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Dear XXXXXX:

Your support and enthusiasm for the College of Media at the University of Illinois is a critical factor to our success – now and in the future. We are so grateful for your encouragement, your insights and your generosity.

The College of Media recently launched its comprehensive strategic plan, *Building Opportunities for Excellence*. We are confident that the college is well-positioned to fulfill the mission and goals within the plan, and we have made significant progress during the past three years since its launch. One of the key factors to achieving these goals is developing a strong culture of leadership and engagement from alumni and friends of the College of Media.

As the University of Illinois prepares to launch its next comprehensive capital campaign, the College of Media will establish a new strategic leadership group called the 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. The goals within the College of Media's strategic plan are closely aligned with the University's transformational vision for the capital campaign, and will serve as the foundation for the College's strategic fundraising priorities for the campaign.

The College of Media Campaign Executive Board will be the summit of leadership for all College of Media fundraising and engagement activities during the planning and implementation of the campaign. With leadership from the CEB, we will be able to fully optimize our commitment to students, faculty, and the research and academic missions of the College as outlined in our case for support for the capital campaign.

In light of your professional experiences and interest in the College of Media, we invite you to serve on the College of Media Campaign Executive Board. The CEB includes a wide representation of distinguished alumni and friends who are demonstrated leaders in corporate, not-for-profit and civic organizations and embrace a shared vision and passion for the advancement and long-term sustainability of the College of Media. CEB members represent a diverse range of professions, industries and geographic locations across the country.

We plan to have our first Campaign Executive Board meeting during spring 2016 at the University of Illinois Illini Center in Chicago. We will share the date for this meeting as soon as it is confirmed. Enclosed is detailed information regarding the membership criteria and responsibilities of the Campaign Executive Board. After reviewing the information, please email me at slaterj@illinois.edu to express your interest in serving on the Board.

The University of Illinois capital campaign will help to launch transformative opportunities for students, faculty, programs, and research. The College of Media will have a prominent role in creating opportunities and impact that will extend far beyond our college and campus. As we move forward with planning for the forthcoming campaign, we trust that we can continue to count on your ongoing support for the College of Media, either through participation on the Campaign Executive Committee or through your continued support and enthusiasm for the College's future.

With best wishes,

Jan Slater, Ph.D.
Dean