CHIEF COMMUNICATIONS OFFICERS
Minutes for August 4, 2009

Thanks to Heather Murphy for hosting; if you are interested in hosting a CCO meeting please email Bridget Jamieson at bmj@illinois.edu

1. Committee Reports

Branding (Sue Johnson) – The group continues to work on identifying best practices for branding via social media such as Twitter and Facebook. They will share the results of that effort when it is complete, and are meeting with the Technology Committee in September to collaborate.

Development Liaison (Don Kojich) – The group continues to work on creating communications resources on AdvanceLink. Don also reminded everyone to submit ideas for the Foundation’s Year In Review video (to Robin) by this Friday (August 8). Any highlights that have an advancement tie-in would be especially welcome!!

Reputation Building (Chris Harris) – The group has identified four situations in which we face hurdles when creating marketing messages: ranking information, international issues, selectivity (versus accessibility) issues, and enhancing our peer reputation among internal (to reach external) audiences. The group will work with Public Affairs to present these challenges to the subject matter experts on campus to identify consistent language and approaches for highlighting these types of messages without causing challenges for our colleagues.

Shared Resources (Melissa Edwards) – The committee is releasing its survey to gather information needed to develop best practices regarding the reduction of paper used for internal communications. Please go to: https://illinois.edu/survey/OrganizationSecure?id=5286213 and fill out a survey for them!

Technology (Lee Busselman) – This group also is reviewing AdvanceLink to find ways to enhance it for communications professionals. They also are beginning a series of technology presentations at CCO. Today’s demonstration featured the Web Tools survey tool. If you have questions about how to use it, Trish Barker would be happy to chat with you, as would Jim Wilson and Lance Campbell.

2. BrandU: Get the Message (Bridget Jamieson/Robin Kaler) – Bridget and Robin explained that in light of the ongoing admissions review, it seems appropriate to retool one session of this fall’s seminar to talk about rebuilding our brand in a time of crisis. CCOs offered ideas for information/input to include:
   - How to maintain partnerships with agencies that worry your crisis will reflect badly on them
   - Lessons learned: post-mortem
• Invite Dennis Culleton from Res Publica (a crisis communication firm)
• Invite someone from Yale and/or Duke to talk about their experiences
• Numbers and facts behind Category I (talkpoints we can all use moving forward)
• What to do when your aren’t allowed to talk about an issue
• What was said on social media about this issue
• How to have difficult conversations with your boss
• Invite a reporter (Jodi Cohen/Brant Huston)

3. **Alumni Association (Bea Pavia)** – UIAA is mapping out their magazine for the next year. They’d like your suggestions for possible story ideas, including (but not limited to) major efforts underway in your unit, cool things alumni are doing, interesting people scheduled to visit campus. Speak now, because they don’t have many openings. Deadline is August 25.

4. **University Relations (Ginny Hudak-David)** – The Admissions Review Commission report will be released Thursday (Ginny thought it would be at noon, but has now learned it will be at 3:30p). University Relations will have a Web link to the new information, as well as a university response. Don Kojich and Robin Kaler are working on an updated FAQ, which will be distributed asap. Tom Hardy will release the communications strategy for the fall within the next couple of weeks.

5. **Cellphone wallpaper (Joel Steinfeldt)** – New cellphone wallpaper that fits the larger screen dimensions of the latest smart phones and smart hand-held devices such as the iPhone and Blackberry are now available for download at [http://illinois.edu/about/overview/cool/cellpaper.html](http://illinois.edu/about/overview/cool/cellpaper.html). The images are courtesy Brian Stauffer via the Image Database and are available to the campus as a free resource that could be used to welcome a new student into the Illinois family or thank an alumni/donor/volunteer.

6. **YouTube Webinar (Tina Prow)**

The College of Engineering is hosting "YouTube on Campus: How to Use Video to Recruit Students." Thursday, August 13, 2009, from 12:00-1:00 p.m. in 312 Engineering Hall.

According to the promotional materials, "This 60-minute webinar will give you essential strategies to jump-start and improve your video marketing campaign - increasing viewers, enrollment and donations at your university. Placing videos on your university's website and YouTube is essential to recruit today's prospective students. How can you best create an eye-catching and effective marketing campaign to recruit more students?"

Topics include:

- Recruiting with YouTube: How to build an effective campaign
- Mastering YouTube EDU: Capturing your audience with your YouTube Channel contents
- Creating harmony between YouTube & your homepage: Keys to Success
- Must see video: How to create video that potential students will want to watch
- Obama at college: How ASU capitalized a celebrity speaker by video marketing

Feel free to bring your lunch and join us for the webinar, and any conversation we can generate. I think we will have enough space to accommodate everyone. Please contact Rick Kubetz if you are planning to come and if you will be bringing anyone else from your unit.
Phone: 217/244-7716
Email: rkubetz@illinois.edu

Next meeting is at Allerton. We’ll alert you about carpool arrangements a week in advance.