

November 6, 2023

University Marketing and Communications Advisory Council

Robin Kaler, *Chair*
Cassie Arner
Doug Burgett
Melissa Edwards
Chris Harris
Libby Kacich
Jenny Larson
Christy Moss

Becky Ponder
August Schiess
Alex Schmidt
Jan Slater
Rashmi Tenneti
Chantelle Thompson
Elizabeth Tsukahara
Allison Vance
Laura Wilhelm-Barr

Dear Colleagues,

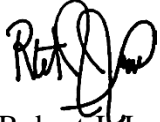
Thank you for your willingness to continue serving on the University Marketing and Communications Advisory Council. Associate Chancellor Robin Kaler will continue to chair this group, and your charge is to:

1. Keep diversity, equity and inclusion at the forefront of all Council work.
2. Continue to provide input and feedback on the brand messaging/platform project as it moves forward.
3. Provide input, feedback and leadership on the rollout of the brand messaging/platform project.
4. Serve as a charter brand ambassador group that will also include members of the Chancellor's Senior Leadership Committee (e.g., deans, vice/associate chancellors, institute directors).
5. Provide leadership on whether/how to implement recommendations from the Operational Excellence Marketing Communications project.
6. Help identify tools and techniques to measure the progress and impact of the plan, and then help analyze the metrics to advise on any needed adjustments.
7. Work to ensure that the tools, training, systems and support created/enhanced by Public Affairs/Strategic Communications and Marketing are serving the needs of all internal stakeholder groups.

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Pam Steele will reach out to you soon to schedule meetings for the coming year. I am confident that with your input and support Public Affairs/Strategic Communications and Marketing will transform our ability to share the Illinois story of excellence and to build the reputation and visibility of our institution as one of the world's leading universities.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Jones', with a stylized flourish at the end.

Robert J. Jones
Chancellor