Chief Communications Officers Group
Minutes from February 3, 2009

Illinois Directory (Jim Wilson)
Jim demonstrated the new campus directory that will replace PH. It was created in response to concerns about the display of student’s personal information on the Web, as well as the desire to improve the appearance of the information presented. It’s really attractive (if we do say so ourselves) and it allows you to incorporate it into your Web site with your own skin. We encourage you to take a few moments to explore it and to read the “About the Directory” section.
http://illinois.edu/ds/search

Logo progress/Web standards (Joel Steinfeldt)
Joel reminded folks that the I-Mark on your Web pages should link to: illinois.edu (NOT to: www.illinois.edu or to: uiuc.edu). Making that change will improve your site’s ranking in Google, so it’s a value add for you. Also, Joel will be in touch with units whose Web pages are almost in compliance with campus standards, but not quite. He’ll help you get the last lap, so we can make sure that you’re included in the campuswide shout out for brand leaders.

Alumni Association (Bea Pavia)
Bea is looking for stories about alumni who have some connection to Iraq or Afghanistan. She’s also looking for graduating students with compelling stories, as well as interesting stories about sustainability efforts.

Office of University Relations (Ginny Hudak-David)
Ginny shared copies of the new “Impact Illinois” brochure released by the President. If you could use additional copies, just contact her. For an online version, just go to: http://www.uillinois.edu/impact/. The site also includes a link to Jim Paul’s Institute for Government and Public Affairs data that was the source for much of the Impact Illinois brochure. FYI, Public Affairs has begun gathering Champaign County data for a mini-impact brochure or Website the Provost would like. Dave Longwell, an intern in Public Affairs, will be working with Chris Harris on it. Thanks in advance for sharing data about your unit when/if they contact you.

T4B to Center for Training and Professional Development (Renee Lyell)
Renee announced that Training for Business has changed its name to the Center for Training and Professional Development. They have a new Web site: http://trainingcenter.illinois.edu/ and an even stronger focus on serving the campus. Let her know if you have any specific suggestions for training programs you’d like to see them offer.