Chief Communications Officers Agenda
April 6, 2010

Purchasing Update (Kim Cox) – Kim reminded us that a new policy at OBFS regarding obtaining print bids was instituted in May 2009. You only need one quote from one vendor, unless the amount would be over the sealed bid limit ($50,000). A signed Prevailing Wage Statement and Soybean Oil-Based Ink statement is still required and must be attached to either the Banner Requisition for purchase order the p-card order. If you use on-campus services, you are not required to get any bids, however you are not required to get a bid from Printing Services if you are getting a quote from an outside vendor (though Dee Dee Caneva said it is encouraged to get a price from Printing Services). Even though this new policy does not require competitive bids, it’s important to get competitive bids to keep the vendors honest and to ensure that you receive the best possible pricing.

http://www.obfs.uillinois.edu/obfshome.cfm?level=2&path=purchases&xmldata=printing

Update on student portal (Todd Nelson) – Todd Nelson reported that the U-portal upgrade will happen Sunday, Apr. 11. On Wednesday, Apr. 14, he'll send a note to the CCO listserv inviting members to log on the test environment and experiment with the service. If you log on from off-campus, you'll need to VPN. He'll also set up training and demonstrations on the service over the summer.

Committee Reports –
Branding (Sue Johnson) - our next task is working together with the Reputation Committee to address branding-related recommendations outlined in their report.
Reputation Building (Charlotte Bauer) – see above
Shared Resources (Melissa Edwards) – No new report
Technology (Lee Busselman) – No new report

Creative Services (Robin Kaler/Bridget Jamieson) – Robin informed CCO members of recent Board of Trustees action involving Creative Services, and Bridget reminded CCOs that CS has plenty of capacity to handle all types of mar/com projects.

Update/next steps on ARR communications review (Robin Kaler/ Bridget Jamieson/Chris Harris) – Robin updated the group on the work to identify creative ways to stretch resources in core functions of photography, writing and graphic design. Ideas being explored include establishing a way for interested CCOs to barter/pool their talents. A group is also looking at ways to improve our purchasing power. Another group is developing planning/decision-making tools to help CCOs work with their deans/directors to prioritize communications functions and projects. If you're interested in participating, please let Robin or Bridget know.

Directory poster child needed (Robin Kaler) – We would like to encourage units to have deans, directors, faculty augment their profiles in the Illinois Directory. Example: Interim Chancellor Bob Easter: http://go.illinois.edu/easterprofile
In addition, Web Services is working with College of Business to refine the process for units to be able to upload existing contact information, etc. into the Illinois Directory. Once this process is in place, we will inform units of the necessary steps to upload data.

To add nicknames to your directory profile use the CITES EDE https://ede.cites.uiuc.edu/ Note that the nickname becomes a search term, but doesn't change the name on your profile. Thus, if you search for "Eric Todd" or "Todd Wilson" you'll get Eric Todd Wilson on the results page.

**Pecha Kucha Fall 2010 (Robin Kaler)** – In anticipation of a repeat pecha kucha-style presentation for the fall Board of Trustees meeting at the Urbana campus, we are gathering ideas for themes/content that are compelling and help tell The Illinois Story. The presentations made to the Board of Trustees in March are available online at http://oc.illinois.edu/presentations

**Facts 2010: Illinois by the Numbers (Chris Harris)** – Facts 2010 brochures (brief campus profile piece) are available for purchase. Visit http://creativeservices.illinois.edu/factsbrochure.html to order. We are also working on a customizable version in which a unit can insert their own content on the cover and two panels. This is in the pilot phase and we will let you know when it is available for order.

**Business Card Holders/Wallets (Bridget Jamieson)** – Public Affairs has a supply of Illinois-branded plastic business card holders/wallets available at no charge as giveaway items. Call or email Bridget Jamieson or Jaclyn Banister if you would like some.

**Office of Advancement (Don Kojich)** – Foundation Weekend changes - Foundation Weekend will see some significant changes this year. Each campus will have an individual showcase event this year - allowing more campus-specific branding and focus. The annual business meeting of the Foundation will be held on the Urbana campus. Don and Heather Tucker are creating a video presentation showcasing the impact of private giving on students for the Urbana event (September 30, Oct 1 & 2).

Improving communication channels between CCO/CCC and development officers - In an effort to improve trade of information between communications and development/advancement staff on the campus, Don and Heather Tucker will now be acting as liaisons between the CCO to the Office of Institutional Advancement (Heather) and the Foundation (Don).

**Illinois Alumni story ideas (Bea Pavia)** – Bea is looking for stories centered on Homecoming. Contact Bea at bpavia@illinois.edu Bea also mentioned that April 21 is Illinois Day at the State Capitol. For more information and to RSVP, visit http://www.ic.uiillinois.edu/lobbyday or call (800) 524-1420.
Office of University Relations (Ginny Hudak-David) – Ginny is looking for recommendations for local or Chicago photographers to do either portraits or environmental shoots. Contact Ginny at hudakdav@uillinois.edu

Stock Music Available (Todd Wilson) – Public Affairs has purchased a license for stock music for campus use from FirstCom. Use this form to begin the process of finding a (free to you) music bed for use with online videos. https://illinois.edu/fb/sec/3526174 The number of downloads included in the license agreement is limited, so we would like to manage the downloads, but you can browse at your leisure from your office, and then let us know which song you want. Most come in several forms - e.g., edited down to 60 or 30 seconds, just the bass and percussion line, etc.

Ensemble video update (Joel Steinfeldt) – A training workshop was held March 31. For those who could not attend, step-by-step instructions for installing the Ensemble plug-in on an HTML page on your Web site are at http://publicaffairs.illinois.edu/resources/ensemble.html.