CHIEF COMMUNICATIONS OFFICERS
Minutes for June 2, 2009

Robin expressed thanks to Melissa for hosting; if you are interested in hosting CCO meeting for October or December 2009 please email Bridget at bmj@illinois.edu

1. Committee Reports

**Branding (Sue Johnson)** – The Branding Committee has been working on refining the goals of the committee, continues to work on messaging including identifying exemplary stories that support our brand. The committee would also like to hear from you if you have branding-related issues for the committee to add to upcoming agendas.

**Development Liaison (Cindy Ashwill)** – Pat Justice from the VCIA presented the Development Liaison committee an overview of advancement at their last meeting; Heather Tucker will be presenting AdvanceLink at the next meeting and opening discussion about how the tool can be a resource for campus communicators.

**Reputation Building (Charlotte Bauer)** – the group has been working on identifying institutional obstacles that may negatively affect how we are able to present ourselves as well as developing a report/action plan to address those obstacles and present recommendations and strategies for moving forward.

**Shared Resources (Melissa Edwards)** – The committee continues its work on reducing the amount of paper distributed on campus and is developing guidelines/best practices for mailing list development and internal distribution procedures.

**Technology (Lee Busselman/Sarah Zehr)** – Sarah shared some preliminary results of the technology survey, which polled campus communicators regarding the technology issues they face in their jobs. The top 3 issues were 1) Best practices for social media; 2) Best practices for Web sites; and 3) Identifying campus technology resources. Other themes that emerged from the survey are social media (low comfort level), how to keep up with latest technologies, and dealing with lack of resources.

2. Social Media Topics for Public Affairs Seminar (Robin Kaler)

Thank you to Lori Herber for helping us secure our keynote speaker for the Public Affairs Seminar this fall. Scott Henderson will speak on social media and we have promised him some seed questions so that he can tailor his content to our specific issues/questions. Suggestions that were received are:

- Setting expectations for new tools
- How do we capture metrics/ROI?
- Should “official” university sites and social sites be separate?
- Where do we draw personal/professional boundaries?
- Are Facebook and Twitter “out”? What’s next?
Do students want us out there in their social world?
Matching specific tools with our differing audiences
When do we avoid using a certain kind of tool?
Lori will share those with our speaker, so he can incorporate them into his presentation as possible.

3. Wiki Overview (Michele Raupp)

Michele delivered an overview of how to use the wiki space that has been set up for group collaboration. She has also developed a guide or “cheat sheet” that is attached.

4. Image Database Photo Shoot (Chris Harris and Robin Kaler)

Contact Chris Harris at csharris@illinois.edu with related questions.

In response to requests from many of you, Public Affairs will be shooting additional images for the Image Database next week, June 9 – 12. We are still in need of several students/faculty/staff to help us stage the shoot. If you or others you might know are interested in assisting us with the photo shoots, please sign up on the following link:

http://publicaffairsphotoshoot.wikispaces.com/

5. Poster Session Templates (Joel Steinfeldt and Robin Kaler)

Public Affairs will soon make available versions of campus-branded templates for anyone to use for conference presentations, poster sessions, etc. The templates will include guidelines on how to create a strong poster (e.g. what kind of images work best, how much copy to include, etc.). A “collaborator” template is also coming soon for use when other institutions/researchers are involved with the project.

7. Illinois Alumni Story Ideas (Bea Pavia and Vanessa Faurie)

Bea is still looking for “green alumni” stories about alums involved in sustainability projects. Also looking for great “Quad Dog” stories. For those of you who don’t know, a “Quad Dog” is one of those bandana-wearing dogs that hang out on the Quad, usually playing Frisbee and waiting for their owners to get out of class.

5. Admissions issue (Robin Kaler and Dave Johnson)

Robin and Dave provided an update on the recent media stories on admissions. If you receive any questions or concerns about that issue, please contact Robin for assistance or forward the call to her for response.