May 23, 2022

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
Jodi Silotto
Jan Slater
Chantelle Thompson
Elizabeth Tsukahara
Allison Vance
Laura Wilhelm-Barr

Dear Colleagues,

Since we are in the middle of mission critical marketing-communication projects, I am writing to ask your willingness to continue to serve on the University Marketing and Communications Advisory Council. Associate Chancellor for Public Affairs 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 and feedback on the Operational Excellence project as it moves forward.
3. Provide input and feedback on the Pivot brand messaging project as it moves forward.
4. 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.
5. Work to ensure that the tools, training, systems and support created/enhanced by Public Affairs are serving the needs of all internal stakeholder groups.

Pam Steele will be reaching out to you soon to schedule meetings for the coming year. 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