Chief Communications Officers
Meeting Agenda and Minutes
Jan 5, 2010

Committee reports
Branding (Sue Johnson) - The Best Practices for Social Media are online at http://publicaffairs.illinois.edu/resources/socialmediabestpractices.html

Development Liaison (Cindy Ashwill) – no new report

Reputation Building (Charlotte Bauer) - Reputation building committee completed (and submitted to Public Affairs) a working report outlining 4 key areas of shared communications interest where campus, university and unit messages and goals regularly come into conflict and recommends some possible strategies to alleviate this. The report will be distributed to CCO's for discussion at the February meeting.

Shared Resources (Melissa Edwards) – no new report

Technology (Lee Busselman) - Social Media guidelines are available as stated by the Branding Committee.

Interim titles (Ginny Hudak-David and Robin Kaler)
Please refer to leadership titles in writing as per below:

First reference:
President Stanley O. Ikenberry
Chancellor and Provost Bob Easter
Vice Chancellor for Academic Affairs and Vice Provost Richard Wheeler

Second reference:
(work language along the lines of "serving in an interim role" into a sentence)

Signature line:
President Stanley O. Ikenberry (interim)
Chancellor and Provost Bob Easter (interim)
Vice Chancellor for Academic Affairs and Vice Provost Richard Wheeler (acting)

Illinois Directory update (Jim Wilson)
The updates to the Illinois Directory will be released later in January. College/units must "opt-in" to use the system. Only Title and Address information can be overridden; additional information may be uploaded. Import will be provided to College IT units for pulling in their Faculty/Staff Profile information

Social Media/Homecoming (Sal Nudo and Vanessa Faurie, UIAA)
Sal and Vanessa gave an overview of how they used social media to track and promote their expansion of I-Help. They also announced the launch of the new UIAA Web site, which is now live at http://www.uiaa.org/

**Photo permission and media access to buildings/units (Chris Harris)**
Several folks asked for clarification on the policy regarding permission to take photographs or video on campus property. Robin explained that journalists are allowed to take photographs and video in public areas, and they may shoot in other spaces if they get permission from the relevant unit. However, they may not interrupt university business (e.g., it is not appropriate to approach students studying in the Union). Anyone wanting to photograph or videotape on campus property for commercial purposes must get permission from the relevant unit (which must inform Public Affairs). Our practice is to handle these via email. The relevant policy is in the Campus Administrative Manual: http://www.fs.uiuc.edu/cam/CAM/iii/iii-16.html

**Illinois Alumni story ideas (Vanessa Faurie)**
Nothing needed from CCO at this time.

**Office of University Relations (Ginny Hudak-David)**
Nothing needed by OUR at this time.

**Budget issues and related communications (Tom Hardy/Ginny Hudak-David/Tracy McCabe, Charlotte Bauer and Robin Kaler)**
Ginny explained that UA has created a Web page at: http://www.uillinois.edu/our/news/budget/2010Furlough.cfm to offer information on the furlough situation. Robin explained that the campus is planning to release an Urbana specific site on the budget situation within the next week or two. Robin, Charlotte and Tracy shared a presentation they'd made at Council of Deans reminding deans and unit heads to include their CCO in the discussions about the budget, and to empower their CCO to lead the communications efforts associated with the budget activity. Since the meeting, Public Affairs has shared several messages from deans/unit heads to their internal audiences.

**Ensemble funding (Joel Steinfeldt)**
The Provost has approved funding for a perpetual license for Ensemble. The EdMedia group meets Thursday to begin planning the process of rollout to the campus.

**Other – Lori Herber**