Chief Communications Officers Group
Minutes from July 2, 2008

Brand Up
Joel Steinfeldt led the group through the Brand Up identity standards program (see attached PowerPoint). We invite you to attend one of the workshops and check out the Website.

An overview of the campus branding strategy and rationale, with links to detailed guidelines, is at http://www.illinois.edu/goto/overview.

To view available workshop times and to register, visit http://www.illinois.edu/goto/iisworkshops.

Business cards for students
Robin explained that Public Affairs and the UI Alumni Association are planning to launch a program to offer students (at cost) I-mark branded business cards. Creative Services is creating the template, and UIAA will administer and promote the service. For more information, contact Vanessa Faurie at 333-1471.

b 2.0 shoot
DAV Productions will be on campus July 8-10 to shoot some short, fun videos to begin populating the Web 2.0 portion of the new home page, which is scheduled to launch later this summer.

Image Database
August 16, Brian Stauffer will join Public Affairs full-time. In addition to his current duties, he will also assume management of the image database. The process for getting potential shoots on the wish list remains the same (send an email to: ui-photo@illinois.edu). A few times a year, we’ll try to shoot the most requested images. Also, with Brian handling the database, he’ll be able to create a portrait gallery from all of the images he’s shot for Inside Illinois, as well as a news gallery.

Big Ten Network
Finally, our first documentary for the Big Ten Network (BTN) will air this month. Here’s a brief description and information on when to watch.

The Big Ten Network and Illinois present “Ebertfest,” a half hour documentary showcasing the tenth anniversary of this premiere film festival, Thursday, July 17th at 6:30pm central time. Pulitzer Prize winning movie critic and Illinois alum, Roger Ebert hand selects films for the annual festival that he feels deserve a second look. Throughout the four day event, each film is screened at the historic Virginia Theater in downtown Champaign and attended by internationally known actors and directors. This year's festival attendees included Illinois alum and “Oscar” winning Director Ang Lee. Lee said "I'm proud to be a 'Fighting Illini'' while presenting his 2003 film, Hulk. Fresh from "The Sopranos," Aida Turturro and Joey Pantaliano brought their films Romance and Cigarettes and Canvas to “Ebertfest.” Christine Lahti of “Chicago Hope” speaks of seeing her 1987 film Housekeeping again on the big screen. Also, Roger’s wife Chaz Ebert, Illinois Chancellor Richard Herman, and University of Illinois President B. Joseph White recall their favorite festival memories and what “Ebertfest” means to the community and Illinois.

Office of University Relations
Ginny Hudak-David reported that University Administration has launched a system-wide Website to catalog all of the Lincoln-bicentennial events. It’s at http://www.uillinois.edu/lincoln/.

Other
Chris Beuoy of Vet Med shared that her unit is talking about some green initiatives, and she asked whether anyone else was. Her concern is that we all work together on such things and not duplicate efforts. Dee Dee Caneva of F&S shared some of the efforts happening in her unit, and she explained that the campus is conducting a search now for a director of the Office of Sustainability. That person likely will coordinate efforts across colleges and support units.