Chief Communications Officers  
Dec. 1 2009  
Agenda and Minutes  

1. Collect Viewbooks - If you haven’t shared your newest Viewbook with Joel Steinfeldt yet, please send one for his collection, or email a PDF to jsteinfe@illinois.edu  

2. Committee Reports:  

**Branding** (Sue Johnson) – The Social Media Subcommittee completed the draft for Best Practices for Social Media and has placed it on the CCO wiki at [https://wiki.cites.uiuc.edu/wiki/x/aQr0Ag](https://wiki.cites.uiuc.edu/wiki/x/aQr0Ag) for review by the members of the Branding Committee and the Technology Committee. Members of both committees are asked to contribute links to online resource for specific social media platforms on the last page. Branding Committee members are entering brand attribute-based keywords into the campus image database; the completion deadline is the end of December.  

**Development Liaison** (Cindy Ashwill) – The new and improved AdvanceLink Web site has been released and is available at [http://go.illinois.edu/advancelink](http://go.illinois.edu/advancelink). Heather Tucker would particularly appreciate feedback on the “Links” section on the right side. She would like to refine that a bit. Use the “Feedback on Site Changes” link in the “Ask a Question” section, please!  

**Reputation Building** (Charlotte Bauer) – The Reputation Building Committee submitted a draft report to Public Affairs outlining four key areas where campus and unit communications needs and strategies seem to conflict and offering recommendations to reconcile these areas. Four areas addressed are:  

- Common/shared internal understanding of Illinois experience and our public identity  
- How to reconcile exclusivity/selectivity of Illinois admissions with our role as an Illinois public university  
- The international student conundrum - we set the goal of being a global campus, but are often reluctant to talk about our success in the area out of concerns about offending in-state residents.  
- How, when and if the campus talks about rankings  

The committee has asked for Public Affairs staff to preview the report and provide initial feedback with the intent to distribute to the rest of CCO for comment and input.  

**Shared Resources** (Melissa Edwards) – The committee continues work on paper reduction as well as improving internal communications mechanisms on campus. Melissa, along with her student, has produced a document that lists outreach vehicles and contact information across campus. The committee is also planning to develop some outreach and education about best practices for campus distribution.
**Technology** (Lee Busselman) - Social Media Best Practices sub-group has a draft that will be reviewed at our December committee meeting. The goal is to release the finished Social Media Best Practices document to the campus in January. The Tech Committee is also considering whether to conduct a second annual survey as a follow-up to this one: [https://wiki.cites.uiuc.edu/wiki/download/attachments/38506813/Tech+Committee+survey+results+6.1.09.xls](https://wiki.cites.uiuc.edu/wiki/download/attachments/38506813/Tech+Committee+survey+results+6.1.09.xls)

In addition, James Eyrch of CITES joined us for a brief presentation of wireless services on campus. [http://cites.illinois.edu/wireless](http://cites.illinois.edu/wireless)

3. **Ensemble Demonstration and Proposal** (Joel Steinfeldt)

Ensemble is the video content management system we’re planning to ask the campus to support. It would allow all units to upload, catalog, publish and share video. CCOs were asked to support PA’s proposal to have the Provost purchase a unlimited perpetual Ensemble license that would allow faculty, staff and students to post, share, and archive online video. Those who did not wish to support the proposal were asked to contact Joel by 5 p.m. Dec. 3. A video overview explaining what Ensemble is and does is at [http://www.ensemblevideo.com/flashpages/overview.html](http://www.ensemblevideo.com/flashpages/overview.html)

4. **Electronic Directory Update** (Todd Wilson)

Todd Wilson previewed the revised Electronic Directory, especially highlighting the role CCOs will play as proxies, and the decisions made regarding 'categories' and how they can be displayed. We are expecting a December release to CCOs, demonstrations for Council of Deans, and creation of a communication plan for release to campus. In response to a CCO request, Todd is also checking on a solution to the issue of accurately reflecting dual appointments in the directory.

5. **Pecha Kucha*** (Bridget Jamieson)

This is a presentation style the BOT would like us to incorporate into an event the night before the March BOT meeting (March 9). It consists of 20 auto-rotating slides, 20 seconds each, accompanied by a narrator. Pecha Kucha is designed to provide a concise framework in which to present concepts, research, and pretty much anything you like. We are looking for ideas of faculty or staff we might recommend to participate. Our main focus for this first session will be to showcase some of the great things that are happening here on our campus. Please send suggestions to Bridget at bmj@illinois.edu by December 15. More on Pecha Kucha at the end of these minutes.

6. **Purchasing Ads on Facebook/Google** (Robin Kaler/Chris Beuoy)

Current Business policies have prevented communicators from purchasing Facebook ads. We are working with OBFS to determine a solution and will report back to the group.

7. **Budget Questions** (Robin Kaler)
We’d like to know what questions you and your unit are getting about the budget. We’re working with the Provost’s Office to create an FAQ and other communications to help you respond and keep your unit informed. Please send any questions you have or receive from your colleagues and constituents to rkaler@illinois.edu

8. Illinois Alumni story ideas (Bea Pavia and Vanessa Faure) – No items reported.

9. Office of University Relations (Ginny Hudak-David) – No items reported.

10. Meeting locations for 2010 – We are looking for hosts for the 2010 CCO meetings. Room size should accommodate up to 40 people. If you would like to host a meeting, please contact Jaclyn Banister at jaclynb@illinois.edu

January 5 – 3300 Digital Computing Lab (Sarah Zehr)
February 2 – IGB, Room TBD (Melissa Edwards)
March 2 – TBD
April 6 – TBD
May 4 – TBD
June 8 – TBD
July 6 – TBD
August 3 – TBD
September 7 – TBD
October 5 – TBD
November 2 – TBD
December 7 – TBD

10. Other – Robin solicited input/suggestions on how the CCO committee structure is working out for all. Please send any comments on that, or anything related to CCO to rkaler@illinois.edu

*Pecha Kucha
Wikipedia
http://en.wikipedia.org/wiki/Pecha_Kucha

Video done in Pecha Kucha style describing Pecha Kucha
http://www.youtube.com/watch?v=wGaCLWaZLI4

Humorous 30-second video to assist with pronunciation
http://www.youtube.com/watch?v=gdghID66kLs

Local Pecha Kucha Night
http://thecudo.org/pecha-kucha-1/
http://www.pecha-kucha.org/
**Pecha Kucha** (ペチャクチャ?), usually pronounced in three syllables like "pe-chak-cha", is a presentation format in which content can be easily, efficiently and informally shown, usually at a public event designed for that purpose. Under the format, a presenter shows 20 images for 20 seconds apiece, for a total time of 6 minutes, 40 seconds. It was devised in 2003 by Astrid Klein and Mark Dytham of Tokyo's Klein-Dytham Architecture (KDa), who sought to give young designers a venue to meet, network, and show their work and to attract people to their experimental event space in Roppongi.[1] They devised a format that kept presentations very concise in order to encourage audience attention and increase the number of presenters within the course of one night. They took the name Pecha Kucha from a Japanese term for the sound of conversation ("chit-chat").

Klein and Dytham's event, called Pecha Kucha Night, has spread virally around the world. More than 170 cities now host such events.