

June 2, 2021

**University Marketing and Communications Advisory Council**

Robin Kaler, Chair  
Scott Anderson  
Cassie Arner  
Doug Burgett  
Melissa Edwards  
Chris Harris  
Libby Kacich  
Eric Minor  
Christy Moss

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

Dear Colleagues,

Thank you for agreeing to serve on the University Marketing and Communications Advisory Council. Associate Chancellor for Public Affairs Robin Kaler will chair this group, and your charge is to:

1. Provide advice and counsel to the associate chancellor on the integration of the offices of Special Events and of Strategic Marketing and Branding into Public Affairs.
2. Keep diversity, equity and inclusion at the forefront of all Council work.
3. Help prioritize the “to do” list generated through the Spring 2021 associate chancellor’s listening tour.
4. Provide input and feedback on an integrated and holistic strategic plan for the unit.
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 are in toto serving the needs of all internal stakeholder groups.

Robin’s colleague, Pam Steele, will be reaching out to you soon to schedule the inaugural meeting. I am confident that with your input and support the integrated Public Affairs unit will transform our ability to share the Illinois story of excellence and to build the reputation and visibility of the university as one of the world’s leading universities.

Sincerely,



Robert J. Jones  
Chancellor