



Friday, March 24, 2023

MarCom Committee of the Strategic Project Management Office

Robin Kaler, Chair, Public Affairs
Allison Vance, Public Affairs
Christy Moss, Alumni Association
Doug Burgett, Enrollment Management
Heather Murphy, Library
Jenny Larson, ACES
Libby Kacich, Engineering

Dear Colleagues,

Thank you for your willingness to serve on the MarCom advisory governance committee of the Strategic Project Management Office (SPMO) for a 1-year term.

The overall goal of the SPMO is to support the mission and strategic objectives of the University of Illinois Urbana-Champaign by maximizing efficiency and ensuring successful completion of university-wide strategic and innovative initiatives. Advisory governance committees are governed by the steering team of Mike DeLorenzo, Vicky Gress, Robin Kaler, Mairéad Martin, and Shari Micky-Boggs and are coordinated and supported by members of the SPMO.

The expectations for each advisory committee:

- Review project proposals and provide approval and prioritization recommendations to the steering team according to the functional area priorities.
- Collaborate on project benefits, importance, and scalability and recommend resource allocation strategies.
- Foster coordination and partnerships with the campus community to strengthen relationships and enhance usability of existing and proposed solutions.
- Establish sub teams and coordinate with other advisory governance committees and external advisors as needed.
- Leverage the SPMO for project discovery, execution, templates, communication, monitoring, and support.

Thank you again for your willingness to participate in this important effort.

Sincerely,

Robin Kaler
Associate Chancellor