Chief Communications Officers Meeting  
Feb. 2, 2010  
Agenda and Minutes

1. Introduction to iHotel - (Megan Dino / Whitney Wheatman) – Megan Dino, Director of Sales and Marketing and Whitney Wheatman, Conference Center Marketing Director spoke to the group about what the Hotel and Conference have to offer the University. Both Megan and Whitney would be happy to answer any questions you may have if you are interested in hosting an event or have guests coming into town. They can be reached at 217-819-5000.

2. Committee Reports:

   **Branding (Sue Johnson)** - The committee plans to meet jointly with the Reputation Building Committee. It became apparent in discussions around this report that the two groups' work is overlapping in some areas.

   **Reputation Building (Charlotte Bauer)** - The reputation building committee presented their analysis of key shared obstacles facing campus communicators and their initial recommendations for dealing with them. The committee asks for any feedback from this report (suggestions, additions, criticisms etc.) to be submitted to Charlotte Bauer.

   **Shared Resources** (Melissa Edwards) – The committee is working with Jim Wilson to move forward with an IT solution to better distribution of information on campus.

   **Technology** (Lee Busselman) – The committee has compiled a list of best practices for social media, available on the Public Affairs Web site at [http://publicaffairs.illinois.edu/resources/socialmediabestpractices.html](http://publicaffairs.illinois.edu/resources/socialmediabestpractices.html)

3. Embedding video in WebTools articles and blogs (Bridget Jamieson/Joel Steinfeldt) - Joel showed how to embed video in using WebService's blogging tool; copy the embed code from Ensemble or YouTube, etc., select the HTML portion of the blogging tool, and paste. It can take a second to show up, so be patient.

4. Ensemble update (Joel Steinfeldt) – The EdMedia group handling the rollout of Ensemble asked Joel to find two volunteers to do a test run install of Ensemble so the process could be document and FAQs identified. Housing and the College of Media were selected because both already had large amounts of existing video and because they directly benefit students (COM via the student UI-7 cable channel).

5. Pecha Kucha update (Bridget Jamieson) – “20 Ways We Change the World” – Please submit suggestions for your unit for this pecha kucha presentation, which will highlight some of the many innovations, discoveries, and people from Illinois who have changed the world.

7. New FOIA laws – training for your unit (Jaclyn Banister, Ginny Hudak-David) – With the changes to the Illinois Freedom of Information Act, we want to make sure everyone has the chance to understand these changes should you or your department receive a FOIA request. Please email Jaclyn (jaclynb@illinois.edu) if you are interested in attending either a FOIA session for CCOs or would like to have us come to your department/college to do a FOIA presentation.

8. Interim titles – internal v. external (Bridget Jamieson/Ginny Hudak-David) - Bridget and Ginny shared an update on the preferred "interim" title use. When addressing an internal audience, please use standard AP style (i.e., Interim Chancellor and Provost Robert Easter), but when addressing external audiences, please use the interim title on second reference as part of the text (i.e., Chancellor and Provost Robert Easter....Easter, who is serving in an interim capacity...).

9. Illinois Alumni story ideas (Bea Pavia) – Bea is looking for anything about faculty, staff, students and alum working in Haiti, with Haiti or with stories about the earthquake experience.

10. Office of University Relations (Ginny Hudak-David) – The University’s Annual Report is due to be available in March.