1. **Flip video camera demonstration (Jim Paul)**
   1. Flip video cameras provide easy, cheap and pretty quick way to create video for web use. One touch recording, USB transfer to PC in format that can be edited by a wide range of utilities.
   2. Public Affairs has 4 of these cameras (HD variety) available for check-out (include small tripod and basic use instructions) through Illinois in a Box.
   3. Give one a try this summer. Cost for purchase is currently around $200 (give or take) if it turns out to be a popular tool in your unit.

2. **Committee Reports**
   - Branding – No report
   - Reputation Building – No report
   - Shared Resources – No report
   - Technology (Lee Busselman)
     - Tech committee is getting ready to send new survey to communicators to identify focus areas for committee consideration in the coming years
     - Also, committee is preparing to announce a series of summer technology workshops for campus communicators

3. **Varsity Men’s Basketball jerseys (Robin Kaler/Joel Steinfeldt)**
   Illinois was chosen as one of 16 teams for a redesigned men’s varsity basketball uniform. The good news – the design includes the I Mark on the back, the first time our academic mark has been used by athletics, with the potential audience exposure in the millions. The down side: the design doesn’t include the border around the I Mark – Robin has asked that the border be included, but PA would accept the design as-is due to the branding opportunity represented by the uniforms. Robin will share the initial design if Marty Kaufmann at DIA approves.

4. **Update on ARR communications review (Robin Kaler)** – *(See Attachment below for more information on working areas)*
   Robin informed the group that Craig Bazzani has given us approval to move forward on the nine recommendations submitted by CCO to the Administrative Review and Restructuring initiative. Members of standing CCO committees volunteered their groups to serve as teams that will move forward on most of the recommendations (see attachment). The role of the teams will be to identify the tasks that need to be completed to implement the recommendation, identify dependencies/hurdles that must be addressed for successful implementation, to identify the people with the skills/power to implement the recommendations, to create timelines for implementation and to assign responsibilities or, when necessary, to seek the authority to assign responsibilities.
5. **Information needs? (Robin Kaler)**
   Let us know any topics on which you need FAQs, talkpoints, etc.

6. **Ensemble update (Joel Steinfeldt)**
   1. New video interview tips and tricks are now available at [http://publicaffairs.illinois.edu/resources/video_tips.html](http://publicaffairs.illinois.edu/resources/video_tips.html)
   2. Joel developed a new process using YouTube and Google’s Voice algorithms to convert a transcript of a video into a time-coded closed caption file that may be used in Ensemble, details are at [http://publicaffairs.illinois.edu/resources/captioning_video.html](http://publicaffairs.illinois.edu/resources/captioning_video.html)
   3. A YouTube.edu channel for the campus has been created that allows for the posting of long-form academic content (longer than 10:59) at [http://www.youtube.com/Illinois1867](http://www.youtube.com/Illinois1867). If your unit has a YouTube channel, contact Joel so he can link to it and become a subscriber. The site is not ready for release to the campus as there is no infrastructure to support it at the moment. CITES will take over management of the channel in the future so that anyone on campus may post a video there, at which point the site will become available for use by the campus.
   4. Joel gave a preview of [http://multimedia.illinois.edu](http://multimedia.illinois.edu), a website where all content uploaded by the campus via Ensemble will appear. The site’s appearance and navigation will change. The intent of the site is to provide one central location where all video produced on campus may be viewed, searched for, and archived. CITES will take over support for Ensemble for academic uses in the future so that anyone on campus may post a video there, at which point the site will become available for use by the campus.
   5. A second workshop for the Ensemble content management system will be set up at the ACES Library – details to come on the listserv.

7. **Office of Advancement (Heather Tucker)**
   Year in review video/story ideas for fall Foundation Weekend meeting are due to Heather immediately (or at least a request for an extension from her). Contact Heather if your unit has any submissions to pitch: [htucker@illinois.edu](mailto:htucker@illinois.edu)

8. **Illinois Alumni story ideas (Bea Pavia)**
   1. Bea wanted to make sure everyone was aware that the alumni magazine was going to begin their new quarterly publication schedule with the upcoming issue. Issues will be 64 pages (previously issues ran 44 pages), allowing opportunities for more in-depth stories and features. Downside is that Bea will need to know of potential leads further in advance to make sure space is held.
   2. Also, they are currently looking for interesting homecoming stories for the fall issue.
   3. As always, e-mail Bea with your story ideas: [bpavia@illinois.edu](mailto:bpavia@illinois.edu)

9. **Office of University Relations (Ginny Hudak-David)**
President Hogan is expected to officially start on July 1 and will be on the Urbana campus.

10. Short url issue (Chris Harris channeling Lance Campbell)
Web Services has created a new short URL for the Short URL tool called “go.my.illinois.edu”. They created this short URL at the request of the campus student portal team. They were concerned that they would use up many of the names found in the short URL “go.illinois.edu”. When Web Services announced this change they also told the campus that if they wanted to have a special short URL for their unit/college all they needed to do was make a request through their CCO to Web Services.

They wish to stress that, in order for this to be of use, the short URL should be short.

In order this to work, the unit must own the domain name they wish to use for the short URL. Example: If the Library has a domain name “lib.illinois.edu” it is very easy to create/request the short URL “go.lib.illinois.edu.” But if “lib.illinois.edu” does not exist as a domain name then it must be registered/created through CITES according to their existing policies.

Questions about this should go directly to Lance Campbell (lance@illinois.edu), without passing Go and without collecting $200. Mr. Harris cannot be held liable for any inaccuracies, inconsistencies or outrageous whopper prevarications he might have expressed during the meeting. He also wishes to welcome Jason K. to the group.

Attachment: ARR Recommendations with Committee Assignments

Recommendation 1: Create a policy that guides position/job set up to facilitate clearly delineated headcount and percent FTE of employees handling marketing-communications responsibilities and functions. In addition, use Banner CFOAPAL segments to clearly label expense functions like the amount spent on materials and services generated to externally market the institution.

- Public Affairs staff: Robin Kaler

Recommendation 2: Establish best practices across the institution for measuring or approximating the return on investment (ROI) of marketing efforts.

- Committee: Reputation Building (Charlotte Bauer, chair)
- Public Affairs staff: Robin Kaler

Recommendation 3: Create a pool of internal graphic designers (print and Web), photographers, writers and editors to barter/share talent among colleges and units.

- Public Affairs staff: Bridget Jamieson, Chris Harris, Joel Steinfeldt
- Additional volunteers: graphic design ARR sub-committee, Cindy Ashwill
Recommendation 4: Do more with Internet and Social Media to Reduce Unnecessary Uses of Paper.

- Committee: Technology (Lee Busselman, chair)
- Public Affairs staff: Todd Wilson, Michele Raupp

Recommendation 5: Expand the suite of design templates already offered to communications professionals.

- Public Affairs staff: Bridget Jamieson
- Additional volunteers: graphic design ARR sub-committee

Recommendation 6: Expand offerings of commonly shared marketing tools.

- Committee: Technology (Lee Busselman, chair)
- Public Affairs staff: Todd Wilson
- Additional volunteers: Michele Raupp

Recommendation 7: Use our collective purchasing power to buy promotional items.

- Public Affairs staff: Bridget Jamieson, Joel Steinfeldt

Recommendation 8: Create a set of decision-support tools to assist institution/unit leaders and mar-com professionals in their joint annual strategic planning efforts.

- Committee: Shared Resources (Melissa Edwards, chair)
- Public Affairs staff: Chris Harris

Recommendation 9: Better utilize marketing-communications professionals when establishing strategies for achieving institutional/unit goals.

- Committee: Shared Resources (Melissa Edwards, chair)
- Public Affairs staff: Chris Harris