory board and resource on campus branding and on the marketing of the “With Illinois” campaign, which is the most critical marketing priority of this academic year.

Specifically, the MAC will:

- offer input and advice on overall strategic university branding to for the Offices of the Vice Chancellor for Advancement, Public Affairs and UI Alumni Association on One Logo, With Illinois and other university-level branding and marketing projects;
- provide perspective on how these projects would impact colleges and units;
- provide two MAC members to serve on the search committee for the Lifecycle Marketing Specialist position, and participate as a committee in the interview process for that position; and
- offer advice on the brand platform research that will be administered as part of the “With Illinois” campaign to ensure that we are positioning the institution with key stakeholders in a manner that resonates and engages them.

Please affirm your willingness to serve on the committee this year by responding to Robin Kaler at rkaler@illinois.edu.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert A. Jones".

Robert A. Jones
Chancellor