

## University of Illinois at Urbana-Champaign

### *The College of Media Leadership Council Statement of Purpose*

As the College of Media prepares to launch its five-year comprehensive strategic plan, *Building Opportunities for Success*, it will establish a new volunteer leadership board called the College of Media Leadership Council. The Council will assist the College in the areas of fundraising, advocacy and stewardship, and provide strategic leadership to assist the College in achieving the ambitious goals set forth in the plan.

#### **Mission:**

In partnership with the Dean and the Associate Dean for Advancement, the College of Media Leadership Council will provide effective leadership in fundraising, advocacy and stewardship for the College of Media, and enable it to fully optimize its commitment to students, faculty and the research and academic missions of the University. Moreover, the Council will assist in implementing effective fundraising strategies and relationship building to expand its network of engaged alumni, friends, corporations and foundations across the country.

#### **Membership:**

A group of 10–12 select members will be invited by the Dean of the College of Media to serve on the College of Media Leadership Council. Council members are selected on the basis of demonstrated 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. Council members will represent a diverse mix of professions, industries and geographic locations. The Council 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. Participation limits ultimately will be determined by the Dean of the College of Media.

#### **Membership Criteria:**

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

#### **Meetings:**

Meetings of the entire Council will be held biannually, with the option of additional meetings as needed. Members may participate in meetings via teleconference as necessary. Other communication may take place via conferencing throughout the year on an as-needed basis.

#### **Areas of Responsibility:**

The College of Media Leadership Council will assist in the following areas:

- Serve as an advocate for the College of Media in professional and civic/volunteer arenas in order to raise local and national visibility
- Provide feedback and input on case for support, messaging and print/web-based materials for the College of Media
- Facilitate identification of major and principal gift prospects (including individuals, corporations and foundations) for existing and long-term funding priorities
- Assist with peer engagement and solicitations where appropriate
- Commit to a level of personal financial support toward the College of Media's strategic plan goal:
  - Minimum \$10,000 per year during term of service (may be a multi-year pledge, planned or deferred, or outright gift) or
  - Raise/Solicit a minimum of \$10,000 per year during term of service
- Assist with implementation of relevant fundraising events