uiuc to illinois update (Michele Raupp)
One hundred-fifteen new “illinois” domains have launched during Phase I of the project. The deadline for units to launch is April 30. Phase II begins May 1 and calls for units to change the “uiuc” references in their sites to “illinois.”

NRC Survey Plan (Charlotte Bauer and Robin Kaler)
About 60 of our doctoral programs will appear in the National Research Council survey. The NRC plans to release their methodology soon, and they’ll share the actual survey results about a month after that. The Graduate College will hold training sessions to help units (including communications professionals!) understand how to use the information.

Positioning/Messaging Exercise (CCO)
The bulk of this meeting was spent conducting an exercise to test the results of the brand positioning focus group discussions to see whether they could be implemented within various creative concepts.

Reconfigure CCO membership/create committees (Robin Kaler)
The CCO group has grown over the past couple of years to a point of being a bit unwieldy. While we are grateful for everyone’s willingness to attend, we are finding it increasing difficult to do anything more than dump information on the group. We’d like to get back to our original purpose of having a vehicle through which we can all share information and ideas, and where we can work together to solve common challenges. With that said, we are going to limit CCO to one representative per unit. We’ll share the new list soon. However, we want to ensure that each of you continues to have a leadership role for the campus communications efforts. So, we’re creating a committee structure, and we’d like to invite each of you to participate. Just go to: https://illinois.edu/survey/OrganizationSecure?id=4149773 and let us know where you’d prefer to serve. Feel free to suggest any committee category that we’ve missed.

International Education Week (Matt VanderZalm)
March 9 – 15, 2009. This campuswide initiative is comprised of a series of educational, cultural and recreational events designed to foster interest in our global community. The goal is to raise awareness about the breadth of international education, activities and resources at Illinois. Units are encouraged to participate/host events. Visit www.ilint.uiuc.edu/iew