



The College of Media Campaign Executive Board

Membership Criteria and Responsibilities

As the University of Illinois prepares to launch its next comprehensive capital campaign, the College of Media will establish a new Campaign Executive Board (CEB). The Campaign Executive Board will provide strategic leadership in collaboration with the Dean and Associate Dean during the quiet phase and public launch of the University's forthcoming campaign.

Mission:

In partnership with the Dean and the Associate Dean for Advancement, the College of Media Campaign Executive Board will provide strategic leadership in the planning and implementation of a comprehensive fundraising and engagement strategy during the silent phase, launch, and duration of the campaign.

Membership:

A group of eight select members will be invited by the Dean of the College of Media to serve on the Campaign Executive Board (CEB). CEB members are selected on the basis of demonstrated successful leadership in corporate, not-for-profit and civic organizations as well as a shared vision and passion for the advancement and long-term sustainability of the College of Media. CEB members will represent a diverse mix of professions, industries and geographic locations.

The CEB will be led jointly by its Chair and Vice Chair who will be appointed by and work in collaboration with the Dean and the Associate Dean for Advancement in the College of Media.

The Dean of the College of Media, the Associate Dean for Advancement and the Director for Advancement will serve in ex-officio capacity.

Members are asked to serve a minimum term of at least three years, at the end of which they may leave the board or renew their participation for another term for the duration of the Campaign. Participation limits ultimately will be determined by the Dean of the College of Media.

Membership Criteria:

All College of Media Campaign Executive Board members will be asked to assist in the areas of responsibility listed below. In addition, CEB members are required to review the UIF Volunteer Confidentiality Policy and sign the corresponding agreement.

Meetings:

Meetings of the entire Campaign Executive Board will be held quarterly, with the option of teleconferencing as needed. The majority of Board meetings will be held in Chicago.

Areas of Responsibility:

The Campaign Executive Board will be the summit of leadership for all College of Media fundraising activities during planning and implementation of the campaign. The Board will assist in the following areas:

- Assist in designing and implementing effective strategy during the silent phase and launch of the forthcoming campaign. Provide strategic leadership for the duration of the campaign.
- Provide feedback on campaign-related print and digital messaging of the College of Media's case for support.
- Assist with the identification, cultivation, solicitation and stewardship of campaign-level donors, including individual, corporate, and foundation, as appropriate. Participate in many of the most important solicitations where appropriate.
- Build and implement strategy that will assist in securing six (6) seven-figure transformational campaign gifts to the College of Media.
- Assist with promoting the vision, goals and priorities of the campaign to alumni, friends, and industry contacts nationally. Host campaign events and activities as appropriate in key regions across the country.
- Set a standard of personal philanthropy for fellow alumni and friends via a campaign-level gift to support high-visibility, high-impact funding priorities for the College.