Chief Communications Officers Group  
Minutes from April 7, 2009

_CCO has created a working committee system. At each CCO meeting, the chair of each committee (or the chair’s designee) will report on the activities of his/her group and solicit input from fellow CCOs._

**Branding Committee – Chair Sue Johnson** reported that the committee reviewed the positioning statement created by Public Affairs and CCOs. The group offered suggestions for refining the statement and supporting points. The statement is now with Public Affairs for finalizing and will be presented to the Chancellor and Provost in the coming weeks.

**Development Liaison Committee – Chair Cindy Ashwill** reported that the group established its goal as developing ways to better integrate communications and development efforts on campus. The group has invited Executive Associate Vice Chancellor Pat Justice to their next meeting, so they can brainstorm with her on possible approaches.

**Reputation Building Committee – Chair Charlotte Bauer** reported that since rankings are a critically-important, that committee is planning to conduct a survey among colleges to learn more about each unit’s programmatic strengths and which surveys (other than U.S. News) they follow.

**Shared Resources Committee – Chair Melissa Edwards** described that the Provost has tasked this group with identifying ways to reduce paper on campus, not in the form of business transactions, but in the form of marketing/promotional/informational materials that we and others send to mailboxes across campus. _Melissa’s team is surveying CCOs soliciting questions we all have about how to improve and better target our mailing lists. Please offer your questions asap._

**Technology Committee – Chair Lee Busselman** reported that this group is going to explore emerging communications technologies and guide us all in ways to leverage them (and show us how to use them!) and help us understand the ownership/content issues, among others.

**Budget – Robin Kaler** reported that there’s no new information on the budget front, but that the UA is conducting an exercise designed to ensure that administrative units are as lean as possible.

**Halftime spot concept – Robin Kaler and Bridget Jamieson** explained that this year’s concept involves LOTS (say 50ish) of beautiful, high-energy images from the campus, along with some video elements and flashes of the words you used in the messaging exercise to describe this place. At the end, the words, “This…is…who…we…are” will flash on the screen. It’s a really fast-paced, high energy spot, and we want every unit to “see” itself. When we receive a rough cut, we’ll share it with you and ask that you
confirm that we’ve achieved that goal. If we haven’t, we’ll need your help QUICKLY to supply an image that captures whatever element you feel is missing.

Public Affairs Seminar – Bridget Jamieson is the conference organizer. Save the date for Wednesday, September 23 2009. The conference will be held from 1-5 p.m. at Campus Recreation’s Activities and Recreation Center (ARC). We still need a name. Our previous titles (thanks, Melissa Edwards!) have been: Brand U and Brand U 2.0. This year’s theme is messaging. Our sessions include one on the messaging platform that will be finalized by September, one on the latest in digital marketing and how to use it and one on stretching resources creatively and effectively.

Big thanks to Sarah Zehr for hosting!