Collect Viewbooks (Joel Steinfeldt)

Joel asked that anyone who hasn’t submitted a Viewbook yet please send him one in campus mail to: Joel Steinfeldt, Public Affairs, 507 East Green, MC-426

Committee Reports

Branding (Sue Johnson) – The committee has created a simpler list of brand attribute keywords for use in tagging images in the image database and stories in the Illinois Story section of the Identity Standards, and is working with the Technology Committee to create a Best Practices for Social Media document.

Development Liaison (Cindy Ashwill) – The committee was not able to meet last month.

Reputation Building (Charlotte Bauer) - The group is creating a best practices guide for communications professionals.

Shared Resources (Melissa Edwards) – the Shared Resources committee continues its work on reducing paper on campus, and developing ways to help units better target and reach its internal audiences.

Technology (Lee Busselman) – A Social Media Best Practices subcommittee (Kim Schmidt, Sara Zehr, Michele Raupp, Joel Steinfeldt, and Katelyn Scott) expects to release its recommendations to campus in January. The Tech Committee is also considering creating discussion groups on specific social media tools.

Welcome new CCO members!

Libby Johnston, Institute of Natural Resource Sustainability
Rita Schulte, WILL

Blogging Tool (Jim Wilson)
Jim gave a preview of Web Tools’ new blogging tool. If you have questions about how to create/manage a blog, please call Web Services.

Update on campus governance (Robin Kaler)

As you’ve probably heard, Interim Provost Bob Easter is now serving as Interim Chancellor, too. If you have questions or concerns about where to go for assistance with a specific need related to either the Office of the Chancellor or the Office of the Provost, please feel free to contact Robin for assistance in connecting with the resources in both of those offices.

Brand U debriefing (Bridget Jamieson and Robin Kaler)
Thanks to all who attended this year’s Brand U and for offering your feedback. Most survey respondents responded positively to the half-day format, as well as having all of the sessions be general sessions, no breakouts. Some suggestions for sessions include 1) data mining; 2) building the case for marketing communications among deans/admins; 3) social media; 4) developing internal brand ambassadors. Please forward any additional suggestions for speakers and topics to Bridget or Robin, as we’re already in the initial planning stages for next year’s event. Also, several people noted that they missed the social opportunities that had been in previous events, so we’re exploring the idea of quarterly get-togethers or brownbags.

**futurity.org (Trish Baker)**

A group of communicators is considering joining futurity.org, a service that posts research-based news releases with the goal of reaching key audiences without the filter of the mass media. If you’re interested, you might want to visit the following Wiki to learn more. [https://wiki.cites.uiuc.edu/wiki/display/futurity/](https://wiki.cites.uiuc.edu/wiki/display/futurity/) The CIC does something similar, called Big Research. More info available on their Web site:

**Taste of Chicago booth (Robin Kaler)**

We have the opportunity to participate in a state universities tent at the 2010 Taste of Chicago. More information on this appears below. Update: After further researching this, we have decided not to participate.

**BTN programming – ideas for joint programming with our CIC colleagues (Robin Kaler)**

The CIC public affairs group is still looking for joint programming ideas. We need stories that have angles/relevance on at least three of the Big Ten school campuses. Thanks to those who have offered ideas since the CCO meeting. If you have additional thoughts, please send them to Robin.

**Ensemble support (Joel Steinfeldt)**

We’re submitting a proposal to the Interim Provost to fund a campuswide solution for video posting, management, archiving and sharing. We’d like your support.

**Designer for Crisis Communications Team (Robin Kaler)**

We needed a designer to serve on the “three-deep” crisis team in the event Gabe Horton and Scott Paceley would both be away from campus in a crisis. The role of the designer on the crisis team is “provide fast design assistance for emergency homepage, other electronic vehicles, posters (in pdf format for units to print and post), etc.” Thanks to Julie McMahon, who volunteered!!
Illinois Alumni story ideas (Bea Pavia and Vanessa Faurie)

Nothing to request/report.

Office of University Relations (Ginny Hudak-David)

The new Pocket Facts are complete and can be ordered by email to inforsource@uillinois.edu. Also, Ginny asked that you please send her any items suitable for consideration for the University’s Annual Report, other than items already covered by the News Bureau.