

April 23, 2024

**University Marketing and Communications Advisory Council**

Robin Kaler, *Chair*  
Cassie Arner  
Doug Burgett  
Bridget Lee Calfas  
Melissa Edwards  
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

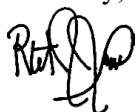
Dear Colleagues,

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. Provide input, feedback and leadership on the rollout of the brand messaging/platform project.
3. 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).
4. Work with the Strategic Project Management Office to identify, review, discuss, prioritize and approve projects that improve service, increase efficiencies, and align with university-wide strategic initiatives within the MarCom functional area.
5. 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.
6. 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.

Pam Steele will reach out to you soon to schedule meetings for the remainder of the year. I am confident that with your input and support Strategic Communications and Marketing will continue to 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,



Robert J. Jones  
Chancellor