CHIEF COMMUNICATIONS OFFICERS  
Minutes for July 7, 2009  

Thanks to Don Kojich for hosting; if you are interested in hosting a CCO meeting please email Bridget Jamieson at bmj@illinois.edu

1. Committee Reports

**Branding (Sue Johnson/Joel Steinfeldt)** – Joel shared the research poster templates and instructions for their use. They’re available at http://identitystandards.illinois.edu/graphicsstandardsmanual/othermedia/posterpresentation.html  
Sue reported that the Branding Committee continues to work on messaging including identifying exemplary stories that support our brand. If you have any you’d like to share, please send them to Sue at: johnso16@illinois.edu.

**Development Liaison (Cindy Ashwill)** – The group is working with Heather Tucker to create communications resources on AdvanceLink. They ask that you share any tools you think would be useful, so your fellow communications professionals can access them. Just send them to Cindy at: cashwill@illinois.edu. If you are having trouble accessing AdvanceLink, please contact Heather at: htucker@illinois.edu

**Reputation Building (Charlotte Bauer)** – This committee has been developing a list of strengths we’d like to market but cannot because of various obstacles in communicating them. They also will play a lead in developing trust building efforts in the coming weeks/months.

**Shared Resources (Melissa Edwards)** – The committee is conducting a survey to gather information needed to develop best practices regarding the reduction of paper used for internal communications. Please go to: https://illinois.edu/survey/OrganizationSecure?id=5286213 and fill out a survey for them!

**Technology (Lee Busselman)** – This group has reviewed results of its recent survey and determined that the most pressing technology concern facing communications professionals is social media. They are beginning to develop a social media literacy guide and plan to schedule some brown bags on the topic this fall.

2. IT@Illinois (Kelly Bridgewater)

Kelly explained that the goal of the IT@Illinois initiative is to make IT more accessible/available to people across campus. The planners are planning to create an online community about IT that would provide information that currently is available only to IT professionals. They would appreciate any content that would be useful to non-IT professionals, and they’d really like to know about exciting solutions people across
campus have identified, as well as IT problems folks are facing. Please send ideas to: kbridgew@illinois.edu. Questions were raised about the IT Shared Service project, and Kelly promised to check with his colleagues at CITES to identify someone to speak to CCOs next month about that project.

3. Always Illinois/Advancement Retreat (Heather Tucker)

Heather explained that since AI is approaching its two-year anniversary, Advancement is conducting a review to see how to improve it. Please visit the AI survey at: https://illinois.edu/survey/Secure?id=3980324

Heather also asked CCOs to share their innovative/creative/inexpensive marketing solutions from the past year. She’d like to be able to feature those at the upcoming Advancement Retreat August 31. Send your samples to Heather (htucker@illinois.edu).

4. Social Media (Katelyn Scott)

Katelyn recently attended an AMA event where Social Media was the topic. She shared a slide deck that included some great (and FREE) resources for “listening” to talk about the campus brand/your unit in social media outlets. View the PowerPoint slides at: http://publicaffairs.illinois.edu/campus/minutes/2009/SocialMediaListeningJuly09.pptx

5. Year-in-Review (John Fundator)

John Fundator alerted units that it’s time to send Robin stories, images and video for the Foundation’s Year-in-Review video. He said it’ll be a much shorter video this fall, so we need you to send only your most impactful stories and image/video. Please send your submissions to: rkaler@illinois.edu.

7. Admissions (Robin Kaler)

Robin provided an update on the recent media stories on admissions. She also asked whether anyone needed an updated FAQ, and if so, for what audiences. Please send any questions you are receiving/anticipate receiving to Robin. Please contact Robin for assistance if you receive any inquiries in the interim.