Chief Communications Officers Group
Minutes from August 5, 2008

Public Affairs offices have moved
Robin announced that all of Public Affairs (Creative Services, News Bureau, Web Services, Big 10 Network) have now moved to 507 East Green Street (across from Legends, the building with Urban Outfitters). Our new mail code is MC-426. Please update your records! Check our moving announcement at http://publicaffairs.illinois.edu/movingannouncement.html

Brand Up: Strategic Plan metrics
Public Affairs has been working with the Provost’s Office to incorporate the Brand Up effort into annual strategic planning measures. Units will be asked to submit their major publications to the Provost, so the content can be used to build the campus annual report of achievements, and Public Affairs will review the materials for compliance with the identity standards. We’re working on rewards for units that do a good job. 😊

“A Minute With”
Todd Wilson asked for folks to send ideas along to him for the “A Minute With…” feature on the campus home page. It is one of the most popular features and a great opportunity to show your faculty members as experts on current news topics. Also, please keep in mind opportunities to showcase short video on the Here & Now section of the home page, UI-7, iTunes U and YouTube.

Around the Table
The group gave updates on what they are working on and what they expect to be their biggest challenges in the coming year:

Rick Atterberry, Extension
- Nationwide branding survey results expected in February; using takeaway from survey to explore ideas to increase visibility with limited funding
- Crafting messages to send to “people of influence” if the State rescinds budget allocations again

Lee Busselman, College of ACES
- Rethinking recruitment and student management strategies

Chris Harris, Public Affairs
- Ranking will likely see drop related to funding, environment, etc; conveying the reasons for this to campus
- Chris offered to speak one-on-one or to groups to explain the rankings process and related issues

Rachel Weber, College of Education
- Seeking communications director and 1-2 support staff
• Conducting branding survey
• Migrating to education.illinois.edu

Andrea Van Proyen, CITES
• Educating campus about positive changes to CITES services
• Better integrating IT information into other campus publications/information sources

Tracy McCabe, College of Business
• Illinois law requirement for video/audio to be accessible/have transcripts is delaying the release of video/media project

Ginny Hudak-David, University Relations
• Considering ways to position President White as a source for perspectives, quotations, etc.

Jim Paul, Institute of Government & Public Affairs
• Concentrating on increasing awareness and visibility
• Illinois report to be soon released

Bill Bell, NCSA
• Blue Waters project/collaboration
• Larger vision of IT excellence across campus; making sure information is relevant and accurate

Becki Galardy, Moms & Dads Associations
• Reaching out to parents of underserved populations (i.e. non-native English speakers, those without access to electronic communications)

Charlotte Bauer, Graduate College
• Overhauling Web site with increased emphasis on recruiting
• Introduction of Professional Science Masters Program
• Working on improving rankings and data collection

Joel Steinfeldt, Public Affairs
• Maintaining branding consistency for the University across media, including video

Bea Pavia, Alumni Association
• Working on better aligning with the campus brand yet maintaining their unique identity

Cindy Ashwill, GSLIS
• Educating campus about the work done at GSLIS beyond the scope of the libraries
• Aligning with campus identity standards
• Conducting focus groups

Renee Lyell, Training For Business Professionals, Biennial Conference for Women
• Redesign of Web site, possible name change for Conference

Sharla Sola, Institutional Advancement
• Stewardship issues; how do we acknowledge donors in a meaningful way
• Gathering stories about how funds are used

Sue Johnson, Beckman Institute
• Beckman’s director leaving
• Celebrating 20-year anniversary of the Institute

Tina Prow, College of Engineering
• Reorganization of college administration
• Focus on rankings, contracting with PR firm

Nicole Tami, International Engagement, Communications & Protocol
• Will have new director coming in
• Exploring new production and airing solutions for their television show

Larry Ecker, Creative Services
• Larry welcomes units to contact Creative Services for marketing/communications solutions, even if just in the “idea production” stage

Eric Riha, Campus Recreation
• Opening of the new Activities & Recreation Center (ARC) on 8/21
• Increased expectation for technology; using more video on their Web site

Susan McKenna, College of Media
• Communicating the College’s name change; building consistent branding and visual identity
• Taking in the first freshmen class ever with approx. 150 students enrolled
• Changes in administration as well as the education mission
• Collaborative efforts with College of ACES

Debra Domal, Veterinary Medicine
• Publicity for veterinary practice/clinic in Chicago
• Incorporating Web 2.0 into communications with students

**Illinois Alumni story ideas (Bea Pavia)**

Please send story ideas for the Alumni magazine to Bea at bpavia@illinois.edu