

DATE

NAME

ADDRESS

Dear _____:

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. I am so grateful for your encouragement, your insights and your generosity.

In spring 2013, the College of Media launched a 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 two years. One of the key factors to achieving these goals is developing a strong culture of leadership and involvement from alumni and friends of the College of Media.

To help secure its future while advancing the strategic plan, the College of Media is establishing a new strategic leadership group, the Dean's Advisory Board. This new board will work directly with the Dean to provide strategic leadership in the areas of program development and assessment, strategy, student and faculty engagement, and external and corporate partnerships. The Dean's Advisory Board will be critical to the implementation of our strategic plan, the accelerated growth of the college, and its pursuit of leadership and innovation in media education and industry relevant research. With assistance from the Dean's Advisory Board, we will be able to fully optimize our commitment to students, faculty and the research and academic missions of the College.

In light of your professional experiences and dedication to the College of Media, I invite you to serve on the Dean's Advisory Board. The board will include a wide representation of distinguished alumni and friends who are demonstrated leaders in the media fields and have a passion for advancing the mission of the College of Media.

We plan to have our first Dean's Advisory Board meeting during fall 2015. At our inaugural meeting, we will outline its structure and priorities, including additional details of membership criteria.

I hope that you will strongly consider serving on this important board for the College of Media. Enclosed is detailed information for your review. Please let me know of your interest in serving on the Dean's Advisory Board by emailing me at slaterj@illinois.edu. We will then follow up with you to confirm the date and location for our fall meeting.

The College of Media's strategic plan, *Building Opportunities for Excellence*, will assist in strengthening the tradition of excellence for which the College is known, and will have a profound impact on our students, faculty and research. As we launch the Dean's Advisory Board, we trust that we can continue to count on your ongoing support for the College of Media, either through participation on the board or through your continued generosity and enthusiasm for the College's future.

With best wishes,

Jan Slater, Ph.D.
Dean

