



UNIVERSITY OF  
**ILLINOIS**  
URBANA - CHAMPAIGN

Institute for Sustainability, Energy,  
and Environment (iSEE)

1101 W. Peabody Drive (NSRC), Suite 350

MC-635

Urbana, IL 61801

April 26, 2023

Dear Jennifer, Morgan, and members of the iCAP Working Group,

Thank you for forwarding the iCAP Engagement Team recommendation 004 “ADV 498 Sustainability Campaign Partnership” to iSEE.

I approve of this recommendation, and our Communications team is already taking elements of the materials produced by the ADV 498 class and, in consultation with the Associate Director for Campus Sustainability, is producing materials with the proper resolution, message, and campus and iSEE branding standards. Among those is a short video to be used on the scoreboards at athletic events starting in Fall 2023. Digital signage will also be produced for use at the Campus Instructional Facility and at Housing & Dining locations — and it will be shared with the digital signage listserv for use across campus as possible.

While we appreciate the Engagement Team’s offer of developing a task force, discussions have been ongoing for months, and our Communications team has the task well in hand.

Thank you again, and please pass along our thanks to the Engagement Team for its work toward a more sustainable campus.

Sincerely,

Madhu Khanna  
Alvin H. Baum Family Fund Chair and Director  
Institute for Sustainability, Energy, and Environment