Chief Communications Officers  
October 6, 2009  
2:00 p.m.

AGENDA/MINUTES

1. Committee Reports

- Branding (Joel Steinfeldt) – The branding committee met via email and has changed its meeting day to the fourth Tuesday of the month; also has a subcommittee working with a technology subcommittee on best practices for social media. The committee is also beginning work on placing brand attributes as keywords on the Image Database.

- Development Liaison (Cindy Ashwill) – The committee is working with Institutional Advancement to improve the look and functionality of AdvanceLink, and to develop ways to increase its usage.

- Reputation Building (Charlotte Bauer) – The committee is in final stages of drafting report outlining key areas where campus-level communications have historically been inconsistent and unclear. The report also outlines potential recommendations for addressing these areas.

- Shared Resources (Melissa Edwards) – Continues work on paper reduction on campus, streamlining communications delivery mechanisms.

- Technology (Lee Busselman) – The technology committee has compiled a glossary of social media terms available on the CCO wiki.

2. Illinois Directory (Lance Campbell/Todd Wilson)

Web Services is moving toward expanded directory listings for both people and units, allowing additional fields to be added that are edited by individuals in the units. The next steps include:

- Adding the ability for OWS to give proxy power over listings (associated with unit codes) to CCO members.
- Adding the ability for CCO members to give proxy power over unit listings to others.
- Training CCO members on the editing and proxy-reassignment process.

Lance and Todd also talked about the logged-in view of detailed directory listings and problems associated with it (privacy issues, erroneous information). For the time being, that view will remain enabled, and we will keep you informed as we negotiate a solution with other campus units.

3. Chicago Events Calendar – Web Tools (Todd Wilson)

Todd asked any unit that consistently has events in Chicago to create an events calendar in the toolbox just for events in Chicago venues. Units can then pull that calendar into
their master calendar, and the campus can have a robust campus-level Chicago events calendar. If they need assistance setting up the calendar, they can contact etwilson@illinois.edu.

5. Illinois.edu Domain update (Michele Raupp)

Michele passed around a document outlining which sites have not yet fully transitioned to illinois.edu. The list is available on the CCO wiki, under Branding Committee, at this URL: https://wiki.cites.uiuc.edu/wiki/x/7ITAAG. Some recently updated sites may not yet be reflected in the document.

6. Admissions-related communications strategy/calendar (Robin Kaler/Charlotte Bauer)

Robin shared an overall messaging plan, followed by small group discussion on general campus climate.

7. Illinois Alumni story ideas (Bea Pavia)

Bea thanked everyone who contributed to the most recent Alumni Magazine, which was focused on green/environmental issues.