Chief Communications Officers Group
Minutes from January 8, 2008

Text messaging service
Lance Campbell from Web Services walked us through the text messaging tool. If you are interested, please plan to attend a workshop. Please register for the workshop at https://webtools.uiuc.edu/formBuilder/OrganizationSecure?id=9526515.

EuroRSCG Update
Robin updated the group on the Branding Campaign that the Chancellor is working on with EuroRSCG. The Chancellor was pleased with the presentation; however, there is no funding yet! Robin shared with the group the idea “Larger than Life” and would like feedback. This campaign will be geared toward students (incoming freshmen, graduating students), Faculty, Alumni (out of school 0-10yrs). The idea is to “wrap” a building with a hero; EuroRSCG gave the example of wrapping Foellinger Auditorium with Ang Lee. Robin would like each of you to submit a building or buildings associated with your unit along with the heros from your unit. Please send your ideas to Robin rkaler@uiuc.edu or Jaclyn Banister jaelynb@uiuc.edu.

Identity Standards
Bridget Jamieson showed the group the “Thank You” e-card that went out acknowledging the campus units that have adhered to the Illinois Identity Standards for Web. If you have any questions regarding the standards and your web site, please contact Bridget at bmj@uiuc.edu or 333-5010.

Chicago Tribune Story Ideas
The Higher Education reporter for the Chicago Tribune, Jodi Cohen, is looking for story ideas. If you have any interesting stories regarding alums, current students, or faculty send them to Robin.

PA Workshop
Robin discussed holding another Public Affairs workshop. Stay tuned for more details…

Illinois Alumni Story ideas
If you have any contacts with alumni or professors who in some way have a connection to the Olympics, please send to Bea Pavia bpavia@ad.uiuc.edu.

University Relations
Ginny Hudak-David informed the group that the Annual Report is printed. Please send Ginny an email hudakdav@uillinois.edu if you’d like to get copies of the report.

Krannert Center
The Krannert Center for the Performing Arts will be hosting a Jerry Hadley Memorial Concert on January 25. Please check out the website if you are interested http://www.kcpa.uiuc.edu/performances/details.asp?elementID=22425.

Next meeting is February 5, 2008